

Teamwork, Listening, Accountability, Networking

AREA YOUTH HIGHLIGHTS SKILLS LEARNED AT YLC



Cassandra Berger represented Jackson Electric at this year's Youth Leadership Congress (YLC), held July 25–27 at the University of Wisconsin–River Falls. The three-day event is sponsored by Wisconsin electric cooperatives and facilitated by the Wisconsin Electric Cooperative Association (WECA). Asked what she hoped to get out of YLC, Cassandra says, "I wanted to network and make new friends, which I definitely did."

At this year's YLC, students had the opportunity to attend a Co-ops 101 session, where they learned about the history of cooperatives and the cooperative business model. Another session allowed the students to hear from an electric cooperative career panel.

A highlight of every YLC is the District Meetings. The students are divided into districts and meet to work through a case study that represents a real-life scenario that cooperatives face. During this year's case study, the students were given the scenario of hiring a new manager. They were given five solutions, and the students discussed the pros and cons of each. The final solution chosen by each district was then presented to the entire group of students on the last day of YLC.

While at YLC, students also have the opportunity to enhance their leadership abilities through team-building activities. Within their districts, the youth had the opportunity to participate in icebreakers and strategic activities that encouraged participation and cooperation. "My greatest takeaway from YLC," Cassandra explains, "was the leadership skills I gained through the activities I participated in."

Highlights of the team-building activities included a giant rock, paper, scissors competition and a relay competition between the districts. Through the relay, students learned a lesson about following directions and paying attention to details.



Cassandra (pictured on far right) developed new friendships at YLC.

Cassandra's favorite activities were those that required the students to work together to develop ideas and solve a problem. Cassandra recalls one in particular: "We did a challenge where a group of us had to hold up a tiny tent pole with just one finger and try to lower it to the ground as a team. This really got us to communicate and listen to the ideas of others in order to complete the challenge."

Listening and learning from others is a great way to develop leadership skills. Cassandra and other YLC attendees truly enjoyed each of the guest speakers. They had the privilege to hear guest speaker

Craig Hillier's message on Breakthrough Leadership. He told students that leaders must learn how to turn their setbacks into comebacks, respect differences, and take responsibility for their actions rather than playing the victim. Craig's workshop kept the students (and chaperones) engaged through interactive activities, discussions, and stories.

The youth also heard from Tessa Otto, a former YLC youth board member and NRECA "Red Shirt." Most recently, Tessa was chosen as one of eight candidates for the Harley-Davidson Find Your Freedom Internship. This is an incredible accomplishment, as there were over 8,000 initial applicants. She was able to relate to the students through this new leadership experience and her past experience on YLC's youth board. Tessa's message emphasized the importance of not only setting goals for ourselves, but also writing them down. The youth were encouraged to write their own goals on a post-it note provided during the session. The post-its were strung together and displayed as a banner for all to see.

Cassandra is attending her first year of college this fall, and the skills she has obtained through participation in YLC,

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Left to right: Cooperative Bingo encouraged students to talk to one another: "Find someone who knows two co-op principles." Craig Hillier's Breakthrough Leadership session kept the students engaged with problem-solving activities. This team-building activity required a strategy and cooperation.



60 YEARS OF WWIS: An Anniversary Worth Celebrating

WWIS staff Monday through Saturday, 8 to 9 a.m. Today, the BuyLine is recorded on Facebook live, which allows the hosts and listeners to interact in a new way. It also allows listeners to access the program at their convenience. Radio Shop programming offers ways to save money at many businesses around the area. The savings begin the first Saturday of every month from 9 to 10 a.m. Leftovers can be purchased by calling the station the remainder of the month. A “radio” community is created by drawing in callers from all over the listening area.

The station also offers other services at no cost. WWIS is one of few stations that offers church services and announces obituaries without a fee associated. Now, let’s not forget about the sports programming! WWIS is able to provide programming for Badger football and basketball, the Brewers, and local high school sports. In addition to this program-

“It will be a station that will truly serve the public interest and which will always strive to be in tune with the needs of the community.” That’s the promise WWIS Radio’s founder, Clarkwood Broadcasting Corporation President Hartley L. Samuels, expressed in a 1958 report. Fast forward 60 years. The names and faces, the location, and the technology may have changed, but Samuels’ message has withstood the test of time.

WWIS Radio’s efforts to best serve the community are evident. “WWIS is here for the area,” says current General Manager Mary Gerdes, “providing programming and services that no one else can.”

Consider the BuyLine and Radio Shop programming, both currently on-air at WWIS. The BuyLine is a method of non-commercial advertising where you can buy, sell, trade, or a make a special announcement. The service is hosted by

ming, the station has provided the community with special broadcasts of school Christmas programs. “We’re looking at carrying a farm show in the future,” Mary adds.

With changes in the industry, WWIS has adapted to better serve listeners with the addition of FM 105.3, a translation of AM 1260, in 2016. Former General Manager Bob “Gabby” Gabrielson played a large part in obtaining a second FM license to run that station. “It’s a translation of the AM 1260 station,” shares Gabby, “which means the same programming is aired on both stations.”

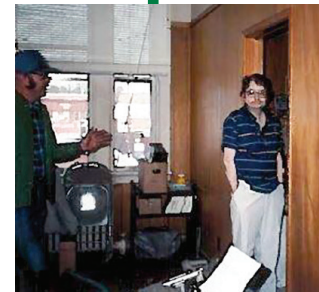
If you’re not aware, AM radio is on-air during daylight, and shuts down at sunset. The new FM station is able to continue broadcasting into the evening, offering WWIS listeners an additional platform to hear a variety of music and broadcasts of community events. The AM 1260/FM 105.3 station features adult contemporary music, while the well-known FM 99.7

From Past to Present: WWIS through the Years

1958: The site of the first WWIS Radio Station was located on Hwy. 27, across from Lunda Construction. This station was thought to be the first station of its kind in the state (and maybe the country) to be entirely housed in a 10x50-foot custom-built, aluminum mobile home.

August 23, 1958: The station’s first official broadcast was performed remotely from the grandstand of the Jackson County Fair on Saturday, August 23, 1958. The formal dedication service began when Governor Thomson performed the honor of turning the switch, which began the broadcast.

1963: In June, the station’s offices moved to a location in downtown Black River Falls, near the theater. The studio and transmitter trailer remained on Hwy. 27.



highlights its classic country genre. Since WWIS can be heard for over 60 miles on FM 99.7 and for a 20-mile range when tuned in to the translated FM 105.3 station, a more distant event can be broadcast on 99.7 on the same evening as a local broadcast on 105.3. “Now, we have the ability to incorporate more community events,” adds Gabby.

While WWIS has made changes over the years to keep up with new technology, the station’s philosophy and ownership have remained unchanged for half a century. The Dodie and Bob Smith family has owned the station since 1968, most of the station’s existence. There have only been two owners prior to the Smith family. “We follow that family philosophy,” shares Mary.

The station’s philosophy is evident in its well-rounded support. WWIS is able to provide community announcements for various organizations, such as Friends Sharing Food, Friends of the Black River, local fire and police departments, and the Black River Falls Public Library. The station also strives to provide the best service for listeners, at an affordable cost for advertisers. Most importantly, though, WWIS provides the community with a platform. “Every community would like a voice... information for the community they’re not going to get somewhere else,” comments retired President and General Manager Nelson Lent.

A station that values its listeners, advertisers, and community is essential to this community. What better way is there to celebrate such a community staple than by celebrating with the community itself? The 60th Anniversary Celebration of WWIS Radio is set for Friday, September 7, 2018, from 10 a.m. to 2 p.m. at the WWIS Radio Station on Town Creek Road. The community is invited to join WWIS staff for food, giveaways, tours of the station, and more. Mary would like to leave Jackson Electric members with this message: “If you haven’t given us a try, you need to. We are here for the area, our listeners, and our customers.” —*Brandi Shramek, Executive Coordinator*

1990: Construction of the current radio station on Town Creek Road began after WWIS received its first FM license.

2018: WWIS celebrates the 60th Anniversary of its AM 1260 station. The station’s building, 300-foot tower, satellites, and transmitters are all housed in one location.



CAPITAL CREDITS ALLOCATION

This September you will see your capital credits allocation on your September billing statement, rather than receive a postcard in the mail. Posting your allocation on your billing statement reduces the additional cost of mailing a separate notice to each of Jackson Electric’s members.

This notice shows the amount earned and credited to your capital credits account for the year 2017. This is notification of your allocated capital credits amount in the cooperative, not a capital credits retirement check.

Allocation of net margins are set aside into the member’s account to be used by the cooperative as operating capital for reliability improvements and maintenance over a period of years. An allocation is made annually based upon the member’s patronage from the previous year.

Some members may receive a capital credits retirement check in December. Annually, the board of directors decides the amount and years to retire based on the financial needs of the cooperative.

If you move from our service lines, please inform us of your new address so we can keep you updated on your capital credits account and send any retirement you are eligible to receive.

LOAD MANAGEMENT RECEIVER SERVICE CALLS

This past summer, Jackson Electric hired summer employees to test load management receivers throughout its system. Results from the testing indicated there are several load management receivers that need to be either repaired or replaced.

Someone from Jackson Electric will be contacting those members with failed load management receivers to set up a service appointment. If you are contacted and do not set up an appointment for the service, you will be taken off of the water heater and/or dual fuel program.



Congratulations to Fred and Bonnie Vance, rural Fairchild, who were the first members to become owners of a 4.2 kW solar system from JacksonSolar LLC. JacksonSolar LLC continues to accept participants in the 2018 pilot project. Systems will be installed in 2018 as long as the weather permits.



#supportingouryouth

Jackson Electric supported youth at the Jackson County Fair's Livestock and Dairy Basket Auction in August. Two of the hogs were processed for the pulled pork sandwiches served at the annual member picnic in August. The other hog was donated to the Friends Sharing Food pantry. Members who attended the picnic had an opportunity to win 1/8 of beef.



Far left: Directors Chris Curran, Brian Huber, and General Manager Kevin Babcock pose with Jackson Blaken, son of Joby and Shelly, of Melrose. Left: Director Dave Peasley purchased a dairy basket from Tyler Meimann, son of Travis and Holly.



Above, left to right: This crossbred steer was exhibited and sold by Jacob Bradley, son of Mike and Tammy, of Fairchild. Hannah Olson, daughter of Mark and Kelly from Hixton, smiles after Jackson Electric purchased her market hog. Jackson Electric purchased this market hog from Luke Fischer, son of Paul and Angela, of Alma Center.

YLC (Continued from page 15)

Jackson Electric's youth ambassador program, and the Electric Youth Tour have prepared her to be a leader on campus and in her courses. "I would recommend YLC to other students because it's a great character builder to get out of your comfort zone, and you have the opportunity to run for the youth board," Cassandra adds. The youth board plans the following year's YLC and has the opportunity to represent Wisconsin on the Electric Youth Tour held in Washington, D.C., each year. Students participating in YLC are eligible to enter the WECA Essay Contest, which awards the authors of the top three essays with a continuing education scholarship.

For more information on cooperative youth programs, contact Brandi at bshramek@jackelec.com.

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Download the SmartHub app to your Android or Apple device.

Set up your SmartHub account to:

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- Pay your bill
- Manage your account information
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Water Heater Price Increase

50 gallon Rheem water heater: \$450 plus tax
This is due to an increase in price from our manufacturer.



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