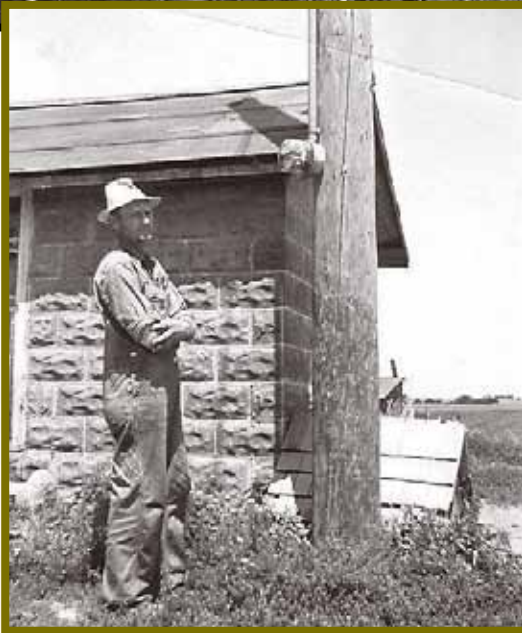
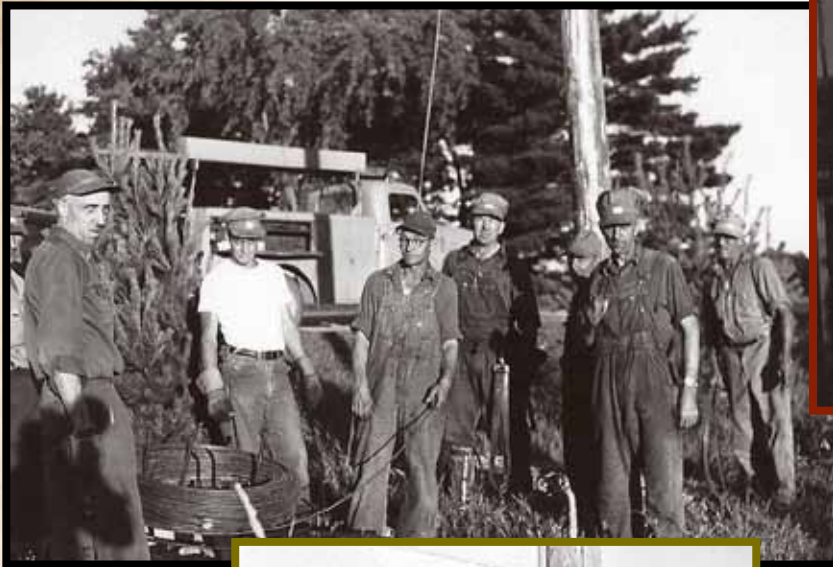


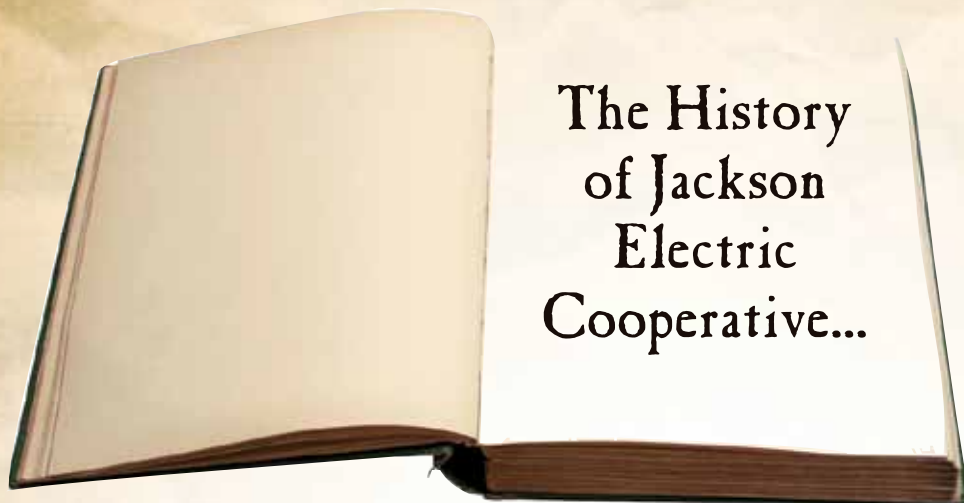
A Promising Future Secured by Past Inspiration



Jackson
ELECTRIC COOPERATIVE

Your Touchstone Energy® Partner





The light bulb flickered for the first time. Do you remember the day your homestead first received electricity? Some of you may still reminisce about the efforts put forth from local farmers to establish an electric cooperative in the 1930s. It was a difficult start for Jackson Electric Cooperative, but the persistent dedication of several farmers, led by County Agent Walter Bean, made the convenience of electricity a reality.

Large power companies did not want to serve the rural areas because it was not economically feasible for them. Factories and large businesses located in the cities where electricity was easily assessable. On May 11, 1935, President Franklin Roosevelt signed Executive Order No. 7037 establishing the Rural Electrification Administration (REA). This administration provided loans to rural electric cooperatives so the construction of power lines in rural areas could be achieved.

We dedicate this 75th anniversary book to our forefathers who worked endless hours to secure the future cooperative promise of reliable and affordable electricity to meet rural power needs then, now and in the future.

Enjoy your pictorial walk through 75 years of Jackson Electric Cooperative.

Jackson Electric Cooperative General Managers

E.C. Brown

June 1938 – October 1938

Marcellus John (M.J.) Smith

October 1938 – May 1942

Fred R. McDonel

Hired as an electrician in April 1941

General Manager May 1942 – October 1959

Arthur M. Larson

Hired as an apprentice electrician in January 15, 1946

General Manager October 1959 – December 31, 1979

Michael D. Anderson

Hired as sales promotion manager October 31, 1960

General Manager January 1, 1980 – December 2004

Interim General Manager August 2008 – March 2009

Ronald R. Roodell

August 2004 – August 2008

Gregory A. McFarland

March 2009 - present

On the cover...

Top, left:

Merrillan residents work with Jackson Electric Cooperative's line crew and contractors to construct a temporary substation and build a three-phase line into the Village of Merrillan after a fire destroyed its generating station.

Top, right:

John Thomas bottles milk at the Thomas Dairy in 1952.

Bottom, left:

Roy Kunzelman, board director from 1937-1951, examines his meter at his farmstead.

Bottom, right:

Members of Jackson Electric Cooperative's Board of Directors pose for a photo at the 1950 annual meeting. They are (left to right) George Johnson, Charles Nordstrom, and Melvin Larson.

Past Directors

District 1

George O. Humphrey – October 12, 1937 – March 12, 1947
Martin Lund – October 12, 1937 – March 8, 1939
Gaylord Jacobson – March 11, 1942 – March 20, 1945
Melvin J. Larson – March 12, 1947 – February 15, 1956
Leonard Person – February 15, 1956 – February 18, 1959
Erwin Harnisch – February 18, 1959 – March 1, 1962
Irvin Schnick – March 1, 1962 – March 13, 2007
Stanley Gran – March 31, 2007 – present

District 2

Archie O. Burnett – October 12, 1937 – April 28, 1970
Richard Bopp – May 26, 1970 – November 18, 1998
Junior Jacobson – November 18, 1998 – present

District 3

Roy H. Kunzelman – October 12, 1937 – February 21, 1951
Peter Held – March 20, 1945 – October 19, 1949
Frank Scheffer – February 21, 1951 – May 19, 1959
Bernard Scheffer – May 19, 1959 – March 27, 1999
Jerry Huber – March 27, 1999 – present

District 4

Theodore Strande – March 8, 1939 – January 13, 1942
Gaylord Strande – January 13, 1942 – March 10, 1943
Abel G. Knutson – March 10, 1943 – March 13, 1946
Elwood Relyea – March 13, 1946 – October 19, 1954
Walter Kling – October 19, 1954 – August 27, 1974
Robert Kling – August 27, 1974 – February 12, 2009
Chris Curran – February 12, 2009 – present

District 5

Donald Peasley – February 20, 1952 – March 8, 1979
Thomas Peasley – March 8, 1979 – March 29, 2003
Harry Peterson – November 26, 2002 – August 6, 2003
David Peasley – December 15, 2003 – present

District 6

George J. Johnson – October 12, 1937 – November 6, 1954
Robert Nortman – December 21, 1954 – March 12, 1968
Phillip (Pat) Thomas – March 12, 1968 – March 23, 1996
Roger Hansen – May 29, 1996 – present

District 7

Delbert Nortman – October 12, 1937 – March 11, 1942
Harvey Gilbertson – March 11, 1942 – February 20, 1952
Perry Overlien – February 16, 1949 – February 20, 1952
Perry Overlien – February 16, 1955 – June 21, 1960
William Busse – February 20, 1952 – February 16, 1955
Dennis Rand – June 21, 1960 – February 15, 1961
Perry Overlien – February 15, 1961 – July 18, 1961
Adolph Kostohryz – August 15, 1961 – November 26, 1985
George Schlegel – October 23, 1986 – November 17, 1999
Ed Schlegel – November 17, 1999 – March 29, 2003
Brian Huber – March 29, 2003 – present

District 8

Frank C. Bright – October 12, 1937 – March 20, 1945
Ray Hurlburt – March 20, 1945 – November 6, 1954
Orton Anderson – December 21, 1954 – February 20, 1957
Mike Bowler – February 20, 1957 – December 31, 1979
Daniel Smrekar – June 24, 1980 – present

District 9

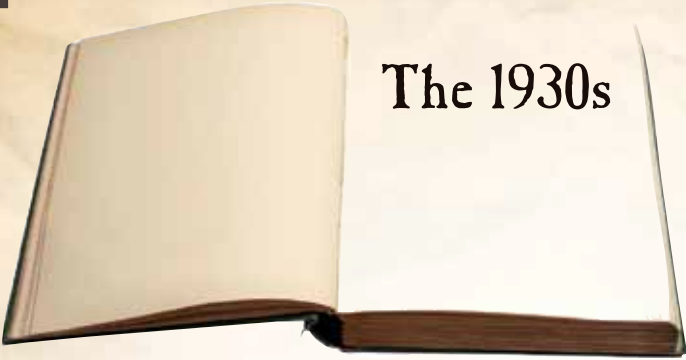
Gust Kohnert – October 12, 1937 – March 11, 1942
Charles Nordstrom – October 12, 1937 – July 21, 1959
Herman Wild – October 19, 1948 – February 16, 1949
Norman Blaken – July 21, 1959 – October 25, 1983
Gary Woods – October 25, 1983 – present



Jackson Electric Cooperative's Current Board of Directors

Seated (left to right) Dan Smrekar, District 8; Gary Woods, president and District 9; Brian Huber, District 7; and Jerry Huber, vice president and District 3.

Back row (left to right) Dave Peasley, secretary and District 5; Stan Gran, District 1; Chris Curran, District 4; Junior Jacobson, District 2; and Roger Hansen, District 6.



The 1930s

February 1936

County Agent Walter Bean held a series of meetings to encourage a commitment from rural residents for the establishment of a rural electric cooperative.

March 13, 1936

A local meeting of committeemen appointed from each school district was held at the courthouse in Black River Falls.

June 1936

Signed survey forms of commitment were submitted to the Rural Electrification Coordination Office for approval. Request was denied stating that farms were too scattered to make a workable project. Goal was three farms per mile.

March 18, 1937

Temporary board of directors was established.

October 1937

Approval received from the Rural Electrification Administration to serve 829 members with 273 miles of line, an average of 3.04 farms per mile.

October 6, 1937

Articles of Incorporation were signed and filed with Wisconsin Secretary of State in Madison.

October 12, 1937

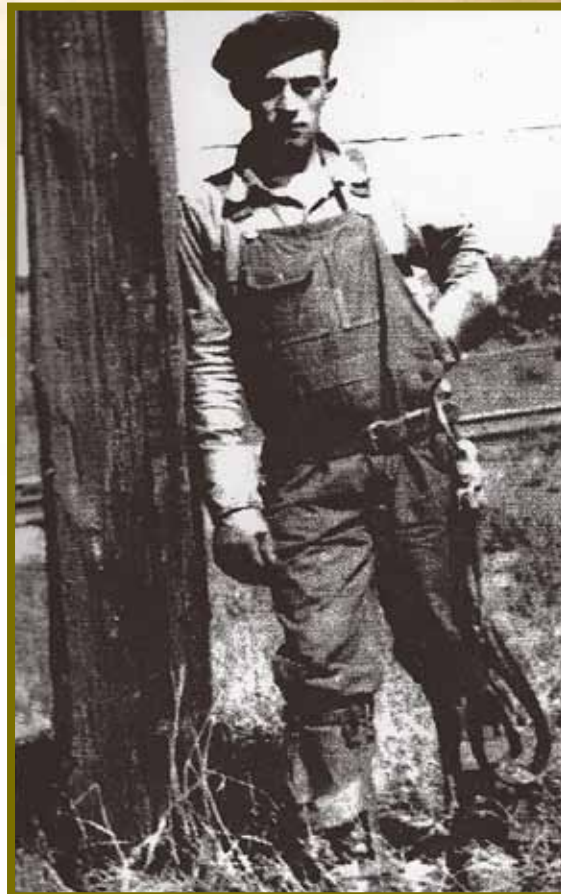
First organizational meeting was held and a permanent board of directors was elected. Twenty-three farmers paid their \$5 membership dues to become eligible to vote at this meeting.

December 1, 1938

The lights first came on at the Mrs. Tillie Wallen farmstead located near Curran Valley in Taylor. The first substation was located on the Wallen farm.

August 8, 1939

Office space on Main Street in Black River Falls was leased from the Jackson County Bank.



On September 20, 1938, the board of directors selected Lawrence Crowley to be the co-op's first maintenance man (lineman). He was paid \$120 per month. The cooperative's maintenance equipment consisted of two trucks, and the line crew consisted of the maintenance man and his assistant. Ralph Probst was named assistant in 1939.



On November 19, 1938, John L. Martin paid his \$5 membership fee to become a member of Jackson Electric Cooperative. He later received this sign stating that his home was an "All Electric Home".



The first farm electrified by Jackson Electric Cooperative was owned by Mrs. Tillie Wallen located in Curran Valley near Taylor on December 1, 1938. The cooperative's first substation was located in the Wallen farm field.

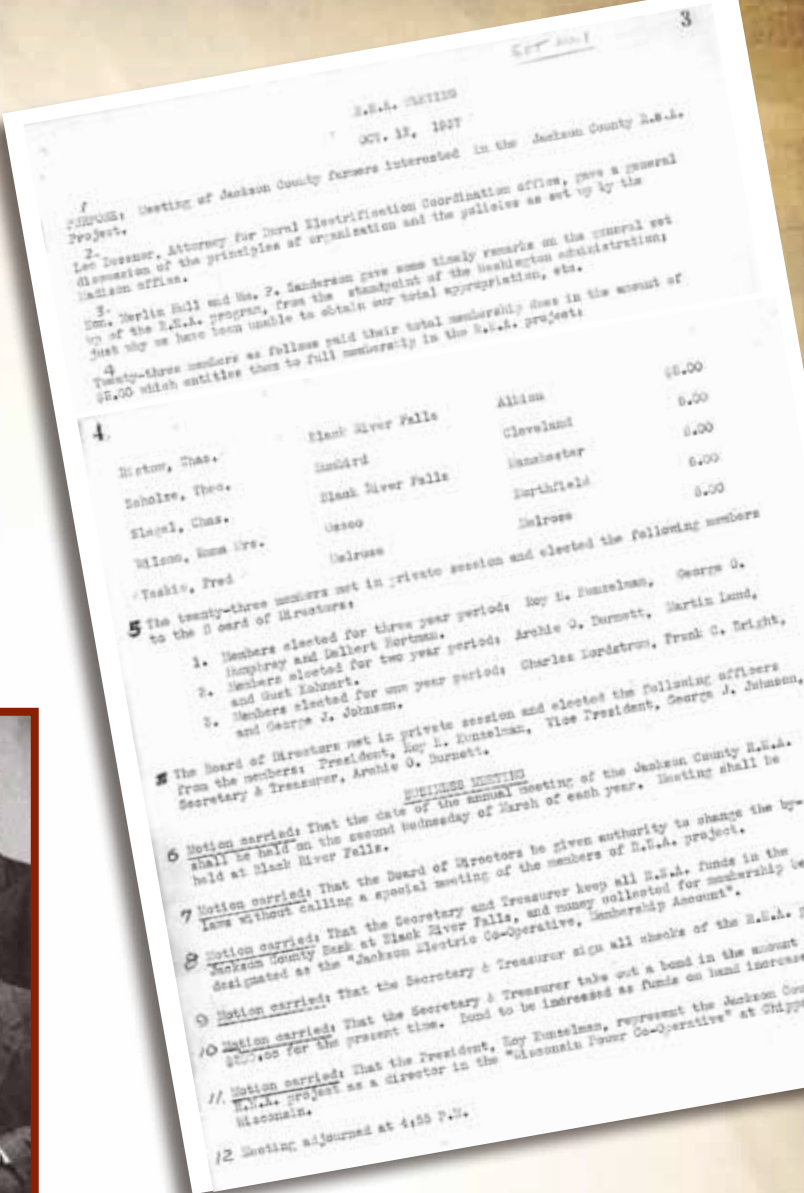


Jackson Electric Cooperative's first board of directors was elected shortly after the co-op was organized in 1937.

Front row (left to right): George Humphrey, Osseo; Frank Bright, Black River Falls; Walter D. Bean, Jackson County Agent who was not a board member but served as secretary of the temporary organizing committee; Roy Kunzelman, Alma Center; and George J. Johnson, Black River Falls.

Back row (left to right): Archie O. Burnett, Hixton; Charles Nordstrom, Melrose; Martin Lund, Osseo; Gust Kohnert, Melrose; and Delbert Nortman, Black River Falls.

One of the first membership certificates was issued to Charles Nordstrom who served on the board of directors.



A portion of the first organizational meeting minutes held October 12, 1937.



The 1940s

August 1941

Cooperative offices moved to a building on Water Street in Black River Falls.

June 15, 1948

Board approved a resolution asking \$60,000 for a new office and warehouse building and the purchase of two-way radio equipment for the trucks.

Late 1949

New cooperative office constructed at 119 Harrison Street, Black River Falls.

Jackson Electric Cooperative By-Laws



The Aim of..... Jackson Electric Cooperative

(hereinafter called the "Cooperative") is to make electric energy available to its members at the lowest cost consistent with sound economy and good management.



Offices at
**BLACK RIVER FALLS
WISCONSIN**

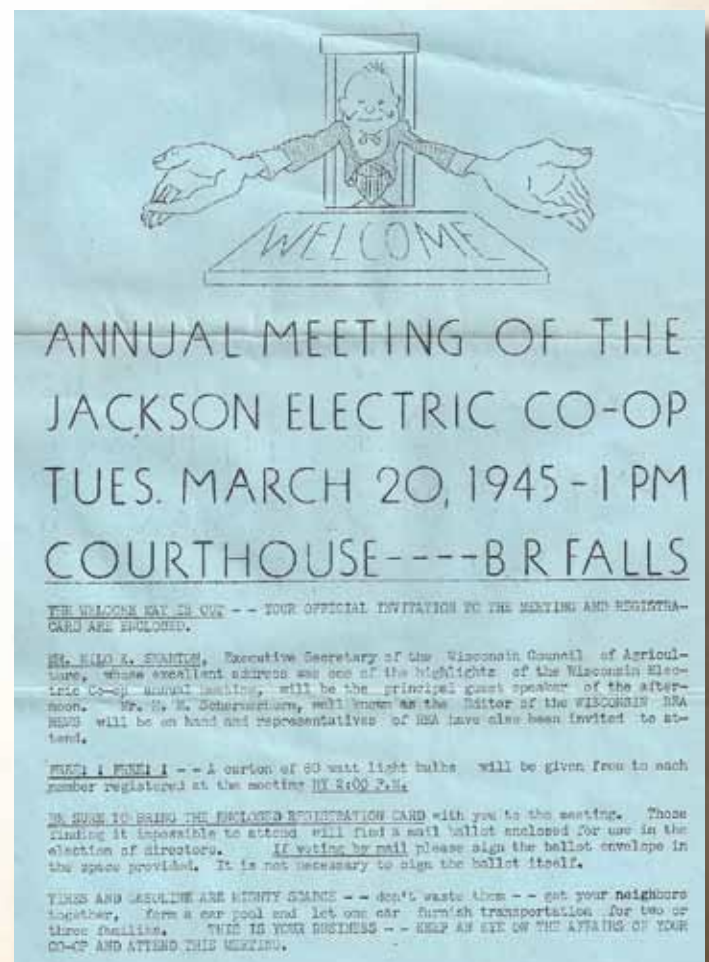
The cooperative's 1943 Bylaws. The aim of Jackson Electric Cooperative "is to make electric energy available to its members at the lowest cost consistent with sound economy and good management."




Fred R. McDonel was hired at Jackson Electric Cooperative in April 1941 as an electrician. He was later named general manager in May 1942 - October 1959.

1945 Annual Meeting Notice

Each registered member received a carton of 60-watt light bulbs at the 1945 annual meeting. Director elections were held at this meeting; mail-in ballots were enclosed with this notice to those members who were not able to attend the meeting. This notice stated, "This is your business - keep an eye on the affairs of your co-op and attend this meeting."





The 1950s

1950

The cooperative was divided into nine districts, each having equal representation on the board of directors.

1950

The cooperative started managing the flow of electrical load with water heater timers.

June 15, 1954

First Junior Directors approved.

1955

A 69,000 volt substation was constructed in the vicinity of Merrillan. This addition makes a total of three substations including Hixton and Melrose.

1956

Three-phase power was furnished to Thomas Brothers Dairy, located on Spring Creek Road in Black River Falls.

"The Jackson Electric Cooperative has just completed its 13th year of operations and the dreams of most of us have come true. By this we mean to say that we are enjoying today what many of us had long hoped for – electricity on the farm."

– Fred R. McDonel, manager, 1951 annual meeting report

"The installation of water heater controls, which began in 1951, continued in 1952, there now being about 350 installed. These have been a major factor in reducing power costs."

– 1952 annual meeting report

"Our 1957 system study, figured on a long range program, to the year 1975, shows that we will eventually need two more substations, bringing our total to four. It is estimated that the kwh consumption per member will more than triple by 1975."

– Fred R. McDonel, manager, 1958 annual meeting report



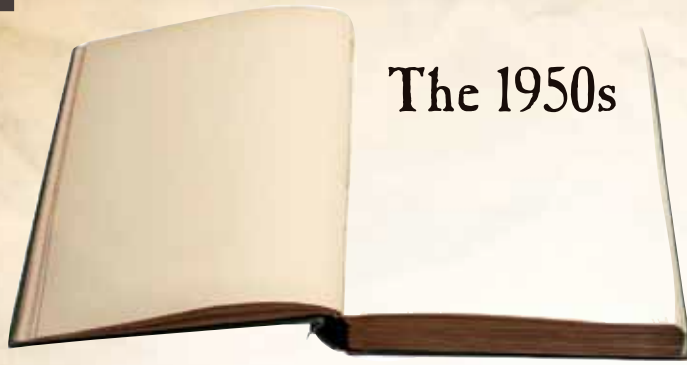
1951 line crew, kneeling in the front row (left to right), Gilbert Hagen, groundman; Benjamin F. McNeely and A. Lloyd Bekkelund, linemen. Standing (left to right), Eugene N. Stenulson, groundman; Roger R. Swenson, apprentice lineman; Orville A. Nortman, apprentice lineman; J. Guy Babcock, groundman; Ellis H. Parlow, groundman; and Elmer N. Samuelson, apprentice lineman.

Productivity increased when electricity arrived at Habelman Cranberry Farm in 1951. Kenneth Habelman is pictured at the far left.



Mrs. George Gjerset is admiring her new electric appliance in 1951. An electric range was convenient, safe, clean and fast.





The 1950s



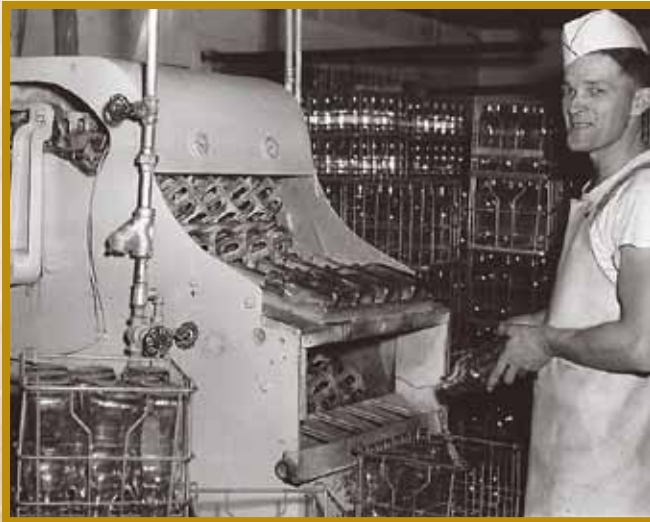
Art Larson was hired as an apprentice electrician on January 15, 1946. He later served as the cooperative's general manager from October 1959 to December 31, 1979.



Perry Overlien, right, and Robert Sawyer marvel over the new bulk milk cooling system that became available in 1952.



Street Lights in Millston – Electronic lighting equipment was the center of attention for these youngsters in 1952. Pictured, left to right, are Thomas Harkner, Carl Strozewski, Robert Ball, line superintendent, Ike Miles, groundman, Stanley Bennett, Dale Smothers, and David Bromley.



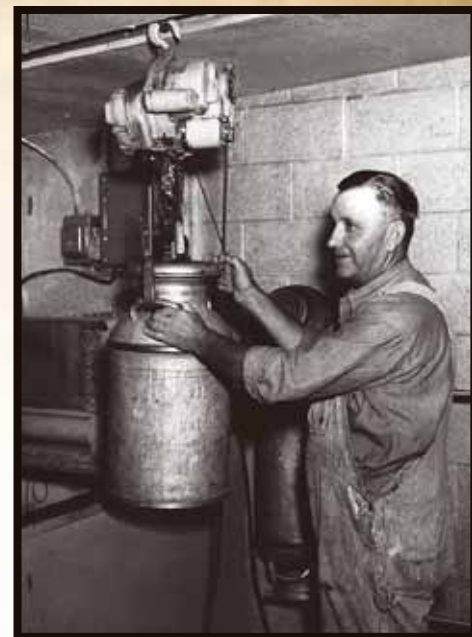
Pat Thomas shows how bottles are washed and sterilized at Thomas Dairy. "It's impossible to have any kind of rural business without REA," states Pat in 1952.



Uninterrupted service to each member is reason enough to allow brush spraying. Robert Ball, line superintendent, is shown with a power sprayer on a winch truck with four-wheel drive – a modern anti-brush weapon. This photo was taken in 1952.



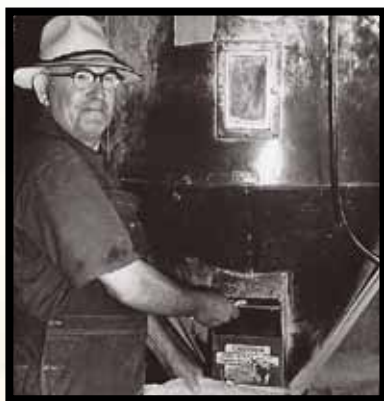
Controlled barn ventilation is a factor in the production of quality milk from healthy cows. John Wyss is admiring his new electric ventilation barn fan in 1953.



Harvey Gilbertson using his milk can hoist in 1953.



"This is one of the best investments I ever made," states Henry Schultz. He was talking about his grinder and corn sheller which was purchased in 1939. The mixer was installed in 1948.



Henry's son John assists in the grinding of feed. He stated in an article in 1953 "that the mill and corn sheller paid for themselves in two years on savings made by buying large quantities of alfalfa meal, etc."



Winners of the door prizes at the 1953 annual meeting were (left to right), William Olson, Hixton, roaster; Mrs. John Moseley, Black River Falls, food mixer; Mrs. Clarence Plummer, Melrose, clock radio; Louis Moe, Hixton, electric blanket; and Mrs. Manford Hagen, Hixton, an electric ironer.

The 1960s

1965

Four hydronically heated homes are now in operation along with 18 other electrically heated homes.

1968

The substation in the Shamrock area was energized.

1969

Humbird area substation was energized.

1969

National Rural Utilities Cooperative Finance Corporation (CFC) was formed by rural electric cooperatives. Funds from the private credit markets are obtained for its loans to electric systems.

"Many of you probably received light and power over the first rural electric lines built in this territory – lines designed to carry from 40 to 80 kilowatt hours per member per month. These lines were also designed to serve only 25% of the rural people."

– Art Larson, general manager, 1960 annual meeting report

"We have continued to show substantial increases in gross revenue. This points out the fact that each member continues to use more electricity each year. Looking into the future, however, fewer farms naturally causes concern for the economy of the cooperative, as a major portion of the revenue comes from the farm load."

– Art Larson, general manager, 1962 annual meeting report



Food storage problems are solved with freezers. Classes were held to teach homemakers how to properly freeze food. Bev (Stetzer) and Evelyn Torkelson display a pie that was frozen in 1964.



This is the line crew, pictured in 1962, who were responsible for the continuity of electric service to the membership of the cooperative, and the construction and maintenance of the system lines. They are, left to right, Tom Harmes, lineman; Gary Onstad, lineman; Robert Ball, line superintendent; Ellis Parlow, groundman; Arlie Babcock, lineman; David Laird, lineman; Elmer Samuelson, maintenance foreman; Irwin "Ike" Miles, equipment technician; and Arlan Danielson, apprentice lineman.

Mrs. August Kaufman purchased an electric range in 1961.



"We had one bad interruption of electric service in 1961 just before deer season, which was created by a real wet snow fall of considerable proportion. It is quite evident that a large percentage of your service interruptions are caused by trees. Brush control and removal of trees, therefore, is one of our major problems. It seems that most everyone in this area realizes that electric lines cannot operate without interruption, unless kept clear of brush and trees."

– Art Larson, general manager, 1962 annual meeting report

"We are living in a rapidly changing world and our cooperative is part of it. The composition of our membership – its age, occupation, interest, familiarity with the rural electrification program – is different from our membership of 30 years ago, even ten years ago."

– Don Peasley, board president, 1968 annual report



Area lights were introduced at the 1964 annual meeting. An area light would cost you \$2.50 per month.

Demand for electricity increases every day



Rachel (Mrs. Sidney) Davis finds that the purchase of a frozen TV dinner can make dining a bit easier in 1964.



Enjoying frozen popsicles from their freezer in 1964 were Mrs. Felix (Betty) DeGroot and her daughters, Valerie (Bowman) and Virginia (Tomsen).



There wasn't an empty seat available at the 1967 annual meeting. This meeting was held at the Black River Falls Theatre.

The 1970s

1970

The cooperative offered a wide range of energy efficiency and conservation services to members. These programs were designed to help residential members reduce peak demand, conserve energy and save time and money.

1970

Underground lines are beginning to be plowed into the earth rather than the construction of overhead lines. One reason being the evidence of electrical distribution being difficult to see.

July 1, 1970

A cold storage warehouse building for Jackson Electric Cooperative was put into service in the Town of Brockway.

Late 1970s

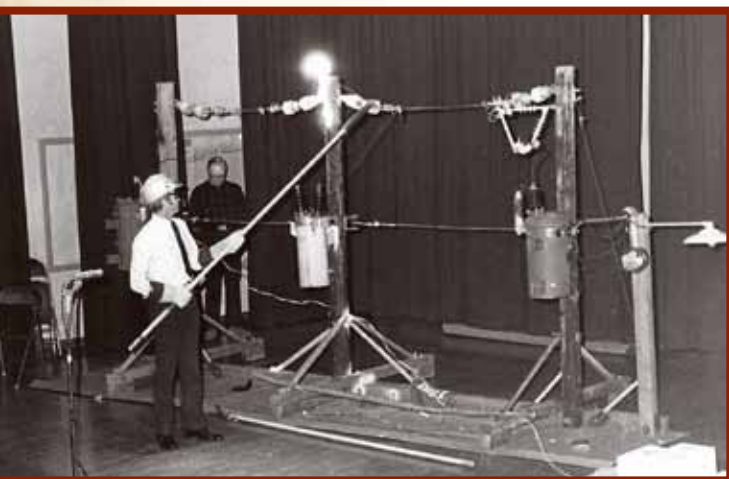
The appliance sales program was phased out due to high costs.



Mr. and Mrs. James Blazejovsky won the grand prize, an electric clothes dryer, at the 1973 annual meeting.



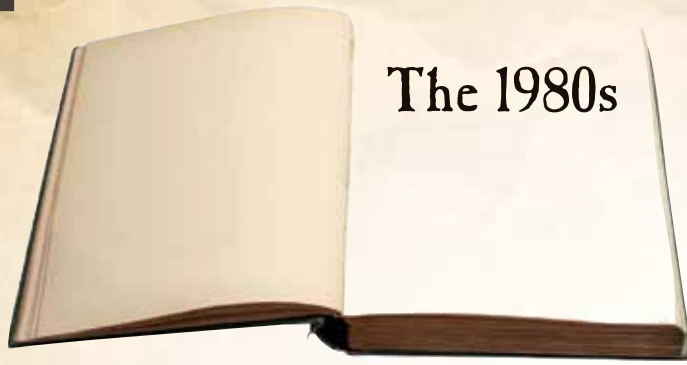
Lineman Arlan Danielson prepares to fuse a transformer for a member using the new basket truck. The new basket truck will replace one service truck and will be used to great advantage for changing transformers, breakers, insulators and also hot line work.



A hot line demonstration by Tom Harmes was a highlight at the 1975 annual meeting. Harold Westerfield, Jackson Electric Cooperative's Purchasing Agent, is shown in the background. Today, hot line safety demonstrations are conducted for various community organizations and area schools.



A record-breaking 583 members attended the 1975 annual meeting. It was voted at this meeting for Jackson Electric Cooperative to continue paying for member subscriptions to the Wisconsin REC News. Members continue to receive this magazine today.



The 1980s

1982

First radio load control receivers were installed for water heaters and electric heat.

October 1986

Jackson Electric Cooperative approved the operation of a low interest loan program funded by the Rural Electrification Administration, known today as the Energy Resource Conservation loan (ERC).



Linemen Bruce Hunter, David Ripp and Dan McKevitt work on a three-phase line in Millston near Deli, Inc.



Mike Anderson, general manager from 1980-2004, receives a FEMA grant check from Jackson County Emergency Management Director John Elliot in 1982.



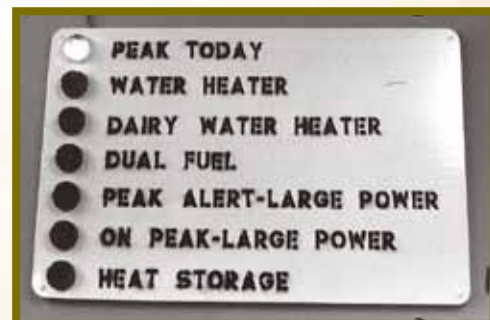
The promotion of energy efficiency was highlighted at the 1988 annual meeting.



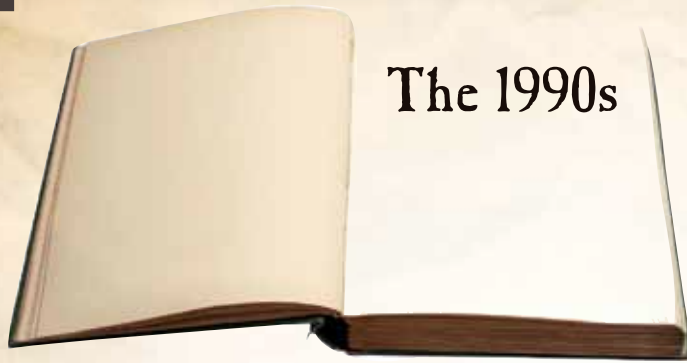
This digger-derrick truck is used in boring holes and setting new poles. It is also used as a crane for heavy lifting. The cab and chassis is a 1988 Ford F800D with a 7.8 liter diesel engine.



Lineman David Ripp assists in burying cable in 1987. Jackson Electric Cooperative now hires a contractor to install underground cable.



The load management board in the cooperative's office indicating a peak alert period. Today, peak alerts are issued via e-mail and text messages. Members can view peak alert periods on our website.



The 1990s

1990

The EnviroWatch program was implemented by the cooperative. This program was designed to alert members if the temperature in their residence drops or if there is a power outage. This program is still available to members and non-members.

1998

Evergreen, a voluntary program that promotes renewable energy, is established.



Steve Meyer, Member Services Director, connects the first ComfortPhone subscriber, Jerry Jelinek, in 1993.



In November of 1999 Jackson Electric Cooperative extended a three-phase line to Bruce Mound to accommodate their new snow-making equipment.



In the mid-1990s, the EnviroWatch program was implemented by the cooperative. Many members and non-members make use of this service today.

**An Electric Water Heater
Has No Flames. No Fumes.
No Pollutants.**

**Electricity is the
cheapest thing we buy**

This 1992 IHC 4800 4x4 large double bucket truck was purchased in June 1993. This truck is still in operation today.



The 2000s

"The financial position of JEC remains strong, allowing us to pay nearly \$327,000 in patronage capital back to our membership in 2006."

– Ron Roodell, general manager, 2006 annual report

"Our pledge to you is to produce a quality product that will enhance the lives of our members."

– Greg McFarland, general manager, 2009 annual report

March 31, 2000

New shop was put into service near the existing cold storage warehouse in the Town of Brockway. A geothermal heat pump will heat and cool the building.

2007

The cooperative's rebate program is extended to include incentives for renewable and energy conservation projects.

2008

The cooperative moved from their downtown location to their present location on County Road F in Black River Falls.

2009

The Youth Ambassador Program replaced the Junior Director program.

2010

The NRECA recognizes the cooperative's commitment to youth programs with a Community Service Award.

2011

Adult scholarships are available to those members who are interested in pursuing their career interests.



Members of Jackson Electric Cooperative's Board of Directors visit with congressional representatives to discuss legislative issues facing the energy industry.



Meter testing is being done on this dual fuel meter after the implementation of the automated meter reading system.



Jackson Electric Cooperative combined its warehouse and office space into one building in 2008. The present headquarter building is located on County Road F in Black River Falls.



Lineman Brian Schultz centers a new pole which is being stabilized by equipment controlled by Eric Steien in the bucket. Insects and weather wear on the power poles and testing is done to determine which poles need to be replaced.



The Electronics Recycling Drive has become an annual event. This encourages the community to recycle those hard-to-get-rid-of electronics that are no longer operational or outdated.

Ron Roodell, general manager from 2004-2008, addresses members at the annual meeting.



Powering for the Next 75 Years



Jackson Electric Cooperative's current line crew (left to right), Steve Bucholz, lineman; Don Fortun, meter-load management technician; Matt Bush, lineman; Brian Schultz, lineman; Jesse Hansen, apprentice lineman; David Ripp, lineman; Kevin Babcock, operations manager; Steve Tenner, lead lineman; Eric Steien, general foreman; Brian Dolesy, warehouse clerk-facilities maintenance; and Dan McKevitt, lineman.



Jackson Electric Cooperative's office employees. Seated (left to right), Pam Bjerke, receptionist and member services assistant; and Bertina Zager, receptionist and operations assistant. Standing, l-r, Steve Meyer, member services director; Bill Mickelson, load management technician; Carol Blaken, communications specialist; Carmen LaGaisse, billing clerk; Scott Peterson, work order clerk; Jerel Gunning, accountant; and Jeff Cook, finance manager. Absent the day the photo was taken was Lee Panter, mapping.



Greg McFarland
General Manager/CEO

Jackson Electric Cooperative

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(715) 284-5385 or (800) 370-4607

www.jackelec.com