



Price Electric
Cooperative

Your. Together. Energy. Better.

MONTH IN HISTORY



William L. Caynor Sr.,
Price Electric
Cooperative CEO

It is difficult to convey the historic events at your cooperative without first expressing our grief and sorrow to everyone affected by Hurricanes Harvey and Irma. Harvey swept ashore on the evening of August 25 with 130 mph winds. The impact was devastating and as if this weren't enough, Harvey went back out to sea

and made landfall two more times before downgrading its strength and proceeding inland. Rainfall was an unprecedented 50 inches in some areas, and more than 60 unfortunate souls lost their lives. At least 160,000 Texas cooperative members lost power and Victoria Electric Cooperative in Victoria and Jackson Electric Cooperative in Edna experienced systemwide outages. Utilizing mutual aid agreements, one-third of the 67 Texas cooperatives responded to assist and six days later only 14,000 members were still without electricity. The support was overwhelming but it is evident that there is much more work to do as the flood waters subside.

Irma made landfall in the Florida Keys as a Category 4 storm on September 10. Throughout the next several hours it left a trail of destruction in its wake, recording peak gusts of 142 miles per hour in Naples and maximum rainfall of nearly 16 inches at Fort Pierce. An estimated 1 million co-op members were still without power by September 12. To answer the call for aid, nearly 2,000 cooperative

crews from over 25 states headed to Florida, Georgia, and South Carolina to assist with restoration. In Wisconsin, line crews from 18 electric cooperatives including PEC formed convoys and headed to assist with rebuilding at Clay Electric Cooperative, headquartered in Keystone Heights, northeast of Gainesville. At its peak, Clay Electric had approximately 130,000 members—representing about 75 percent of its system—without power.

More than 40 vehicles were dispatched from Wisconsin, including bucket trucks, pole-hauling trailers, and digging equipment. Anticipating a lengthy rebuilding project, a second round of 24 co-op volunteers had been recruited for later rotation into the damaged area. The relief mission is similar to assistance rendered by Wisconsin co-ops 12 years ago following Hurricane Katrina. Personnel from 14 Wisconsin electric cooperatives were dispatched over a four-week period to Louisiana on a rotating basis, helping to rebuild a local co-op distribution system that had been almost totally destroyed. It's also similar—on a larger scale—to the ROPE (restoration of power in an emergency) program in which Wisconsin

co-ops help each other shorten recovery times when severe weather damages local electric systems.

Here in the Northwoods, two monumental events occurred in August. One was the dedication and ribbon cutting for the Flambeau Solar Project and the other was the groundbreaking of your new member service center.

On August 3, Wisconsin Senator Janet Bewley and Assemblywoman Beth Meyers were on hand along with representatives from CMS Enterprises, groSolar, Dairyland Power Cooperative (DPC) and your cooperative for the ribbon cutting and dedication of the largest solar array in Wisconsin. The Flambeau Solar Project has a generation capacity of 2.5 MW (AC) and is connected to the distribution system, energizing more than 600 homes in the Crane Chase Region. This is one of 12 utility-scale solar projects DPC has contracted for and amounts to 20.5 MW overall. Price Electric members Ken and Sally Denzine were also on hand. The Denzines own the 22 acres that have been leased for the solar array to be constructed and operated. Ken's father purchased the land in 1945, which was used to cultivate corn, soybeans, or alfalfa prior to its newfound purpose.

Another monumental event occurred on August 31. On this

day, a ground-breaking ceremony transpired at your new member service center location on Springs Drive, south of Phillips. All your directors and cooperative employees were on hand, along with representatives from River Valley Architects and Hoelt Builders. Equipment for

the grading work had already been unloaded as bid responses have been reviewed and most contractors selected to get this project underway. There is a lot to be done in a short time, but the energy is intensifying as the project moves forward. I am excited to see all of you at next year's open house.

These events are historical, although we tend to view history as the past and it is defined as, "the whole series of past events connected with someone or something." It is the recording of events. However, significant events of today are the recorded history of tomorrow. The member service center is the cooperative's first new complex since 1951, and the solar array is the first of its size and scale in the state. Given the progression in the renewable market, someday this might seem a trivial measure, but it can still produce 20 percent of your cooperative's summer demand load.

President John F. Kennedy said, "We would like to live as we once lived, but history will not permit it." We will continue to do our best to stay ahead of the changes affecting your cooperative to minimize the impact to you, our member/owners.



Crews from 18 Wisconsin electric co-ops including PEC gathered at Rock Energy Cooperative before heading to Florida to help rebuild energy systems damaged by Hurricane Irma.



Member Service Center Groundbreaking – Groundbreaking was held recently for PEC’s new Member Service Center on Springs Drive south of Phillips. In addition to the PEC Board of Directors and staff, representatives from River Valley Architects and Hoeft Builders were on hand to celebrate PEC’s new venture!

Join Price Electric for **BREAKFAST IN THE NORTHLAND!**

**Mark your calendar for
Saturday, October 14!**

Price Electric will be hosting the fifth annual Breakfast in the Northland, a free breakfast for PEC members. This year’s breakfast will be held at the Prentice School (1025 Town Street in Prentice) from 7–10 a.m. and will feature pancakes, sausage links, applesauce, biscuits and gravy, juice, milk, and coffee. Members who attend can enter a door prize drawing.

As part of the breakfast, PEC will also be holding a food drive for a local food pantry. Attendees are asked to bring non-perishable food items to donate to the food pantry.



*Bring
the whole
family!*



THE FLAMBEAU SOLAR ARRAY IS LIVE!

Cloudy weather did little to dampen the spirits at the ribbon-cutting ceremony for the new Flambeau Solar Array, located adjacent to the Crane Chase Substation. Representatives from CMS Enterprises, groSolar, Dairyland Power Cooperative, the PEC Board of Directors, Representative Beth Myers, Senator Janet Bewley, and property owners Ken and Sally Denzine were present for the ribbon-cutting.



SCHOOL SUPPLY DRIVE

Price Electric would like to thank all of our members who contributed to the school supply drive in August. We were able to collect a good amount of school supplies to benefit local students! The winner of the \$25 bill credit drawing was Tammy Krawczyk. Congratulations, Tammy!

CAN WE HAVE YOUR NUMBER?

If you have a new or updated phone number, please be sure to let Price Electric know. In order for PEC to contact you regarding your account or service information, it is important that the contact information in your account is accurate. PEC thanks you for your assistance.



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REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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Price Electric Puzzler

How closely are you reading your issue of *WEC News*? Each month, we will present a question whose answer can be found in the issue. Return the answer, and you could receive a \$25 bill credit!

Please drop off or mail your answer to Price Electric or email your answer to info@price-electric.com. A winner will be drawn from all correct entries on October 31.

The winners of the July PEC Puzzler was Gwendolyn Sue Wicker. Congratulations!

When will this year's Breakfast in the Northland be held?

Answer

Name

Account Number

Phone

Please return to Price Electric Cooperative,
508 N. Lake Ave., P.O. Box 110, Phillips, WI, 54555

UPCOMING PRICE ELECTRIC EVENTS

November:

- **Holiday Food Drive**—Enter our drawing to win a Thanksgiving turkey when you bring items for local food pantries between November 1–10!
- **WEC News Turkey Drawing**—Enter to win a Thanksgiving turkey by returning the entry form in the November issue of *WEC News*. Entries due November 13.
- **Kids' Coloring Contest**—kids whose parents/guardians are PEC members can complete a coloring sheet (available at the PEC office or in the *WEC News*) and enter to win movie passes! Entries due November 30.

December:

- **Santa's Elves Giving Tree at PEC office**—Stop in to pick a name off the tree and brighten a local child's holiday!

CO-OPS COMMIT

Co-op Month 2017

Price Electric Cooperative is joining 30,000 cooperatives nationwide in October to celebrate National Co-op Month, which recognizes the many ways co-ops are committed to strengthening the communities they serve. "Co-ops Commit" is the theme for this year's celebration, spotlighting the countless ways cooperatives meet the needs of their members and communities.

Price Electric Cooperative delivers electricity to 9,145 member-owners. Delivering safe, reliable, affordable power is our top priority, but we are also invested in our communities because we are locally owned and operated. Revenue generated by Price Electric goes back to Main Street, not Wall Street.

Rural America is served by a network of about 1,000 electric cooperatives, most of which were formed in the 1930s and '40s to bring electricity to farms and rural communities that large, investor-owned power companies had no interest in serving.

REBATE UPDATE

So far in 2017, PEC members have received **\$10,588** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$15,233** in incentives and savings from Focus on Energy programs. These energy efficiency initiatives represent **4,494,621 kWh** saved by PEC members!

Please contact Price Electric or visit www.price-electric.com for more information on how you can take advantage of energy efficiency incentives available for PEC members!



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Greg Bortz, Editor



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