



**Price Electric  
Cooperative**

Your Touchstone Energy® Partner 



William L. Caynor Sr.,  
Price Electric  
Cooperative CEO

## Merry Christmas

As so many thoughts and memories flood my mind in anticipation of what is worthy of your readership as well as the focus of the coming holiday season, I reminisce of the past, live in the present, and plan and store memories for the future. Life always seems to be throwing curve balls when we're expecting a change-up, and change is inevitable. Whether our favorite mechanic decided to seek employment elsewhere, or your fast food restaurant now requires you to push a touchscreen monitor to place your food order, humanity is evolving and we are mere cogs in the wheel of life. The most impactful of these changes is the loss of someone close to you. We all have either experienced the death of someone close to us, or will, as death will come to all.

As we grow wiser and grayer our circle of friends and family that were with us through those good and bad times continually diminishes. The principal recognition is not to experience regret or remorse, but rather sadness for loss, although appreciation that you were: a good son, daughter, husband, wife, family member, or friend. Attempting to make the most out of your relationships and life today is of greater emphasis than mere existence of walking through life without. Life is long when you're young, and becomes shorter as you grow older, so create that bucket list, go on that trip to the place you always wanted to go, and embrace and kiss the one you love.

As I write, the daylight is shortening, and the cold and darkness of winter is fast approaching, signaling our annual member appreciation breakfast, which trampled previous records for attendance with over 425 members and community residents enjoying a plate full of pancakes, sausage, and biscuits and gravy. The interest in the electronic recycling and new member service center tours was much more than anticipated and thus we will provide more building tours in December to allow members an opportunity to see and hear how we operate and the benefits of the new facility to maximize efficiencies for you, our member/owners.

Giving to those less fortunate is an annual ritual at PEC, and this year is no exception as the cooperative is once again offering donations to needy youths within the community through the Santa Elves Giving Tree in our front lobby. However, this has become very popular and the heartfelt wealth of giving increases every year and thus the youth cards go quickly. My many thanks to those who have generously donated in years past.

Receiving patronage capital credit retirements every year is one of the benefits of being a member/owner. Those of you who were members in 1990, and some of 1991, would have received a credit on your November electric bill. In fact, \$360,212.51 was retired this year, and \$3,701,539.53 within the history of the organization.

I wish to thank you for working with us, and allowing us to serve you this past year from construction activities to right-of-way clearing, to accessing your property to identify outage-related problems on your distribution system. You have always been more than gracious to us, which inspires us to work harder for you, and is the primary reason for our success. From the directors and staff, who work for you, our members, we would like to wish you and your family a very Merry Christmas!

**JOIN US FOR**

*Holiday  
Building Tours*



**FRIDAY,  
DECEMBER 14<sup>TH</sup>  
4-7 P.M.  
BUILDING TOURS**

**(BY RESERVATION ONLY—LIMITED TO 120)**

**CALL WENDEE @ 715-339-2155 TO  
RESERVE YOUR SPACE.**



## PEC SERVES UP HOSPITALITY AT BREAKFAST IN THE NORTHLAND

Over 1,000 breakfast sausages were served up as Price Electric welcomed over 425 members and guests for its annual Breakfast in the Northland member appreciation event, held at PEC's new Member Service Center on Springs Drive in Phillips on Saturday, October 13. In addition to enjoying a tasty breakfast served up by PEC board members and employees, attendees took tours of the facility, brought electronics for recycling collection, donated items to the St. Vincent De Paul food pantry, and enjoyed time to socialize with friends and neighbors.

Attendees were impressed by the new facility, which features an inviting front office where members can meet with PEC staff and find valuable information on energy savings and benefits of the cooperative. The new warehouse/garage area provides expanded space for equipment, tools, and vehicles. An on-site pole yard means that all of PEC's larger equipment and supplies can be housed in one location. Additionally, the up-to-date facility features the latest in energy efficiency measures and offers increased accessibility for members with mobility concerns. The new building replaces the old PEC office on Lake Avenue in Phillips, which served the cooperative well for over 67 years.

Door prize drawings were held throughout the event. Door prize winners included Tom Altmann, Joan Gasser, Marge Handschke, Pat Johnson, Cheryl Keller, Ralph Lucht, Wayne Neuman, Tim Tollefson, and Carol Vitale. Price Electric Cooperative would like to thank all of the guests who attended and helped celebrate the opening of PEC's new headquarters. Hope to see you at next year's breakfast!



1. Breakfast was served in PEC's new large garage/warehouse facility. 2. Apprentice Lineman Jake Kraetke assists with television recycling. 3 & 4. Young members enjoyed the kids' activities. 5. Director Randy Kunsch, PEC Accounts Specialist Jenni Janak, and Director Gerald Luke made sure everyone had plenty to eat. 6. Director Joan Points visits with members.



1. Board President Ed Hainy (center) presents donations to Marge Handschke and Shirley Hemp of the St. Vincent de Paul Food Pantry. 2. Attendees tour the PEC front office. 3 & 4. Five large cartons of electronics and many television sets were collected as part of the recycling event.

## LAST CALL FOR 2018 REBATES!

The deadline for submitting 2018 energy efficiency rebate forms to PEC is December 31. Any rebate applications received after December 31 will be subject to 2019 rebate amounts. Please remember that rebate forms must be received within three months of purchase.

Rebates are available for new Energy Star appliances, refrigerator/freezer recycling, energy efficient lighting, HVAC, and more. Please visit [www.price-electric.com](http://www.price-electric.com) or stop by the Price Electric office (W6803 Springs Drive in Phillips) to get your rebate forms.

2019 rebate forms will be available after January 1, 2019.

## POTENTIAL INCREASE TO MONTHLY BILL

Your cooperative staff has completed its review of the revenue, expenses, and fixed costs for 2019 and will be recommending to your Board of Directors a four percent increase on total operating revenue to meet the financial needs and obligations of the cooperative. If approved, this increase would be applied to your January 2019 electric bill in the form of an Operating Margin Adjustment (OMA). Please look for more information related to this potential increase in your January *Wisconsin Energy Cooperative News* magazine, and thank you for your understanding.



### Congratulations Director Gerald Luke!

Gerald Luke (right), PEC Director for District 8, recently completed the Credentialed Cooperative Director Program.

He was presented with his certification by PEC Board President Ed Hainy at a recent board meeting.

## Celebrate the season with Price Electric

To celebrate National Cookie Day on December 4 and the holiday season, PEC members are invited to stop by the PEC Member Service Center for a cookie treat! Cookies will be served all December long in the PEC front office!





## 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](mailto:info@price-electric.com). A winner will be drawn from all correct entries on December 31.

The winner of the October PEC Puzzler was Tammy Kirsch. Congratulations!

*How can members RSVP for the PEC building tours to be held on December 14?*

Answer

Name

Account Number

Phone

Please return to Price Electric Cooperative,  
W6803 Springs Drive, P.O. Box 110,  
Phillips, WI, 54555



*Price Electric Cooperative  
wishes you and yours a  
Merry and Bright  
Holiday Season!*

The Price Electric office will be closed for the Christmas holiday on Monday, December 24 and Tuesday, December 25 and for New Year's Day on Tuesday, January 1, 2019.

## REBATE UPDATE

So far in 2018, PEC members have received **\$4,544** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$30,412** in incentives and savings from Focus on Energy programs. These energy efficiency initiatives represent 3,370,643 kWh saved by PEC members!

Please contact Price Electric or visit [www.price-electric.com](http://www.price-electric.com) for more information on how you can take advantage of energy efficiency incentives available for PEC members.



### William L. Caynor Sr., President/CEO

W6803 Springs Drive, P.O. Box 110, Phillips, WI 54555  
715-339-2155 • 800-884-0881  
[www.price-electric.com](http://www.price-electric.com)

Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

**Theresa Raleigh, Editor**



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