



William L. Caynor Sr.,
Price Electric
Cooperative CEO

FRESH & INNOVATIVE MEMBER SERVICE CENTER



**Price Electric
Cooperative**
Your Touchstone Energy® Partner

Following four years of searching for available land in the region, space needs studies, comparison and selections for efficiency, conservation, and usefulness for operations and our member/owners, your new member service center is open for business and ready to serve you. The first raising of the flags occurred on July 19, and we opened for business the next day, Friday, July 20, one workday ahead of schedule. A ribbon-cutting ceremony with your board of directors and the cooperative employees occurred just before the July 31 board meeting. Many thanks to the employees for their hard work to get us operational ahead of schedule.

How proud we, the directors and employees of Price Electric Cooperative (PEC), are of the opportunity to serve you better, and more efficiently. A new age of possibilities is upon us. We look forward to showcasing our operations to you at our member appreciation breakfast on October 13, where we will also provide building tours of your new member service center.

The new building was built on the 37 acres that are owned by the membership in the Town of Worcester, and was constructed to increase energy conservation and efficiency. Thus far with the LED motion sensor lighting, and geothermal HVAC system, we have operated very economically. That's

good! There are a few PEC firsts in this building. The building is totally self-sufficient, with well water, septic tank, generator backup, and gasoline and diesel pumps. This ensures that we will be able to operate to maintain or restore your power in the worst possible conditions. We are also connected to PEC's distribution system and are purchasing energy from you. All the motorized equipment can now be stored in the

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garage and protected from the elements, and the pole yard and transformers are stored on site for access and efficiency. There's also a mechanic's bay, and most significantly, the building is accessible to the handicapped. No one should be restricted from entering because of a disability. Interestingly enough, the building appears large in comparison with the previous facility, but is average by electric cooperative size comparisons. In relationship to 10 recently built Wisconsin electric cooperative office complexes, Price Electric's complex ranks sixth in overall square footage and 66 percent of this is in the garage and warehouse area, allowing for future growth and expansion.

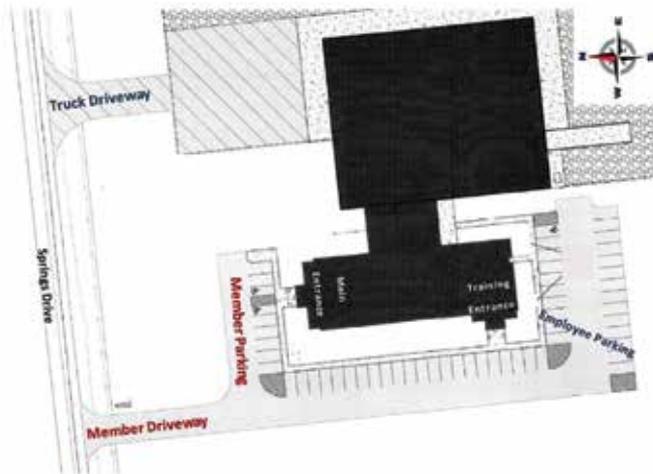
There are a few logistical items to mention: the mailing and





billing address, phone number, website, and e-mail address, are still the same, but the new physical address is W6803 Springs Drive, Phillips, WI, 54555. Also, member entrance and access are on the north side of the building facing Springs Drive (see drawing). Employee parking is on south side of the building and the community and training room access door is on the southwestern corner of the building. The member drop box for payments is in the front next to the furthest eastern parking space. If you pull in there, you should be able to roll down your window and drop in your payment.

This is a monumental and historical moment within your cooperative. This is only the second time the cooperative has constructed a new member service center in its 77 years of incorporation, and thus I wish to reaffirm why we built a new member service center when the cooperative has minimal growth and increasing inflationary expenses. There are many daily operational reasonings, but much harder to quantify with an actual dollar savings. The true reasoning is uncomplicated: It's to address the future needs of the cooperative through long-term financial planning. Although the cooperative membership and revenue growth are somewhat flat, the construction costs and interest rates are continually increasing and thus, the sooner one moves towards replacement, the sooner one utilizes the advantages of what a new building can offer. A modest review of interest rates and construction expenses for the year 2000 illustrates that the construction costs were only 53 percent of the total cost today and the interest rate was twice as much. The old office building we departed was built in 1951 at a projected cost of \$65,000. It



has not only served the membership and the employees well for 67 years, but it will continue to serve the community, as the facility was sold to Don and Jennifer Hansen of Hansen HVAC, a local family-owned and operated business. The Hansens have a lot of vision and have already begun painting the outside of the structure with their trademark red paint. We know they will prosper and wish them much success.

I hope you will take the time when you have a moment and stop by to get a glimpse of your new member service center and take in that new paint smell, and don't forget to attend the October 13 member appreciation breakfast in order to tour the building in its entirety. My desire is that you leave with the same pride in the operation that the directors and employees have in working here.



You're invited!

6th Annual Price Electric Cooperative **BREAKFAST IN THE NORTHLAND**

Free breakfast for PEC members

Featuring pancakes, sausage links, biscuits and gravy, applesauce, milk, juice, & coffee

Saturday, October 13, 2018

7-10 a.m.

At the new PEC Member Service Center
W6803 Springs Drive in Phillips

**Door prize drawings! Giveaways!
Tours of the new PEC Member Service Center!
Bring nonperishable items to benefit a local food pantry!**

LOCAL STUDENTS ATTEND YOUTH LEADERSHIP CONGRESS

Chequamegon high school junior Blake Richard and Phillips high school seniors Annikka Johnson and Callie Podmolik were PEC's delegates to the 2018 Wisconsin Youth Leadership Congress (YLC), held July 25–27 at UW-River Falls. Throughout the three-day event, students met friends from throughout the state, experienced life on a college campus, and learned more about honing their own personal leadership skills from

dynamic speakers and activities.

Highlights for the students included motivational speaker Craig Hillier, who incorporated demonstrations, activities, and stories into his presentation; the formal etiquette dinner, where students had the opportunity to learn basic etiquette for social and professional situations; a dance; and fun team-building activities and games that allowed them to put their newfound leadership skills into action.

Tessa Otto, a student at UW-Oshkosh and former Price Electric YLC delegate who went on to become the Wisconsin youth delegate to the national Youth Leadership Congress and receive the prestigious \$10,000 NRECA Glenn English scholarship, also gave a motivational message to the students. She rode in on a Harley-Davidson motorcycle as part of her summer internship with the company.

The local students were inspired to make a difference with their own personal leadership and had a great time



Representing PEC at this year's YLC were (l-r) Callie Podmolik, Blake Richard, and Annikka Johnson

participating in the program. "I was surprised by the positive energy that constantly surrounded me," remarked Johnson. "I learned how to make myself more involved and see myself as a great leader."

Podmolik added, "Although I've been to formal dinners, I still learned more at the etiquette dinner. I was surprised how fun it was, and also how educational it was. I loved meeting new people."

"If anyone is hesitant to go, I would recommend going; it was lots of fun!" Richards said.



Former PEC delegate Tessa Otto



PEC delegates engage in team-building and problem-solving exercises as well as hands-on workshops at Youth Leadership Congress.



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 September 30.

The winner of the July PEC Puzzler was Charles Miesbauer. Congratulations!

Where will the 2018 Breakfast in the Northland be held?

Answer

Name

Account Number

Phone

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

It's a "kick-off" to fall!

Stop by the new
PEC Member Service Center
in September and enter to
win a football grill!

At W6803 Springs Drive, Phillips



The Price Electric office will
be closed for the
Labor Day holiday on
September 3, 2018.

MEMBER SURVEY TO BE CONDUCTED—WE WANT YOUR FEEDBACK!

A telephone survey will be conducted of PEC members this fall. Members are advised that they may be contacted by a representative calling on behalf of Price Electric from NRECA Market Research Services. The call will come from area code 844 or 712. The purpose of the survey is to gain member insight on PEC programs and services, not to collect personal or financial information. PEC does not request credit card numbers or banking information over the phone. This survey is authorized by Price Electric.

REBATE UPDATE

So far in 2018, PEC members have received **\$2,859** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$12,194** in incentives and savings from Focus on Energy programs. 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!



William L. Caynor Sr., President/CEO

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

Theresa Raleigh, Editor



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