



**Price Electric  
Cooperative**

Your Touchstone Energy® Partner 



William L. Caynor Sr.,  
Price Electric  
Cooperative CEO

## SURVEY SAYS!

Those of you familiar with the Family Feud game show will recognize the phrase “Survey Says,” but in the case of this article you won’t have to guess the most popular questions, but rather allow me to tell you about the results of your most recent member satisfaction survey.

The survey is conducted every five years, and is used to obtain feedback from you, our member/owners. It allows us to hear what’s important to you and what’s not so important, as well as providing demographics, and identity, and loyalty metrics. This is a helpful tool for budgeting and planning and gives us a chance to focus on what we are not doing well and reaffirms what we are doing well, and most importantly, it allows us to serve you better. The results can be compared to previous surveys and other Cooperative surveys for benchmarking. The process is straightforward: NRECA’s market research services contacts 300 Price Electric Cooperative members and asks a series of questions and then compiles the results for review.

The “survey says” that almost half the members contacted were 65 or older, which has almost doubled since 2002. There’s another 36% between the ages of 51–64, signifying 85% of the membership is 51 or older. In comparison, Price County’s 65 or older population is half of the Cooperative’s. The survey illustrated that 69% of these members have more than 10 years of tenure, and only 13% see themselves as a member/owner, which is only a third as many member/owners that see themselves as more of a customer. According to the survey this older demographic is more satisfied with the service and expectations provided by the Cooperative than the other age groups. Only 6% of members surveyed have connected their service within the last two years. In comparison, other Cooperative norms are 25%. This is consistent with the minimal increases we’re seeing with only 30 new members in last year’s entirety.

Ironically, with the advancement in technology, only 46 percent of the surveyed members prefer communication by e-mail in comparison to 69 percent in 2013. Both text messaging and social media also fell from 92 percent to 72 percent, and 84 percent to 77 percent respectively. The interest in reading the *Wisconsin Energy Cooperative Magazine* on a regular basis also fell from 60 percent to 51 percent. We are not discouraged, but rather, will continue to explore opportunities to engage and communicate with you.

There was some negative feedback regarding the increase in the service availability charge in 2017. The service

availability charge is unique and totally separate from the energy rate. The charge accounts for approximately 70% of the fixed costs associated with providing energy to your home or business. Essentially, this 70% encompasses the fixed expenses of maintenance and operations, the annual depreciation of these lines and equipment, the expenses related to customer accounting, billing and meter reading, and principal and interest payments of the primary lines, poles, and equipment. This is fundamentally the cost to ensure that energy is available at your residence so that when you arrive, you can flip the switch to turn on the lights and be billed for consumption based on the energy rate. The energy rate collects the remaining costs, to include the cost of purchasing energy from Dairyland Power Cooperative (DPC), which is 47% of operating expenses. A

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good rule of thumb is, “the higher the density, the lower the service availability charge.” Density is defined as members per mile, and your Cooperative only has five members contributing for every mile of distribution line. A review of 26 investor-owned utilities and cooperatives in the state illustrated that only two had not increased their service availability charge within the last five years. The Cooperative’s increase in the

service availability charge in 2017 was the first since 2009, but rest assured we are doing everything within our power to sustain the rate in a flat growth environment. In addition, the average residential member has only experienced a 14.2% increase over the last eight years as opposed to a 55.5% increase within the eight years prior. This increase includes both the service availability charge and the energy rate.

We also received some feedback on right-of-way clearing; roughly as many members were happy, as those who were unhappy with the methods employed and outages associated. The good news is that the reliability numbers and outage minutes, along with the Cooperative’s safety record, are the best in its history.

Overall, member satisfaction increased from the 2013’s survey and we are appreciative for your support. I would like to express my many thanks to all the members who participated in the survey as you have given us a wealth of your perspective and we will use this as a tool to enhance our service to you, our member/owners.



# LINEMAN APPRECIATION DAY IS APRIL 18

PEC's Lineman Appreciation Day is April 18. Thank you, PEC linemen, for keeping the lights on!

Top row (L-R): Jake Kraetke (apprentice lineman), Colten Cummings (apprentice lineman). Bottom row (L-R): Ben Orysen (manager of operations), David Pisca (crew foreman), Tom Valiga (crew foreman), Andrew Reuterskiold (journeyman lineman), Chris Burnis (journeyman lineman), Jesse Heinz (journeyman lineman), Mark Pomeroy (journeyman lineman), Casey Williams (apprentice lineman).



## YOU ARE INVITED!

Please join us at Price Electric on May 8 from 5-6:30 p.m. for our very first informative presentation designated to capital credits. There will be limited availability and seats will fill up fast.

Please RSVP by calling Jenni or Loren at 715-339-2155 or 1-800-884-0881 Monday-Friday 7:30 a.m.-4 p.m. CST.

IN A CO-OP,  
EVERY MEMBER  
GETS A PIECE  
OF THE PIE



## PEC Member Event Dates

Remember to watch the WEC News and Price Electric's website at [www.price-electric.com](http://www.price-electric.com) for additional upcoming events at PEC's Member Service Center.

<b>April</b>	All month – Earth Day Celebration! Stop by this month to pick up an Earth Day surprise!
<b>May</b>	All month – April Showers Bring May Flowers! Register to win an electric weed trimmer.
<b>June</b>	6 – Annual Meeting at Phillips High School 14 – Celebrate Dairy Month! Stop in for a free ice cream treat.
<b>July</b>	3 – Celebrate our nation's independence by visiting the Member Service Center for a July 4th surprise. 31 – Deadline for Member Photo Contest entries.
<b>August</b>	All month – Back to school is cool! Drop off donations for PEC's school supply drive and register to win a pair of movie tickets.
<b>September</b>	23 – First day of fall! Stop by for an autumn-themed surprise. All month – Enter to win a slow cooker and cookbook.
<b>October</b>	Date and location TBA – Member Appreciation Breakfast in the Northland
<b>November</b>	All month – Drop off a donation for PEC'S annual food drive and be entered to win a \$25 bill credit. Santa's Elves Giving Tree tags available. Contact PEC for more information.
<b>December</b>	Every Friday in December – Stop in for a seasonal celebration with cookies and coffee. All month – Kids' Coloring Contest



## PRICE ELECTRIC COOPERATIVE SPONSORS YOUTH LEADERSHIP CONGRESS

Summer will be here before we know it, and that means the annual WECA Youth Leadership Congress (YLC) is coming! Each year PEC sponsors local high school students to attend this fun-filled, educational, three-day event that gives students the opportunity to learn more about the cooperative business model while honing their own personal leadership skills.

The 2019 YLC will be held at UW-River Falls on July 24–26. Student delegates can look forward to:

- A by-teens, for-teens cooperative leadership conference that is planned and developed by a youth board elected at the previous year's event
- The opportunity to identify and develop your own leadership skills

- Entertaining and motivational speakers
- Meeting other students from around Wisconsin
- Staying in a dorm and experiencing life on a college campus

For more information, please contact your school's guidance counselor or Laura Palzkill at Price Electric, 715-339-2155 or (800) 884-0881.

Here's what past local delegates have had to say about the YLC:

*I learned what makes a good leader and how to be a better leader. I learned how important cooperatives are to the community and how they work.*

\* \* \*

*I was surprised how much fun it was. I'd like to go again!*

\* \* \*

*My favorite part was making new friends from around the state. The people that go to this are awesome.*



Price Electric's delegates to the 2018 YLC were Callie Podmolik, Blake Richard, and Annikka Johnson.

MY CO-OP

## PEC SCHOLARSHIP DEADLINE IS APRIL 26!

High school seniors whose parents/guardians are active PEC members are eligible to apply for \$1,000 or \$2,500 scholarships from Price Electric! More information is available in the February 2019 issue of *WEC News*, from guidance counselors at local schools (Butternut, Chequamegon, Phillips, Prentice, and Rib Lake), and on the Price Electric website at [www.price-electric.com](http://www.price-electric.com). Applications must be received by 4 p.m. on Friday, April 26, 2019.



**Mark Your Calendar!**

### 79th Price Electric Annual Member Meeting

**Thursday, June 6, 2019 at Phillips High School**

**Dinner: 5:00–6:00 p.m.  
Member Meeting: 6:00 p.m.**

## DEADLINE FOR BOARD NOMINATIONS

Don't forget! **Friday, April 5, 2019** is the deadline for submitting application materials to run for the PEC Board of Directors. This year, directors will be elected for Districts 1, 2, and 3. For more information, see the March 2019 issue of this magazine, the 2019 Director Election Information page at [www.price-electric.com](http://www.price-electric.com), or contact the PEC 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 April 30.

The winners of the February PEC Puzzler were Ann and John Wallisch. Congratulations!

***When will PEC's first-ever capital credits presentation for members be held?***

Answer

Name

Account Number

Phone

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

## 2019 MEMBER PHOTO CONTEST

Introducing Price Electric's member photo contest! Members are invited to submit photos for inclusion in our 2020 calendar. Winning photos may be used in future newsletters or cooperative publications.



### Photo Contest Criteria:

- Photos must be taken within the Price Electric Cooperative service area.
- Photos should capture life in northern Wisconsin (seasons, wildlife, landscape, people, etc.)
- Photos must have a horizontal (landscape) orientation.
- Photos can be in color or black and white.
- Photos must be high resolution—at least 300 dpi and 8"x10".

### Photo Contest Rules and Details:

- Photos must be submitted by July 31, 2019.
- Three (3) photos per member will be accepted.
- All PEC members 18 years and up are eligible to submit photos.
- A PEC member under 18 is eligible to participate, but must submit a parent/guardian form with entry.
- A completed entry form must accompany each photo.
- Member must own rights to photo.
- PEC employees will determine the winning photos.

### Photo Contest Entry Options:

- Email: [info@price-electric.com](mailto:info@price-electric.com)
- Mail: PO Box 110, Phillips, WI 54555
- Drop Off: Price Electric Cooperative Office—W6803 Springs Drive, Phillips

Entry forms and photo release forms can be downloaded from PEC's website at [www.price-electric.com](http://www.price-electric.com), picked up at the PEC office, or emailed upon request.

## CONTACT INFORMATION UPDATES

If your phone number has changed or your billing address should be updated, please let Price Electric know. Many PEC members have gone from using a landline phone to strictly using a cell phone, and it is important that PEC be able to contact you regarding your account or service information. Additionally, it is important that the names of all household members who can discuss the account are listed on the account (such as a spouse). PEC thanks you for your assistance.

## REBATE UPDATE

So far in 2019, PEC members have received \$2,579 in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and \$4,034 in incentives and savings from Focus on Energy initiatives. 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  
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Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

### Theresa Raleigh, Editor



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