



**Price Electric
Cooperative**

Your Touchstone Energy® Partner 



William L. Caynor Sr.,
Price Electric
Cooperative CEO

LOOKING FORWARD TO 2019

As the flags of your Cooperative flutter in the unbroken wind of the Northwoods, I peer out the window at the slushy snow covering the parking lot and the seasonal activity of salting the sidewalk in anticipation of your arrival. Peering is a mere external mask, as internally, I'm reflecting on the accomplishments

of your Cooperative over the past year with the optimism of possibilities of a new one, which can be endless in one's life, but somewhat consistent and predictable within a small cooperative utility environment. Much forethought, evaluation and planning are required to make a significant and impactful move in any one direction. Most influential moves are more strategic and performed over a period of time. Although, there are opportunities with the advancement of technologies, but uncertainties as well with long-term planning affected by legislative influence and regulatory requirements.

The change in some national executive initiatives from the last administration have somewhat altered the agenda in the utility environment. The most recent mid-term elections have illustrated another shift as the current Republican-controlled House has transitioned, with the vote of the people, to a Democratic majority in 2019. Even our own Republican governor of eight years, Governor Scott Walker, did not regain his seat. What does it all mean? It means change, or potential filibustering. Without partisanship, it will be difficult to move any agenda. The Clean Power Plan initiation within President Obama's administration, which ensured electric utilities moved briskly to meet CO₂ emission reduction commitments by 2030, has slowed with President Trump's vow to alter the course. However, the passage to insert more renewables into the generation mix have proved beneficial to the electric grid, and it is certain that you will see more solar arrays, and wind turbines being constructed in the near future. Generation is proportionate to consumption, and no-emission electric vehicles (EV) and chargers are steadily becoming more commonplace on the roadway. The transportation industry is second to the electrical industry in CO₂ emissions, and thus EV chargers to recharge these vehicles are coming to a place near you. The electric car charging grid is growing and resembling the construction of the Great Transcontinental Railroad. Chargers are being deployed in strategic locations along interstates and highways to interlink the east to the west, and north to south. If you look to the right of the front of your

new Member Service Center, you will see one.

Your Cooperative is performing very well with accomplishing the best safety and reliability records in the history of the organization. The cost element of your mission statement has always been the most elusive and challenging, with a market of continual inflationary increases without growth to absorb. We are dependent on your energy consumption for the financial viability of the Cooperative, and with persistent advancements and economic savings in energy-conserving lighting, appliances and equipment, average consumption has declined. You will notice that your Cooperative has begun to install LED outdoor lighting as it is a brighter, whiter light, and requires less maintenance, while consuming less energy. Given a membership makeup of 51% residential and farms and another 45% seasonal

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accounts, accompanied by minimal average home usage in the Northwoods because of alternative heating sources, water heating and clothes drying, along with weather sales dependency. Colder and warmer temperatures equate to more sales. Milder weather conditions for the last three years have caused

overall energy sales to decline. These factors associated with increases from your wholesale provider, Dairyland Power, and increased maintenance, utility plant depreciation, and long-term debt payments, have compelled your Board of Directors to authorize a 4% increase to the operating revenue, which represents an increase of \$5.50 on a monthly bill for an average residential member consuming 750 kWhs. This increase will take effect on your January bill and will be identified as "Operating Margin Adjustment" (OMA). Your Cooperative staff and directors are always trying to minimize these impacts to you, our member/owners, but a mild increase is required to fulfill the requirements of the Equity Management Plan. An indication within the historical narrative to sustain the rate in a flat growth market is apparent as this 4% increase is part of only 14.2% over the last eight years on an average residential member account as opposed to a 55.5% increase within the eight years prior.

I would like to continue our pledge to you, that we will do everything within our power to increase your reliability, to maintain reasonable energy rates, and to ensure your safety, along with the public and the employees of the Cooperative. This, I pledge to you.



THANKS FOR CELEBRATING THE HOLIDAYS WITH US!

PEC would like to thank all of the members who donated to the PEC Thanksgiving Food Drive and Santa's Elves Giving Tree, and who entered the Thanksgiving turkey drawing and the holiday coloring contest. We were once again impressed by the creativity shown by our young members!

The winner of the \$25 bill credit for the Thanksgiving food drive was Greg Denzine.

The winners of the Thanksgiving turkey drawing were Allen and Joann Brunker, Thelma Eitrem, Jeff Foytek, Jarrett and Kylie Knutson, Nathan and Elizabeth Koch, Bill and Cathy Krupp, Robert and Marilyn O'Donnell, John Troyer, and Norm and Sharon Zeman.

The winners of the coloring contest were Hailey Bodoh and Chase Mabie. They each received movie passes and a gift certificate for treats at the movie!



Congratulations Director Francis Gwinn!

Francis Gwinn (right), PEC Director for District 9, recently received the Director Gold certification for continuing education. He reached this achievement by completing credits beyond Board Leadership certification. He was presented with his certification by PEC Board President Ed Hainy at a recent board meeting.



PRICE ELECTRIC COOPERATIVE'S 2019 REBATE PROGRAM

PEC members are eligible to receive rebates on energy efficient appliances, lighting, HVAC, water heaters, and more! If you install energy efficient products at your property, just submit a rebate form, receipt and any other applicable documentation to the PEC office. Rebate forms must be

submitted within three months of purchase. Forms are available from the PEC office or on the PEC website: www.price-electric.com.

Please contact Price Electric at 715-339-2155 or 800-884-0881 with any questions!

APPLIANCES	
<i>New Appliances Must be Energy Star Certified</i>	
Refrigerator	\$25 each
Dishwasher	\$25 each
Dehumidifier	\$25 each
Clothes Washer	\$25 each
Clothes Dryer	\$25 each
Heat Pump Clothes Dryer	\$50 each
APPLIANCE RECYCLING	
Refrigerator	\$25 each
Freezer	\$25 each
Room Air Conditioner	\$25 each

LIGHTING	
<i>Lighting Rebates are Capped at 20% of Cost</i>	
LED Lightbulbs <i>*Request must be for 5+bulbs</i>	\$1 each
LED Fixture	\$1 per 800 lumens
Occupancy Sensor	\$5 each

HVAC	
Heat Pump: Air Source & Mini-Split	\$200/ton (Subject to Energy Efficiency Ratings)
Geothermal Heat Pump	\$400/ton
New Furnace with variable-speed ECM Blower Motor	\$35 each

WATER HEATING	
<i>Water Heaters Must be Controlled by PEC's Load Control Program</i>	
Residential Water Heater 50-74 gallons .90 Energy Factor	\$50 each
Residential Water Heater 75-99 gallons .90 Energy Factor	\$350 each
Residential Water Heater 100+ gallons .85 Energy Factor	\$500 each
Commercial Water Heater 75-99 gallons	\$350 each
Commercial Water Heater 100+ gallons	\$500 each
Heat Pump Water Heater Integrated (all-in-one) Units 2.00+ Energy Factor	\$300 each
Solar Storage Water Heater with Electric Auxiliary Tank	\$300 each

AUDITS/ASSESSMENTS	
Audit Recommended Improvements	20% of cost of measures implemented, \$500 cap
Compressed Air Audit	20% of cost of audit, \$500 cap

OTHER	
Touchstone Energy Home Program (New Home)	\$500 (Program Requirements Apply)
Electric Vehicle Charging Station	\$200 each
Flow Restrictor-Faucet	\$1 each
Flow Restrictor-Shower	\$5 each

Please note: Additional rebates and custom rebates may be available for commercial or agribusiness properties; contact PEC for more information. Rebate eligibility may be subject to additional standards or requirements; please view the rebate form for complete qualifications.

MY CO-OP



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 January 31.

The winners of the November PEC Puzzler were Del and Nancy Kroeker. Congratulations!

What is the 2019 rebate amount for appliance recycling?

Answer

Name

Account Number

Phone

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



Price Electric Awarded for Safety Achievements

District 6 director Karen Newbury, Operations Manager Ben Orysen and CEO Bill Caynor are pictured with Price Electric's 2018 NRECA RESAP safety achievement award, for dedication to employee and public safety and commitment to regulatory compliance and loss control practices. Recertification was awarded following an unscheduled two-day inspection of PEC's facilities, procedures, and equipment by an independent panel.

RESOLVE TO SAVE ENERGY

Make a home energy resolution and reap the benefits all year long!

1 Install a programmable thermostat.

You could save an estimated \$180 annually!



2 Ditch incandescents.

Did you know incandescent bulbs release 90 percent of their energy as heat? Use LEDs instead.



3 Reduce energy used for water heating.

Lower your water heater's temperature and consider installing low-flow showerheads.



Source: energy.gov

REBATE UPDATE

Through November 2018, PEC members had received **\$5,464** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$32,388** in incentives and savings from Focus on Energy programs. These energy efficiency initiatives represent 3,277,272 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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Theresa Raleigh, Editor



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