

Since 1940

WISCONSIN ENERGY *Cooperative* May 2026 NEWS



**Price Electric
Cooperative**

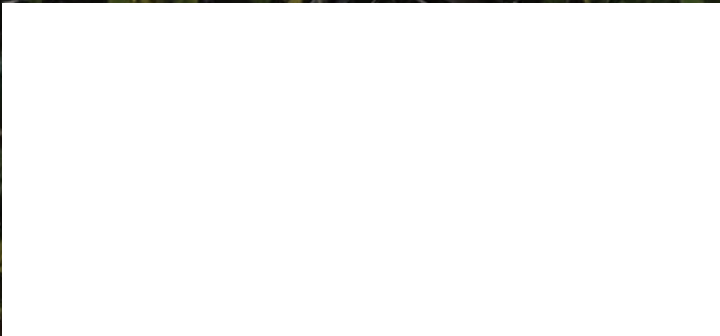
Your Touchstone Energy® Partner

POWER PLAYERS **OF THE GRID**

FEMA FOLLOW UP

**COOPERATIVE LEADERS
MAKE THEIR CASE IN WASHINGTON**

KIDS AND CRITTERS



2026 MEMBER PHOTO CONTEST

PEC's member photo contest is back! Members are invited to submit photos for inclusion in the 2027 calendar. Submitted photos may also be used in future newsletters or 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, 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 August 10, 2026.
- 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 is required.
- Member must own rights to photo.
- PEC employees and PEC's Facebook page will determine the winning photos.

How to Enter

- **Email:** memberservices@PriceElectric.coop
- **Drop Off:** Price Electric Cooperative Office—W6803 Springs Drive, Phillips, WI 54555
- **Online Webform:** www.PriceElectric.coop

* Entry forms and parent/guardian forms can be found on the PEC website, picked up at the PEC office, or emailed upon request.

POWER WHEN IT MATTERS: UNDERSTANDING PEAK DEMAND AND LOAD CONTROL

You have likely heard about or seen other articles or posts about PEC’s load management program, or about our efforts to reduce electricity use during peak periods, but you may not understand what that really means. Let’s break down how the summer shift works, what load management and electric demand really mean, and how reducing demand use during peak periods benefits you and the entire system.

What is the Summer Shift?

During June, July, and August, members are encouraged to voluntarily shift their non-essential electric usage outside of the hours of 11 a.m. and 7 p.m. Throughout these hours, the wholesale cost of electricity is the highest because of the greater surge of demand of electricity.

The key to the “Summer Shift” is that it calls on cooperative members to voluntarily help control PEC’s wholesale power cost, the largest expense for the cooperative. Next time the weather really starts heating up, try these tips:

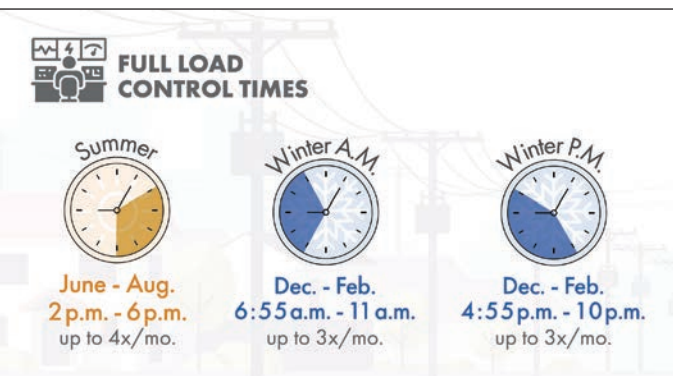
- Shift running your dishwasher, washer, or dryer to before 11 a.m. or after 7 p.m.
- Turn up your thermostat a few degrees
- Close your curtains and shades to help your home feel and stay cooler for longer
- Use a timer on your dehumidifier

How does changing when I use it make a difference?

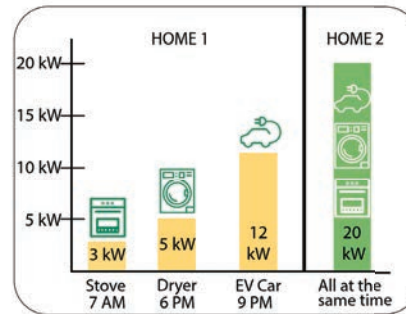
Well, let’s look at a typical evening in an average home.

5 p.m. – Family starts arriving home from work and school activities; lights and TV get turned on.

5-6 p.m. – Supper starts up: refrigerator compressor starts running because the doors open and close a few times, stovetop or oven are turned on, microwave gets used, and (depending on season) the A/C or heat kicks in.



WHAT IS DEMAND?



HOME 1 spread out their electric usage, which caused their overall demand to be lower.

HOME 2 stacked their electric use all at the same time, which caused their overall demand to be higher.

*Diagram is for example purposes only. Actual kW usage will vary.

6-7 p.m. – After-activity showers are taken and the water heater kicks on, exhaust fans are running, clothes are thrown in the washing machine, clothes left in the dryer from this morning are fluffed, and you might as well vacuum the floor while you’re tidying up, right?

7-8 p.m. – Dinner is finished, dishwasher is loaded and started, and kids head to their rooms for homework (more lights are turned on, and computers are plugged in for charging).

8-9 p.m. – The evening starts quieting down – clothes are folded with the next load getting put in the dryer and lights are turned off one by one.

You can see how energy use is stacked up (refrigerator, washer, dryer, water heater, exhaust fans, HVAC all running at once). When this happens, this creates your home’s peak demand, the singular point in the day when your demand for energy is at its highest. Not every home is like this, but something to this effect is happening on our system because we can see the increase in request for power that creates PEC’s system-wide peak demand.

If every member unstacked their energy use by using one thing at a time instead of all at once, that peak in our system demand would flatten, bringing down the total amount PEC is billed from our wholesale power provider (Dairyland Power Cooperative) during that month, which ultimately benefits the membership. If the demand across the Dairyland Power system is greater than projected, and additional power is purchased from the Midcontinent Independent System Operator (MISO market, power cost adjustments (PCA) may be applied and passed through to the membership.

What is a peak alert/load control event?

A load control event occurs when weather or environmental conditions indicate there may be high electricity demand. Typically, these events occur on the hottest or coldest days of the year.

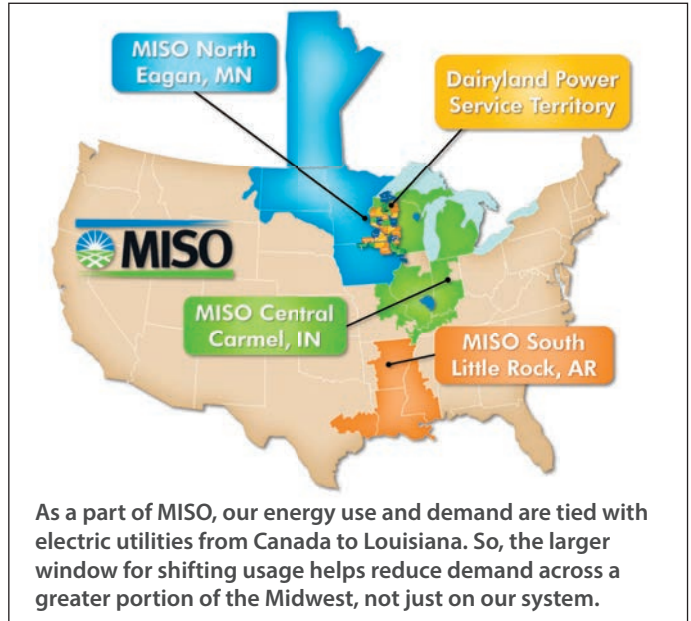
During load control events, members who have agreed to be part of the cooperative's load management program will have certain loads in their home turned off. These loads include residential electric water heaters, dairy water heaters, air conditioning, and, in the winter, hardwired electric heat.

What is a max gen event?

If MISO declares a Max Gen Event, there is a chance members will not be affected other than being asked to help reduce non-essential electricity use. If load reduction is needed, members enrolled in load management with residential electric water heaters and commercial members with auto-standby generators will be controlled first. If further reduction is required, load management – stage 1 will be implemented for enrolled air conditioners or interruptible heat devices, as well as dairy water heaters. Finally, load management – stage 2 could be implemented for enrolled Peak Alert and standby generators (commercial accounts). Activation of these groups can occur at any time and could be called for by MISO with minimal advance notice. Ultimately, all members could be affected by a controlled outage if the grid is at risk

of collapsing. This would be the very last action called for by MISO.

MISO is an independent, not-for-profit, member-based organization that manages the flow of high-voltage electricity across transmission lines across 15 U.S. states and Canadian province of Manitoba.



PRICE ELECTRIC COOPERATIVE ANNUAL MEETING

Thursday, June 11

Phillips High School

990 Flambeau Ave., Phillips, WI 54555

- Registration opens at 4:30 p.m.
- Meal served at 5 p.m.
- Member meeting begins at 6 p.m.

Your annual report will be included in the June issue of this magazine.

Free Smart Power Strip Available for Members

Through PEC's Smart Sense Rebate Program, members may receive one free smart strip with surge protection. The smart strips may be picked up at the PEC office, with a limit of one per membership.



A smart strip is a power strip that works to prevent energy waste. There is a sensor in the strip that monitors the flow of electricity to the control outlet and when there is a significant drop, it switches off the power to the switched outlets. When your control device goes into sleep mode or is shut off, the smart strip saves energy from flowing to the devices plugged into the switched outlets. More information and instructions are included with the devices upon pickup.

Notes from the North Woods



Right-of-Way Trimming

As Northwoods residents and members of PEC, we know we live in a heavily wooded, rural area—where trees are the leading cause of power outages. By staying on top of clearing, trimming, and spraying, PEC can reduce both the number of outages and the time it takes to restore them.

PEC contracts with Makovsky Brush Service (MBS) to brush and trim trees and manage other vegetation throughout our service territory. MBS is directed to cut, trim, and mow the right-of-way (ROW) to provide 15-20 feet of clearance on both sides of the primary power lines. PEC's easements allow us to cut danger trees that are outside of the ROW. This year, MBS is trimming in the townships of Kennan, Catawba, Ogema, Georgetown, Harmony, Prentice, and Hawkins.

Herbicide spraying will be in the townships of Morse, Gordon, Jacobs, Shanagolden, Peeksville, Chippewa, Agenda, and Lake. Spraying will begin in June and continue through July and August. If your property is included in the scheduled ROW herbicide application, you will receive a letter from PEC.

If you wish to opt-out of herbicide use on your property, you must sign and return an Herbicide Opt-Out Form.

When planting new trees or shrubs, please consider their distance from overhead power lines and underground transformers. Always contact Diggers Hotline by dialing 811 before starting any project that requires digging. If you notice a tree or branch growing dangerously close to a power line, please call our office. Together, we can maintain the beauty of our area while ensuring safe, reliable electricity.

YOUTH LEADERSHIP CONFERENCE (YLC)



Pictured are the 2025 YLC participants

What: YLC is a unique opportunity for youth leaders across Wisconsin to develop their leadership skills and to learn more about the purpose and value of cooperatives.

When: July 14-16, 2026, UW-Stout in Menomonie, WI

Who: Students entering 10th, 11th, or 12th grade in fall 2026 are welcome to apply. All students may apply, regardless of parent/guardian membership in PEC. PEC members will be given preference over nonmembers.

Other Details: PEC will sponsor a select number of students to attend, which includes meals and transportation. Applications can be found on the PEC website and are due to PEC by May 31, 2026.

Memorial Day Observance

Price Electric
Cooperative's office
will be closed
Monday, May 25.



Jeff Olson, President/CEO

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

Amy Jordahl, Editor



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