

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

September 2026



Price Electric
Cooperative

Your Touchstone Energy Partner

CELEBRATING FIBER ARTS

FROM LIGHT SWITCHES
TO LIFELONG HABITS

READER RECIPE CONTEST

KIDS AND CRITTERS

FIND THE RIGHT ELECTRIC HEATING SYSTEM FOR YOUR HOME

Heating season is quickly approaching. If you are looking for a new heating system or need additional heat, consider heating with electricity. Explore the systems below to find the right fit for your home or business.

Electric plenum heater

Provides whole-house electric heating and the ability to alternate between electricity and fossil fuel heating at the flip of a switch. It can convert existing natural gas, propane, or oil furnace into a dual fuel system. Plenum heaters allow members to take advantage of PEC's reduced load management electric rates and the flexibility to use the most cost-effective source at any time. Both a fossil fuel furnace and an electric plenum heater utilize the same thermostat and ductwork.



Electric boiler

Electric boilers heat your home by heating water that circulates through tubing installed in the floor or in hot water baseboard heaters. Electric boilers can be zoned to provide the necessary heating requirements of most residential and commercial applications. If a floor installation boiler system has a backup heat source or if the tubing is submerged in sand to store heat, it can qualify for reduced load management electric rates. Hot water baseboard heaters must have a backup heat source to qualify for load management electric rates.



Electric radiant floor heat

Ideal for kitchens, bathrooms, basements, and hard-to-heat areas with high ceilings. Radiant floor heating systems provide a room with comfortable, even heat. The heat is distributed through tubing, electric cables, or electric mat systems. Because the heat transfers directly from the floor rather than



into the air, you feel warm even though the thermostat is at a lower setting. A backup heat source may be necessary to qualify for load management electric rates.

Electric Thermal Storage (ETS)

ETS offers heating options from individual rooms to the whole house. These units store heat during off-peak hours for heating 24 hours a day, and utilize the reduced load management electric rates. Room-sized ETS units are ideal for homes without a central duct system. They consist of specially designed bricks stored inside a cabinet. Electricity heats the bricks during off-peak hours when electric rates are lowest. When the thermostat calls for heat, a fan blows air across the heat-storing bricks to distribute heat throughout the room. A centrally ducted ETS system can be used as a furnace too.



Heat Pumps

Air source heat pump (ASHP)

An ASHP transfers heat between your home and the outside air. It can deliver 1.5 to 3 times more heat energy than the electrical energy it consumes, making it efficient and economical to operate. In the summer, an ASHP cools your home. During cooler months, it also provides heat. On extremely cold days, most heat pumps have a balance point where supplemental heat kicks in to maintain the thermostat setting in your home. Aesthetically, ASHPs resemble central air conditioning units.



Air source heat pumps do not qualify for the reduced load management rates; however, PEC does have rebates on these systems. Current rebates are \$400 per ton.

Geothermal heat pump

The most efficient heating and cooling system available, the geothermal heat pump will meet 100 percent of a home's heating and cooling year-round. Some systems also

provide water heating.

A geothermal heat pump is the highest efficiency heating and cooling system available because it uses the earth as a renewable energy source. Geothermal heat pumps use the constant temperature of the earth to heat and cool. This allows the system to reach high efficiencies (above 400 percent) even on the coldest winter nights. A network of durable plastic coils is buried in the ground, which absorbs the earth's energy. A heat pump, connected to the coils, extracts that energy and converts it into heat. At the flip of a switch, the process can be reversed to cool your home. Ground source heat pump coils can be installed vertically or horizontally.



Important Reminder for Owners of Legacy Steffes ETS Heaters

Steffes is retiring three legacy Electric Thermal Storage (ETS) room-heater product lines. Since these units were last manufactured in 2003, replacement parts are extremely limited, and some are already unavailable. If your unit requires service or repairs, we strongly encourage you to contact PEC as soon as possible.

PEC has factory-trained technicians who can install new Steffes ETS units and help you determine the best replacement option for your home. PEC also has rebates for new installations of ETS units. To discuss available options or request a quote, please contact PEC today at 715-339-2155.

Specific Models Affected:

- **S Series Room Heaters** (Models 200S, 201S, 212S, 300S, 301S, 312S, 400S, 401S, 412S, 500S, 501S, 512S, 600S, 601S, and 612S)
- **EXT Series Room Heaters** (Models 212EXT Plug-In, 212EXT, 312EXT, 412EXT, 512EXT, and 612EXT)
- **1000 Series Room Heaters** (Models 1002 Plug-In, 1002, and 1003)

Breakfast in the **NORTHLAND**



Saturday, October 17, 2026 7 –10 a.m.
PEC Office, W6803 Springs Dr., Phillips

BREAKFAST

Your board of directors and staff will be cooking and serving your breakfast. The menu includes biscuits and gravy, pancakes, sausage, applesauce, juice, coffee, milk, and water. Gluten-free pancakes will be available upon request.



RECYCLING EVENT

Northcentral Recyclers will be on-site collecting your electronics.

Accepted Items (free)

- Appliances (washer, dryer, stove, water heater)
- Monitor, laptop, server, printer, keyboard, mouse, speaker/stereo equipment
- Router, modem, switch, UPS units, power strips, wire
- Telephone, cellphone, computer board, hard drive
- Small household appliances (coffee maker, toaster, curling iron, fan)
- Vacuum, filing cabinet, exercise equipment
- Dish receiver, microwave, grill

Accepted Items, \$25 each, limit 2 per membership (cash or check only)

- Refrigerator (rebate available)
- Room A/C unit (rebate available)
- Freezer (rebate available)
- Dehumidifier



Items that will NOT be accepted

- Ni-Cad, Ni-Mh, alkaline batteries
- Tires, furniture, bathtubs
- Chemicals, plastic, cardboard, paint, paint cans, smoke detectors
- Ballasts, light bulbs, fluorescent lights, mercury thermometers



FLU SHOT CLINIC

Get your flu vaccine courtesy of the Price County Health Department.

They will be on-site from 8:30–9:30 a.m.

FOOD DRIVE

We will be collecting unexpired, non-perishable food items and personal care items for the St. Vincent de Paul Food Pantry located in Phillips. Cash donations will also be accepted.



PUMPKIN DECORATING

Bring the kids over to our pumpkin table for a fun-filled decorating experience. They can personalize their pumpkin using stickers and paint markers. Once their masterpiece is complete, they can proudly take their decorated pumpkin home. We will have coloring pages available, too.



SMART SENSE REBATE GIVEAWAY

Through PEC's Smart Sense Rebate Program, members may receive one complimentary weatherization kit. Kits are packaged in a reusable eco-friendly PEC-branded bag and include window shrink and seal insulation kit, door and window foam weatherstripping tape, 30-foot rope caulk, foam switch gaskets, and foam outlet gaskets. Stop by our Smart Sense booth to pick up yours at the breakfast.

ELECTRO-INDUSTRIES DEMONSTRATION

Electro-Industries will be onsite with their mobile product center, which includes boilers, plenum heaters, and more.



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Cooperative

Notes from the North Woods

Electricity Brings Everyday Value



When it comes to electricity, we rarely think twice when we flip on a light switch, brew coffee in the morning, charge our phones or adjust the thermostat. We simply expect the power to be there—and that's how it should be because you are a member of PEC and reliably powering your homes, farms, and businesses is our mission.

It is important to consider the value electricity provides each day. The average U.S. residential electric bill is about \$150 a month, or roughly \$5 a day. PEC's average residential electric bill is \$154 a month, also about \$5 a day. While that amount is comparable to the cost of a specialty coffee or treat, electricity supports nearly every moment of everyday life, often without much thought.

For about \$5 a day, electricity keeps food fresh in the refrigerator, helps your heating and cooling system keep your home comfortable, and provides light after sunset. It powers appliances that make cooking and cleaning easier while keeping devices charged so you can work, learn, communicate, and stay connected with loved ones. When you think about everything electricity makes possible, it's one of the greatest values in the average household budget.

PEC's Smart Sense rebate program has funds available for qualifying Energy Star appliances, smart

thermostats, heat pumps, electric heating systems, LED lighting, and more. Members can visit the PEC website to learn more about programs and eligibility requirements.

As a cooperative, PEC is locally owned by the members we serve. Decisions are guided by a board of directors, which is made up of

cooperative members, allowing PEC to focus on what is best for the communities we serve, not outside shareholders. Reliable electricity is essential to everyday life, and PEC remains committed to delivering safe, reliable, and affordable electricity to our members.

765

Average monthly kWh usage
Primary residence

\$154

Average monthly bill
Primary residence

1834

miles of line

That is enough line to go
from PEC to Las Vegas!



5

Members per mile of line

Member Demographic

48% Primary Residential
47% Seasonal
4% Small Commercial
1% Farm

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

Amy Jordahl, Editor



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