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Looking ahead: New year, constant commitment

In Roman mythology, the two-faced Janus represents beginnings and transitions, and can see both the past and the future. This first month on our calendar—January—takes its name from Janus, whose image is often seen over doors and gates.

After a tumultuous 2020, the transition to 2021 is both welcome and perhaps disconcerting. We pray that our community, state and nation can return to normal this year. Yet, many factors still remain that upended our lives last year.

Through change and uncertainty, Jackson Energy works diligently to be a constant. This demands a deliberate and intentional effort by all our employees. The electric grid is a complicated and comprehensive system that needs constant attention and maintenance, sometimes in less obvious ways.

For instance, to deliver electricity to all 52,000 members served by Jackson Energy, we maintain 5,762 miles of line.

Like Janus, our crews need to be able to envision both the past and the future. How has our infrastructure held up under past forces, and what maintenance needs to be performed to ensure safe and reliable service into the future?

Sometimes, that means Jackson Energy must replace poles,



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transformers and build new substations. You will also find our crews and contractors performing right-of-way maintenance, both clearing existing vegetation and looking into the future to prevent encroaching limbs from threatening delivery of electricity to you.

Sometimes, Jackson Energy, working with our fellow co-ops, becomes aware of legislation in Frankfort or Washington that could affect the safety, reliability or affordability of our electric service.

One year ago, thanks to co-op members speaking up, we were able to stop state government from adding a sales tax to residential power bills. As a new

General Assembly and Congress convene, we will let you know if we again need your help to protect the interests of your co-op and community.

Amid the COVID-19 pandemic, all this work has been performed adhering to safety restrictions.

Jackson Energy appreciates your continued patience and cooperation as we practice social distancing and continue to take additional precautions to ensure the safety and well-being of our employees and communities. We look forward to a reopened and normal world—hopefully soon.

As we begin 2021, Jackson Energy wishes you a happy, safe and healthy new year.

SPOTLIGHT

Lisa Baker, Editor
Published by Jackson Energy

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Jackson Energy

Working for You

Back to the future

Jackson Energy depends on technology to deliver safe, reliable electricity to you at the lowest possible cost and this will hold true going into the new year.

The year 2020 has come to a close, and as we flip the calendar to January 2021, we will leave behind memories associated with words like closed, canceled and postponed.

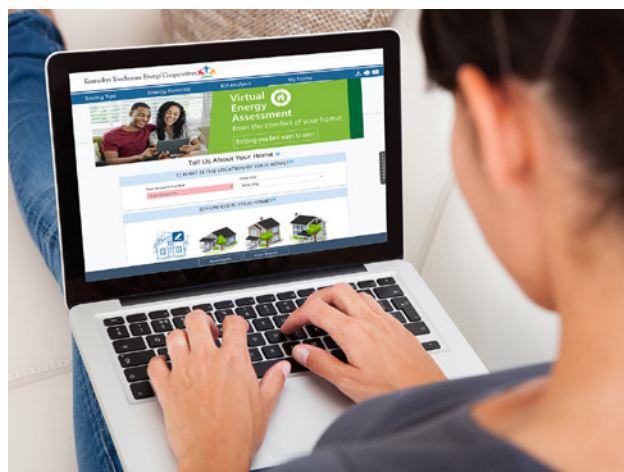
The roadblocks of 2020 forced your co-op to muscle up and demonstrate its resilience again and again. When the going got tough, we were always tougher. We can all take pride in that accomplishment.

But now it's time to get back to the future—on to a new year, renewed hope and great things here at Jackson Energy. Here are a few things we're doing in 2021:

Employing next generation technology. We'll continue to expand and maintain our use of advanced technologies to provide the best possible service to members. From the way we monitor electricity distribution to how we attract new jobs to the area, Jackson Energy is committed to leading with innovations.

We will continue to research and offer our members the latest technology that allows you the ability to track your energy usage, report an issue, pay your electric bill without leaving your home or enroll in programs like Prepay.

Creating new jobs. As one of Kentucky's Touchstone Energy Cooperatives, we're backing economic development initiatives



to court new industry and expand existing businesses. Our goal is to bring more and better paychecks to this area.

Saving energy. Any year is a good time to save energy and lower electric bills. Our new Virtual Energy Assessment (VEA) program is just one of the services we offer to help you save money. Check out the VEA and other energy-saving ideas on our website at www.jacksonenergy.com.

Caring for community. Supporting the people and places along our lines is fundamental to the cooperative way of doing business. In 2021, we'll continue our support of Ronald McDonald House Charities to help local families with hospitalized children. We're also excited about the return of the Special Olympics Kentucky's Summer Games and Honor Flight, two events we help to sponsor.

All of us at Jackson Energy, wish you and yours a healthy and prosperous 2021.



Carol Wright
President & CEO

Stay warm; save energy

Everyone knows that turning the thermostat down a few degrees and throwing an extra blanket on the bed can stave off high winter energy bills. Here are a few simple but lesser-known energy-savers that you might consider trying this season:

Turn on the ceiling fan. If you switch the direction that the fan's blades rotate so they slowly spin clockwise, the room could feel a bit warmer. This creates an up-draft and pushes warm air back into the room.

Retire your wood-burning fireplace. An open fire requires an open flue, and that can suck the warmth right out of your house. Consider replacing it with an electrical insert with realistic flames or a fun light show.

Open the drapes during the day; close them at night. The sun is nature's furnace, so let it shine in through south-facing windows during the day.

Cover windows with plastic film. It will stop much of the heat loss that can escape through uncovered windows.

Use a portable space heater in the room you use most often so you can turn the thermostat down a bit and avoid heating unused spaces.



Adding humidity inside your home can make the air feel a little warmer.
Photo: Abby Berry/NRECA

Area rugs. Beyond adding visual appeal to your home, area rugs can provide extra insulation and a warm surface for your feet on cold winter days. You'll enjoy the new colors and textures of the rug and the additional warmth will help keep your home comfortable.

Run exhaust fans sparingly. Turn on the bathroom fan before you take a shower and turn it off as soon as the steam clears so it won't suck warm air out of your home.

Keep your feet warm. Our feet play a critical role in regulating

body temperature, so when your feet are warm, your body automatically feels warmer. Try a pair of comfortable wool socks or house slippers to stay toasty. This is one of the easiest ways to stay cozy at home.

Use a humidifier. Cold air doesn't hold water vapor like warm air, so by adding humidity inside your home, you can feel a little warmer. In addition, a favorable level of humidity inside your home can also help clear sinuses, soften skin and improve sleep.

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- 1) Download SmartHub from the app store.
- 2) Go to the Bill & Pay Screen.
- 3) Click on Pay by Cash.
- 4) Click on View Barcode.
(that is unique to your Jackson Energy account)
- 5) Ask the cashier to scan the barcode and then pay by cash.

Your account will update within minutes; there is a \$1.50 fee associated with this service.



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Giving back to our communities

Ronald McDonald House Charities of the Bluegrass



Employees of Jackson Energy, along with its board of directors and members, participated in the 2020 Ronald McDonald Wish List Drive.

A total of 338 items were collected, valued at over \$1,000, throughout the year.

The Ronald McDonald House Charities of the Bluegrass (RMHC) provides comfort and care for families going through a difficult time.

Jackson Energy is proud to support an organization, such as RMHC, whose focus is to give the gift of keeping families close to

their sick children receiving medical treatment through the care and resources these families need.



Jackson Energy's Manager of Accounting April Renner, left, and Executive Administrative Assistant Lisa Baker deliver items to the Ronald McDonald House in Lexington. Photos: Beth White/RMHC Director of Operations

Kiwanis Club of Laurel County



Jackson Energy's Accounting Office personnel Jessica Hays, left, and Brittany Montgomery shop for gifts. Photo: Roger Witt

When an opportunity arises for Jackson Energy to give back to our communities, we take pride in being able to do so—whether it is giving back by means of food, toys or by volunteering our time to organizations.

When the Kiwanis Club of Laurel County hosted its annual Coy Hibbard Shopping Spree to purchase gifts for 23 children in our community, Jackson Energy was ready to help with the project.

Each of the 23 gifts were valued at \$100 and included a complete outfit, coat, shoes and a toy.