

# JACKSON ENERGY



WORKING FOR YOU



jacksonenergy.com

## Balancing electricity supply and demand

Electricity is essential for nearly every aspect of daily life—so essential that we rarely think about how it's produced and delivered to our homes. You might be surprised to learn that behind the scenes, a network of experts is working daily (and even by the minute) to anticipate how much electricity you need before you even use it.

We're all connected to the electric grid, so ensuring the right amount of electricity for all involves a complex process of forecasting energy demand, planning for capacity and securing enough supply to meet Americans' needs.

### Powerful sources

First, electricity must be generated at a power plant using either traditional sources, such as coal, natural gas or nuclear energy, or from renewable sources, such as solar, wind or hydropower.

At Jackson Energy, we work closely with East Kentucky Power Cooperative, our local wholesale power supplier, to secure enough electricity for our communities, using a diverse mix of energy sources to generate the power we deliver to your home or business. By maintaining a diverse energy mix—coal, natural gas, solar and hydropower—Jackson Energy has options to ensure reliable power at a competitive cost.



BLACK BOX MEDIA

On a larger scale, across the country, electricity supply and demand are managed through a market that includes long-term planning agreements, where electricity is bought and sold just like other common goods and services. Because Jackson Energy works with our wholesale power supplier, which is also a cooperative, we are able to pool resources and expertise to deliver affordable power to our local communities.

Electricity supply changes throughout the day because demand fluctuates based on consumers' needs. For example, Jackson Energy knows that we need to ensure more electricity in the mornings when you're starting your day, and in the evenings when you're cooking dinner, running appliances and watching TV. Demand also increases when weather patterns change, such as extremely warm or cold temperatures.

### Looking ahead

As the energy sector undergoes rapid

change, it's important for all consumers to understand the basics of electricity supply and demand.

Electricity use in the U.S. is expected to rise to record highs this year and next, with the demand for electricity expected to at least double by 2050. At the same time, energy policies are pushing the early retirement of always-available generation sources, which will undoubtedly compromise reliable electricity.

Jackson Energy remains committed to providing affordable, reliable energy to the members we serve. That's why we are preparing now for increased demand and other challenges that could compromise our local electric supply.

Managing the balancing act of electricity supply and demand is a complex job, which is why we have a network of utilities, power plant operators and energy traffic managers in place to direct the electricity we need and keep the electric grid balanced.

**Lisa Baker, Editor**

Published by Jackson Energy

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**WORKING FOR YOU**

   [jacksonenergy.com](http://jacksonenergy.com)

# We're here to serve you

**W**e've all heard the phrase "we're here to serve you" countless times. These words may sound generic, but to us—your local electric cooperative—they mean everything.

Jackson Energy was created to serve our communities. Back in the day, neighbors banded together and formed our co-op for the common good. In our case, it was the only way to bring electricity to the areas where there was none. In doing so, Jackson Energy helped our communities thrive. That mission-focused heritage is the golden thread that is woven throughout our history.

Today, we are continuing to power our communities. While our focus has remained steady on providing reliable energy to our members, today's energy landscape and member expectations are far different than they were decades ago. That's why we're adapting, to keep pace with changing technology, evolving needs and new expectations.

Serving as your trusted energy advisor means we want to help you save energy (and money) and provide advice and information on a broad range of energy topics. For example, if you're looking for ways to save energy, check out [jacksonenergy.com](http://jacksonenergy.com) for energy-saving tips and ideas to increase the energy efficiency of your home. Understanding how your home uses energy can help determine the best ways to modify energy use and thereby keep more money in your wallet.

If you're considering solar options, we would be happy to give you an unbiased view of the pros and cons. Investing in a solar system is a major decision, and it's important to fully understand the costs, responsibilities and potential energy savings.

We can also provide information about EV charging and electrical requirements to our members so you can make informed decisions if you're thinking about an electric vehicle. Whatever you drive, we want to help you achieve energy savings.

So, the next time you hear Jackson Energy use the phrase "we're here to serve you," we hope you know that we mean it. Service is deeply ingrained in who we are. We continue to evolve with the times, and in return, we've found additional ways to serve you and provide more options for you to power your life.

By President & CEO  
Carol Wright



# Commitment to community

Since 2004, Jackson Energy members have donated more than \$525,000 to community programs and services through our Operation RoundUp Program.

Operation RoundUp allows members to voluntarily round up their monthly bill to an even dollar amount, and that extra money is placed in a trust account that is used to fund community projects.

An independent board reviews grant applications from community groups.

Projects funded in 2024 totaled more than \$28,600. The following organizations were awarded funding from July–December.

- \$800 to Hills to Hollers Outreach Center
- \$800 to Owsley County Search and Rescue
- \$800 to Millers Creek Fire & Rescue
- \$800 to Hospice Care Plus
- \$800 to Mt. Vernon Elementary Volunteer Parent-Teacher Group
- \$800 to Booneville Order of Masonic Lodge 939



Katie Wynn accepts a \$1,000 Operation RoundUp check on behalf of Climax Volunteer Fire Department. Photo: Brent Jackson

- \$500 to Estill County 4-H Council
- \$800 to Jackson County Veterans Memorial Committee
- \$600 to Clay County ATC HOSA
- \$400 to Booneville in Bloom
- \$700 to Cumberland River Straight Shooters Archery
- \$1,000 to Helping Hands Outreach
- \$400 to Millstone Community Theatre
- \$500 to Clay County Old Timers
- \$515 to Paces Creek Football Team



Member Relations Coordinator Brent Jackson, right, presents an \$800 Operation RoundUp check to Jim Bryant for the Jackson County Veterans Memorial. Photo: Brent Jackson

- \$1,000 to Brindle Ridge Volunteer Fire Department
- \$1,000 to Climax Volunteer Fire Department
- \$600 to Daniel Boone Community Action Agency
- \$1,350 to Cumberland Valley Fraternal Order of Police Shop with a Cop

## One less thing to worry about

Enjoy the benefits of paperless billing using your SmartHub app



Paperless billing—also known as e-bill—can provide members with many benefits including:

- On-the-go convenience
- Pay anytime, anywhere
- Cost savings
- Environmental impact
- Enhanced security
- Decreased drive-thru traffic
- Reduced late fees
- Improved payment speed
- Member satisfaction
- Peace of mind

Scan the QR Code to get started today!

# Safety is our top priority

It's no secret that a lineworker's job is tough—but it's essential. The job of our lineworkers requires physical strength and endurance, especially during the long hours of power restoration in extreme weather conditions.

Yet for all of the physical strength required in this profession, our lineworkers' mental strength and focus are also crucial. Working with high-voltage lines on a daily basis requires extraordinary attention to detail and safety—because someone's life is on the line.

This is why Jackson Energy insists on thorough and constant safety training.

Safety is our priority. Jackson Energy lineworkers train extensively on safety scenarios to be better prepared for any situation that may occur at any time, including the worst case scenarios—an injured or unconscious lineworker at the top of a pole or in a bucket high in the air.

Shown are Jackson Energy lineworkers advancing their skills in hurt man rescue in both pole-top and bucket rescue.

Bucket and pole-top rescue training is a required exercise that each lineworker must complete annually—with the hope of never needing to use it.

We appreciate our lineworkers' hard work in bringing power to your home, regardless of the time of day or night, and despite the weather conditions—and their dedication to doing so safely.



Jackson Energy lineworkers participate in the annual Safety Day where they advance their skills in hurt man rescue. Photos: Lisa Baker



## STEP UP AND LEAD

2025 YOUTH TOUR  
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High school juniors apply by January 15!

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Applicants may register ONLINE at [jacksonenergy.com](http://jacksonenergy.com) and must include student's transcript and teacher recommendation letter.