



Tim Stewart, CEO/Manager

# 2012 Designated as International Year of Cooperatives

## Cooperatives Build a Better World

In the month of October, Americans typically celebrate National Cooperative Month to raise awareness about the many benefits that cooperatives bring to the marketplace. However, this year is special. This year we kick off a yearlong celebration marking the International Year of Cooperatives 2012. Our theme, “Cooperative Enterprises Build a Better World,” resonates loud and clear in our turbulent national—and global—economy. As you are probably aware, cooperatives exist in many forms and deliver a host of products and services such as financial services, grocery/food, dairy, health care, grain, telephone, and of course energy. But did you know that throughout the United States, there are approximately 48,000 cooperatives that serve more than 120 million citizens? Worldwide, there are an estimated 750,000 cooperatives that serve 730 million members. In Wisconsin more than 2.9 million cooperative members depend on approximately 865 cooperatives to market and supply various services. Wisconsin cooperatives annually record about \$6.9 billion in gross sales, employ more than 23,000 people, and pay more than \$70 million in taxes each year. As you can see, cooperatives come in all shapes and sizes, from small buying clubs to businesses included in the Fortune 500. Many cooperatives are household names, such as Land ’O Lakes, Ocean Spray, Sunkist, ACE Hardware, Nationwide Insurance, and the Associated Press, just to name a few.

I am pleased to report that the importance of the cooperative business model was recognized on July 21, 2011, when the U.S. Senate unanimously passed a resolution promoting the economic and social benefits of cooperative business organizations. The resolution was introduced by Sen. Thad Cochran of Mississippi and Sen. Tim Johnson of South Dakota, and co-sponsored by a bipartisan group of 30 senators.

Senate Resolution 87 states that the U.S. Senate “recognizes the importance of raising the profile of

cooperatives and demonstrating the manner by which cooperatives build local wealth, generate employment, and provide competition in the market place.” The resolution designates 2012 as the International Year of Cooperatives—originally designated as such by the United Nations. The resolution is best summed up by Sen. Cochran, who said, “This resolution highlights the usefulness of cooperative business models in creating opportunities for groups of people, especially those living in rural areas. Cooperatives give groups that might otherwise be left at a disadvantage a chance to be more competitive in marketing goods or securing basic services.”

The cooperative business model is founded on seven guiding principles: voluntary and open membership, democratic member control, members’ economic participation, autonomy and independence, education/training/information, cooperation among cooperatives, and concern for community. Last month’s column discussed the first principle—the benefits of a voluntary and open membership. This month I will focus on the second principle—democratic member control.

### Cooperative Principle 2— Democratic Member Control

The second cooperative principle that governs cooperative operations is Democratic Member Control. That means you, as a member of Clark Electric Cooperative, select who represents you on the cooperative’s board of directors. The democratic process of one member, one vote, elected from the membership, by the membership governs how directors are elected. The board of directors ultimately determines the strategic direction of our local, not-for-profit business and ensures that you receive a safe, reliable, and competitively priced supply of energy.

It’s not an easy task. The electric utility industry is a very complex industry. The directors take their fiduciary responsibility very seriously. Time commitments are considerable.

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### The Seven Cooperative Principles

**All cooperative businesses adhere to these seven guiding principles:**

1. Voluntary and Open Membership
2. **Democratic Member Control**
3. Members’ Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation Among Cooperatives
7. Concern for Community



*Celebrate Cooperative Month  
with your local cooperatives*

## A FREE Pancake & Sausage Breakfast

Activities for kids of all ages




# MEMBER APPRECIATION DAY

## Saturday, October 1

7 a.m. to 11 a.m. at the CECO Building,  
west of Greenwood on CTH G



### Clark Electric Cooperative

124 N. Main St., P.O. Box 190, Greenwood, WI 54437  
715-267-6188 • 800-272-6188  
Your Touchstone Energy® Partner 

### NORTH HENDREN CO-OP DAIRY

*Quality cheese since 1923*  
W8204 Spencer Road  
Willard, WI 54493-9365

### Heartland COOPERATIVES

P.O.Box 260  
Dorchester, WI 54425  
1-800-521-2021

### Electronic Recycling Drive, 7-11 a.m.

(More information about the **FREE** Electronic Recycling Drive on page 29)

### Inflatables for the Kids • Health Screenings • Pumpkins Face Painting Fire Department Smokehouse



**Greenwood Fire & EMS**  
will provide free  
blood pressure testing.



**Memorial Medical Center**  
will be here to provide community health information and  
certain health screenings — free of charge.

## Think Safety During the Harvest Season

Harvest season can yield higher numbers of electrocution, shock, and burn injuries. Clark Electric Cooperative urges farm workers to avoid tragic accidents by using caution when completing farm activities that take place around power lines.

Equipment contacting overhead power lines is the leading cause of farm electrocution accidents in the Midwest. Many of these accidents occur near grain bins when augers make contact with power lines. Many types of farm equipment can come in contact with overhead power lines, creating a direct path for electricity. Tractors with front-end loaders, portable grain augers, fold-up cultivators, and equipment with antennas can easily become electrical hazards and must be operated with care. Know the location of power lines and keep farm equipment at least 10 feet away from them—below, to the side, and above.

Farm workers should remember these safety tips:

- Always lower portable augers or elevators to their lowest possible level—under 14 feet—before moving or transporting; use care when raising them.
- Be aware of increased height when loading and transporting larger modern tractors with higher antennas.
- Always use a spotter or someone to help make sure that contact is not made with a line when moving large equipment or high loads.
- Be careful not to raise any equipment such as ladders, poles, or rods into power lines. Even non-metallic materials such as lumber, tree limbs, tires, ropes, and hay may conduct electricity under certain conditions.
- Use qualified electricians for work on drying equipment and other farm electrical systems.
- Inspect farm equipment for transport height, and determine clearance with any power lines under which the equipment must pass.
- Review the possibility of underground utility supplies for new or replacement power lines.
- If you have a standby power system, review its location, operation, and importance with all workers.
- Train seasonal employees to be aware of risks for potential electrical shock on the farm, even if they only work temporarily.
- Never try to raise or move a power line to clear a path.

It's also important for operators of farm equipment or vehicles to know what to do if the vehicle comes in contact with a power line. It's almost always best to stay in the cab and call for help. Warn others who may be nearby

to stay away and wait until the electric utility arrives to make sure power to the line is cut off.

If the power line is energized and you step outside, your body becomes the path and electrocution is the result. Even if a power line has landed on the ground, the potential for the area nearby to be energized still exists. Stay inside the vehicle unless there's fire or imminent risk of fire.

In that case, the proper action is to jump—not step—with both feet hitting the ground at the same time. Do not allow any part of your body to touch the equipment and the ground at the same time. Continue to hop or shuffle to safety, keeping both feet together as you leave the area.

Once you get away from the equipment, never try to get back on or even touch it. Many electrocutions happen when the operator dismounts and, realizing nothing has happened, tries to get back on the equipment. ■

ELECTRIC CO-OPS WERE  
CONSTRUCTED WITH  
LINES, POLES, AND THE



FOOLHARDY  
NOTION  
THAT WE ALL

PROSPER BY HELPING  
EACH OTHER.

It seems obvious in retrospect, but there was a time when getting electricity outside of the city limits wasn't a given. Today, the spirit of community that co-ops were built upon continues to thrive. And as members we can all lend a hand by saving energy. Learn how at [TogetherWeSave.com](http://TogetherWeSave.com).



## Manager's Column *(Continued from page 4)*

Besides attending monthly meetings, each director must participate in state, regional, and national meetings to stay abreast of the complex business environment of electricity production and distribution. Directors also must achieve Credentialed Cooperative Director Certification and Board Leadership Certification status. These designations involve successfully completing a series of intense course of study that details relevant issues and practices in the electric utility industry.

But the learning doesn't end there. Numerous other classes and seminars cover topics that must be part of

each director's pool of knowledge. And after all of that education, sorting through difficult choices remain.

Like any successful democracy, this decision-making process does not operate in the dark. We keep our members informed about the financial condition of the cooperative, inform you when situations arise that could affect your bill or service, and educate you about the issues involved. We do this primarily through the pages of the *Wisconsin Energy Cooperative News* and, most importantly, during face-to-face conversations, whether at our annual meeting or other events.

In a democracy, member participation is crucial. That's why it is important for our members to attend our various meetings and let us know when issues arise that need our attention.

Cooperatives are different than any other forms of businesses because of you, our members, and because of the way decisions are made. We approach the future with confidence and the knowledge that commitment and dedication to service, membership owned, and not-for-profit operation will enable us to focus on you, our customer and owner.

**That's the cooperative difference! ■**

## Electronics Recycling Drive

Clark Electric Cooperative, along with 5R Processors, will host an Electronics Recycling Drive Saturday, October 1, from 7 to 11 a.m., at the CECO Building, west of Greenwood on CTH G. The event will be in conjunction with our Member Appreciation Day. The following items are acceptable for recycling:

MONITORS/TERMINALS	CIRCUIT BOARDS	VIDEO BOARDS
CPUS	WIRE AND CABLING	C-PAP MACHINES
LAPTOPS	ALUMINUM CANS	GAME CONSOLES
DOCKING STATIONS	CASH REGISTERS	DVD AND VHS
PRINTER/TONER	KEYBOARDS/MICE	PLAYERS
CARTRIDGES	TELECOMMUNICATION	FAX CARTRIDGES
COPY MACHINES	EQUIPMENT	MAINFRAME
FAX MACHINES	AUDIO VISUAL	EQUIPMENT
PRINTERS	EQUIPMENT	NETWORKING
TVS	STEREO EQUIPMENT	EQUIPMENT
MP3 PLAYERS/iPODS	MICROWAVES	OTHER COMPUTER
CELLULAR AND HARD	UNINTERRUPTED	PERIPHERALS
WIRE PHONES	POWER SUPPLIES	GPS UNITS

Residents may also purchase data removal services from 5R for \$10/per drive or \$10 per system or laptop. Fileservers will be extra if there is more than one drive. Computers, laptops, or single hard drives can be unloaded for data erasure at the designated DOD Wipe area (DOD=Department of Defense approved software). Serial number tracking with the owner's information will be properly recorded. The process can take anywhere from 3 to 10 hours, depending on the size of the hard drive. For this reason 5R has to bring the units/drives back to their facility to perform the data destruction/erasure procedures.

This method is a proven procedure based on military standards that ensure 100 percent removal of all data on your hard drive. 5R Processors will provide residents with a certificate of destruction and all accompanying serial numbers as their official report that your drive was erased before the unit or drive is sent on to the recycling/refurbishing department.



### Energy Efficiency

### Tip of the Month

When buying a new appliance, check the black and yellow EnergyGuide label. This label provides an estimate of the product's energy consumption and efficiency. It also shows the highest and lowest energy efficiency estimates of similar models. Most major appliances—such as refrigerators, dishwashers, and clothes dryers—are required to have these labels.

Source: U.S. Department of Energy



## Clark Electric Cooperative

Your Touchstone Energy® Partner



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