



Tim Stewart, CEO/Manager

Deck the Halls with Cost-Saving, Energy-Efficient Lighting

Well, here it is November and Christmas is just around the corner. For those of you who are getting ready to purchase replacement lights or decorate your home, here are some things to consider.

Christmas lights, when one goes out, they all go out, right? Wrong, if you use light-emitting diodes (LEDs) to do your holiday decorating. These hardy, energy-saving lights give you one less thing to worry about so you can better focus on the joys of the season. Why are LED holiday lights better than traditional bulbs? Here's why:

- LEDs are now on par with traditional bulbs. Gone are the days when LED holiday lights were known for a harsh white light or stark colors that created a less-than-magical atmosphere. These days, LEDs come in warm, inviting colors in a variety of light beam patterns and dimming speeds, giving you lots of creative options for decorating.



- LEDs last longer than traditional lights. In fact, they have an operational life span of about 20,000 hours, enough to last for 40 holiday seasons. Also, the lights don't have glass or filaments, which makes them durable and resistant to breaking. And because LEDs bulbs are so strong, one individual outage generally doesn't darken the whole strand. For those enthusiastic decorators who like to blanket their entire house and yard in holiday lights, LEDs could save hours of painstaking work each year.
- LEDs use less energy, which means less strain on your first winter electric bill. Running LEDs on one 6-ft. Christmas tree for 12 hours per day for 40 days can save 90 percent or more energy when compared to traditional incandescent lights.
- Because they use less energy, LEDs make it safer to connect multiple strands end to end without overloading the wall socket. Also, they're cool to the touch, reducing the risk of fire.
- A \$2 rebate per string (minimum of 25 lights per string and a limit of 12 per account) is available if the lights are purchased and installed by December 31, 2012. Rebate request must be received by Clark Electric Cooperative no later than January 3, 2013.

Load Management Test Set for November 14

Each year, a test of the load management system is conducted for members of the Dual Fuel program. This year, the test will take place on Wednesday, November 14. The electric heat will be turned off at 5:00 p.m. and will be turned back on starting at 8:00 p.m., with everyone's electric heat scheduled to be back on by 10:30 p.m.

The test is done each year to ensure the cooperative's load management equipment is working properly and to allow members participating in the Dual Fuel program to make sure their backup heating systems are operational before winter sets in.

If you experience any problems during this test, or if you have any questions regarding the test, contact Clark Electric Cooperative, (715) 267-6188 or (800) 272-6188. ■

Look for brands and manufacturers of ENERGY STAR-qualified LED decorative light strings at www.energystar.gov. ■

This Year's Member Appreciation Day Celebration Hits Record Attendance!

2012 – International Year of Cooperatives has been the theme for many celebrations throughout the year. In keeping with the theme, Clark Electric Cooperative joined together with Heartland Cooperative and North Hendren Cooperative in celebrating the “Kick Off to Cooperative Month” on Saturday, September 29.

The morning was crisp but beautiful as over 1,050 members came to enjoy a pancake and sausage breakfast and join in activities for all ages while we celebrated the cooperative way.

The kids enjoyed giant inflatables, pumpkin painting, and picture frame crafting (including their own picture to put in it).

Memorial Medical Center participated with a display of health-related information. Employees were there to answer questions about health screenings, including how and where to get more information.

The Greenwood Fire Department and EMS volunteers were on hand to answer questions regarding fire safety and perform blood pressure checks

Clark Electric Appliance and Satellite was also there with HVAC information as well as information on other products offered through that department.

A free electronic recycling event was offered again this year by 5R Processors LTD. This was a great success and surpassed last year's participation by more than double. This is a great opportunity for members to recycle old electronics at little or no cost.

New this year was the Clark County Sheriff's Department's “Drug Take Back” event, which was very successful. This is a great service to rid people

of old prescription and over-the-counter drugs at no cost and to help protect the environment from drugs that might otherwise be thrown away or flushed down the toilet, entering our water supply.

Also new this year was a food drive for the local food pantries. Three large boxes of food were collected as well as some monetary donations. This is a great way to include the 7th Cooperative Principle—Concern for Community—into this cooperative event.

Congratulations to our two winners of the door prize drawing for children 12 and under. Mitchell Plautz and Allison King, both of Greenwood, won boom box/CD players.

Thank you to everyone who joined us for this year's Appreciation Day Breakfast. We hope to see you again next year! ■

(Turn to page 28 for more pictures from Member Appreciation Day)



MOMENTS IN TIME

A History of Clark Electric Cooperative

50th Anniversary Celebrated in 1987

April 1, 1987, marked the 50th Anniversary of Clark Electric Cooperative. The following is an excerpt from General Manager Dick Adler as the cooperative prepared to celebrate 50 years of providing service to the members.



Clark Electric Cooperative was originally organized at Neillsville by Clark County residents under the tremendous leadership of County Agent Wallace Landry. Later that year, June 26, 1937, Clark Electric Cooperative



merged into one system with Willard Electric and the Big Four Electric Cooperative of Spencer. Willard Electric, organized March 27, 1936, was the second electric cooperative in Wisconsin; Big Four Electric was third, organizing March 30, 1936.

The first board of directors included Vern G. Howard, Martin Klarich, Wallace Landry, L. T. Klein, C.F. Baldwin, Ed Klein, Rex Cooper, Gustave Voight, and Milton F. Page. They, along with other dedicated members, spent countless hours to get the organization moving and operating.

I'm sure they could hardly believe the successful organization that evolved in the next 50 years. Today (1987) this organization serves over 6,500 meters, along 1,700 miles of line that extended into six counties.

The original board of directors borrowed \$700,000 to construct 700 miles of line back in the 1930s. At that time, it was the largest single loan issued by the Rural Electrification Administration in Washington, D.C. Today, 50 years later, a total of almost \$4 million has been borrowed through the years with about \$1.8 million to be paid off yet. The cooperative has grown with assets ▶



Alice and Brice Bender visit with Mrs. Walter Ott; Sandy (Meissner) Garrand, Clark Electric's former Miss National Rural Electrification; and former General Manager Harland Bergemann at Clark Electric's 50th anniversary celebration. Below: The Greenwood Satellites and Braun 4-H clubs did an excellent job of serving food and waiting on tables at the celebration.



Above: Attorney Floyd Wheeler recalled many of the events he was involved with over the years, as well as praised Wallace Landry for his early years of service to Clark Electric.



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Local 4-H'ers provided entertainment at the 50th anniversary celebration. Reseburg Ramblers 4-H Club (above) presented a one-act play entitled "Life Without Electricity." In this scene, they are farmers discussing the merits of organizing their own electric cooperative.

Maplewood Badgers 4-H Club (right) re-enacted the "Day the Lights Came On." In this scene, the mother visits with a neighbor while linemen make the final connections in the yard.



now amounting to over \$13.5 million, annual revenue of almost \$8 million and net savings to our member of nearly \$1.0 million per year.

Financial ownership of the system would probably be the most pleasant surprise to the first incorporators. Can you imagine any cooperative borrowing such large amounts back in the 1930s and be able to pay the loans back and accumulate equity of almost \$11 million?

It took a lot of hard, diligent work by many members and employees to make our cooperative one of the most successful in the United States. During 1987, we will be scheduling events for a celebration of this success. Clark Electric Cooperative members have much to be proud of.

1982-1987

February 4, 1982 – Manager presents information pertaining to the new load management system. He states that the radio control receivers would be furnished by Dairyland and we would have to install them. Board approves a \$3 per month credit to members allowing a control to be installed.

March 11, 1982 – Manager presents proposed estimated budget and equity management plan. A lengthy discussion is had regarding a possible need for a general rate increase. No action is taken.

May 1982 – Reward 36 program introduced in R.E.C. News. \$36 annual refund for members allowing the cooperative to control water heaters.

May 5, 1982 – Board approves new mobile radio system to cost \$49,957.

August 5, 1982 – Manager reports that with the large number of members who

have signed up for water heater controls, we are going to need extra help for installation. He suggests that we offer to pay employees \$25 per control for installation during evening hours and weekends, on their own time. Board approves.

August 27, 1982 – After discussion, a motion is approved to hire Attorney Jim Ward to assist the cooperative with labor negotiations.

September 1982 – In just five short months the Reward 36 member participation reaches 1,246.

December 9, 1982 – Manager reports that so far this year there have been no lost-time accidents recorded. He suggests that a bonus plan be set up for the employee Christmas party, whereby \$500 would be given in the event no lost-time accidents occurred again. For each day lost, there would be a deduction of \$50 and the balance would go to the employee Christmas fund. Approved by the board.

March 17, 1983 (Annual Meeting) – Discussion is held on alternatives of raising rates or borrowing money to provide funds for construction and maintenance. The general agreement is to raise rates.

April 4, 1983 – Manager presents a new rate structure for review; increase of approximately 8.5% is approved, to become effective July 1.

February 2, 1984 – Manager reports to the board on routine meter testing program, which is falling behind because of insufficient staff time. Board authorizes getting prices from an outside firm.

March 6, 1984 – Office Manager Marty Hillert attends board meeting for Dick Adler, who is hospitalized with a mild heart attack.

April 1984 – The Reward 36 load management program reaches a milestone of 2,000 participants (controls installed).

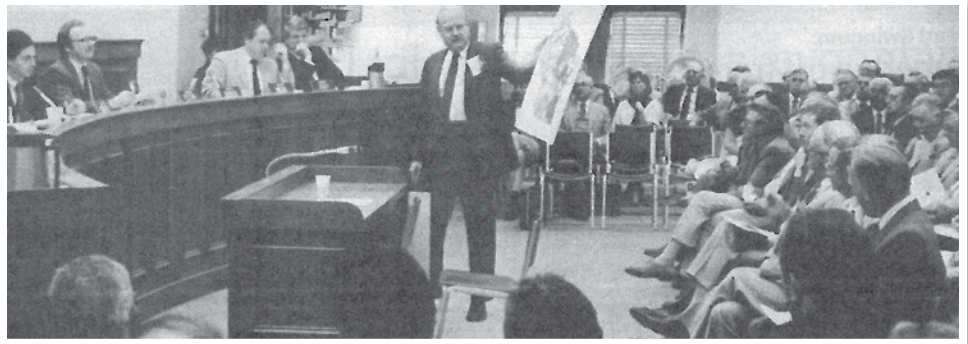
June 5, 1984 – Board approves purchase of a new digger-derrick truck at a cost of \$94,304 plus tax (in 2012 the cost of a digger-derrick is approximately \$275,000). June R.E.C. News includes announcement that Chapman Electric Metering Co. is to be testing meters.

July 5, 1984 – Board considers program of installing high-pressure sodium lights instead of mercury vapor lights because of greater energy efficiency.

September 4, 1984 – Board approves new rate for lights along with plan for replacing mercury lights with sodium lights. The September R.E.C. News reports that delinquent accounts are worsening because of hard times in rural areas. Chargeoffs for the year are expected to set a new record.

November 1984 – Members are urged to inquire about stray voltage tests available through the cooperative.

WECA Legislative Counsel Charles Van Sickle (standing), backed by more than 100 electric co-op leaders from around the state, explains why RECs back passage of Senate Bill 130. The public hearing was conducted by the State Senate Committee on Aging, Banking, Commercial Credit and Taxation.



Significant Legislation Offered in 1987

Legislation to revise the method of gross receipts taxation for rural electric cooperatives in Wisconsin was formally introduced in the Wisconsin Senate on March 4, 1987. Introduction of Senate Bill 130 followed several weeks of intense efforts by Wisconsin Electric Cooperative Association (WECA) to obtain sponsors in both houses of the legislature.

The result was 76 lawmakers (18 senators and 58 representatives) signing the bill jacket as co-authors. The signatures translated into more than half the legislature sponsoring the bill, with majorities of both parties in both Houses secured.

The revision sought by supporters of SB 130 would provide electric cooperatives with the same tax treatment for energy sales as was then allowed investor-owned ►

1982-1987

January 3, 1985 – Directors discuss junior board program. Over the past few years it has been harder to get schools to participate because youths were missing school. It is agreed to try to set up only three meetings per year (summer months).

August 2, 1985 – A discussion is had in regard to controls for water heaters where the member has a time-of-day meter installed. A motion is passed that the controls be made available to any time-of-day consumer and that they be sold at our cost and installed free.

October 4, 1985 – Two members appear before board on a dispute of why a meter deposit is requested when there is no guarantee that they won't be disconnected for non-payment. After a lengthy discussion, they are invited to consult with their legal counsel.

February 18, 1986 (special meeting) – Dick Adler and Don Fontaine are present for a discussion of appliance department. Discussion includes what would happen if sales and service were discontinued. After lengthy discussion, continuation of the department is approved.

March 1986 (Annual Meeting) – Members appointed to bylaws committee: William Howard, Granton; Wendy Savage, Spencer, Florence Garbush, Loyal; Norman Meissner, Chili; Donald Koerner, Dorchester; Herbert Laib, Willard; Frank Cesarec, Willard; Robert Opelt, Neillsville; August Stremikis, Willard; Henry Ryan, Spencer; Frank Govek, Willard.

April 1986 – New promotion announced in R.E.C. News: \$200 for dual fuel and \$50 rebates for electric water heaters; 2 cents per kWh rebate (maximum \$200 annual) for controlled electric heat with wood backup.

June 5, 1986 – Ralph Woik, Edward Brehm, and Peter Flashinski are appointed to serve on the bylaws committee with member selected during annual meeting. A motion is approved that the cooperative enter in the sales, service, and installation of ground water heat pumps and that we conduct information seminars for the members to become acquainted with the units. Manager also suggests that we participate in the REA 5% loan program

to finance the installation of groundwater heat pumps plus other energy conservation materials. Approved by the board. Collection fee increase from \$10 to \$ 15 per trip announced in June R.E.C. News.

September 5, 1986 – Dick Adler reports to board that from now on we will be able to have all the energy used for heating on an air-to-air heat pump registered on the controlled rate. With the use of a temperature sensor on the meter, when the temperature rises to set limit (65-70 degrees), the usage will automatically stop recording on the controlled heat meter and just register on the main meter. In the past, only resistance heat had been measured on the controlled rate, which is used solely for heat.

October 7, 1986 – Line truck accident is reported to board (the truck, driven by an employee, hit a road washout after heavy rains on September 22 and the chassis was a total loss. Minor damage was sustained to the utility box. All was covered by insurance). After an executive session, the board has no objection to starting a search for a replacement for Don Fontaine, our appliance sales manager. The board also expresses an interest in the office remaining open during noon hours and asked the manager to work something out with the appliance department.

January 1987 – Effective January 1, the Reward 36 program ends and Reward 48 begins. This means that members who allow load control on their electric water heater will be allowed a monthly rebate of \$4, which makes an annual rebate of \$48.

January 7, 1987 – The board approves the purchase of a brush chipper, the cooperative's first.

February 9, 1987 – For the 50th anniversary celebration, the board decides to have an open house with pancake/sausage breakfast for the membership and general public on June 26. Over 700 guests attended the event.

April 27, 1987 – Dairyland Power Cooperative announces that it would be closing the La Crosse Boiling Water Reactor (LACBWR)

August 5, 1987 – The cooperative decides to participate in the crime watch program.

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utilities (IOUs). It would do that by increasing the REC tax rate from 2.35 percent to the 3.19 percent used by IOUs and would permit cooperatives to deduct costs of buying wholesale power in determining their tax, eliminating a “double tax” which was then experienced by rural electric cooperatives.

“That’s what has persuaded so many lawmakers to support the bill — because it’s simply a matter of fair play,” WECA Legislative Counsel Chuck Van Sickle said. Ultimately SB 130 was folded into the 1987 Budget Bill.

One of the most important legislative victories ever for Wisconsin’s electric cooperatives received final approval when Governor Tommy Thompson signed the state budget bill into law July 31, 1987.

“The entire effort could be considered a textbook example of how to achieve beneficial legislation,” WECA Legal Counsel Charles Van Sickle said. “And it couldn’t have happened without the combined effort of all of us.”

DPC’s Nuclear Plant Closes in 1987

Dairyland Power Cooperative’s announcement that it would be closing the Genoa Nuclear Power Plant created something of a furor among state officials, but at a subsequent meeting it appeared most concerns were laid to rest. Dairyland announced April 27, 1987, the plant would discontinue electric generation in mid-May, be

defueled, and eventually be decommissioned following transfer to the used fuel to a permanent repository.

The announcement was widely publicized, due partly to concerns expressed publicly by State Senator Joseph Strohl and others about how radioactive waste would be managed. Because of the public concern, Dairyland Power General Manager Jim Taylor and Assistant General Manager Jack Leifer almost immediately scheduled a briefing session at the Capitol in Madison for legislators, legislative staff, and the press on details of the decision concerning the La Crosse Boiling Water Reactor (LACBWR). Following a battery of questions asked of the Dairyland representatives at the meeting, Senator Strohl commended Dairyland for its openness and for bringing the information to the legislature promptly.

Recently re-negotiated coal and coal transportation contracts would have a positive effect on the cost savings associated with operating Dairyland’s coal-fired plants, according to Dairyland officials. This was given as a major reason for the decision to discontinue operation at LACBWR, which produced only about 5 percent of Dairyland’s system power requirements. The rising cost of operating a nuclear plant, the low growth rate in electrical demand, and the current regional surplus of generating capacity were listed as contributing factors to the decision. ■

Daylight Savings Time Ends November 4, 2012



If you are on our Time-of-Day Rate, you probably have a time clock controlling devices. Remember to switch the time clock on these devices back one hour as Daylight Savings Time ends on Sunday, November 4. It is important that your time clocks are reset to avoid using electricity during peak times, resulting in a higher-than-normal electric bill.

Clark Electric Cooperative’s Time-of-Day Rate can save you money on your electric bill; however, you must be willing and able to shift your electric usage around so that you can utilize the lower cost of electricity.

For more information on incentive rates such as Time-of-Day or special heating rates, contact our office or visit our website at www.cecoop.com.

Move your clock back one hour on November 4, 2012.

Clark Electric Cooperative



Thanks for participating in our Member Appreciation Day celebration!



Our offices will be closed
Thursday, November 22,
and Friday, November 23
to observe Thanksgiving.
Have a safe and
happy holiday!

Energy Assistance Available for Qualifying Households

The winter heating season has now begun. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people. Certain government organizations can offer heating assistance or point you in the direction of a group that can help.

The Wisconsin Home Energy Assistance Program (WHEAP) administers the federally funded Low Income Home Energy Assistance Program (LIHEAP) and Public Benefits Energy Assistance Program. LIHEAP and its related services help more than 230,000 Wisconsin households annually.

You are eligible for heating assistance if your household's combined income is at or below the levels shown on this chart:

Income Guidelines for the 2012–2013 WHEAP Heating Season

Household Size	Three Month Combined Household Income	One Month Combined Household Income
1	\$6,071	\$2,024
2	\$7,939	\$2,646
3	\$9,806	\$3,269
4	\$11,674	\$3,891
5	\$13,542	\$4,514
6	\$15,410	\$5,137
7	\$15,760	\$5,253
8	\$16,111	\$5,370

* Income for seasonal workers, farmers, or the self-employed is verified from a 12-month period.

Office Hours

Winter Hours: _____
November 1 – March 31
Monday – Friday, 8:00 a.m. – 4:30 p.m.


Summer Hours: _____
April 1 – October 31
Monday – Friday, 8:00 a.m. – 5:00 p.m.


For more information and application details, please contact your local office:

Clark County	715-743-5233
Department of Social Services	
Chippewa County	715-726-7862
Department of Human Services/Economic Support	
Marathon County	715-842-3111
Energy Services, Inc.	
Taylor County	715-748-6123
Human Services Department	
Wood County	
Department of Social Services	
Wisconsin Rapids Office.....	715-421-8600
Marshfield Office	715-387-6374
Jackson County	715-284-4301
Department of Health & Human Services	

For more information or to locate your local agency, call toll free 1-866-HEATWIS (432-8947) or visit homeenergyplus.wi.gov. (Source: Wisconsin Department of Administration Brochure)

Other Resources for Energy and Weatherization Programs—**CEC Website:** www.cecoop.com, click the Bill Payment Tab and then the energy assistant link for more information; **Focus on Energy Targeted Home Performance with ENERGY STAR®:** 1-800-762-7077 or visit www.focusonenergy.com. (Source: Wisconsin Department of Administration Brochure); **Keep Wisconsin Warm Fund – Bill Pay Assistance:** 1-800-981-WARM (9276) or visit www.kwwf.org. (Source: Wisconsin Department of Administration Brochure) ■



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