Clark Electric Cooperative
Your Touchstone Energy® Partner

Tim Stewart,
CEO/Manager

FINDING THE VALUE OF ELECTRICITY

Electricity. We use it every day, and in today's technological world, we could barely function without it. It seems that prices for just about everything these days are increasing. The cost of rising energy prices is certainly on everyone's minds. It seems like every month we hear about issues ranging from energy efficiency, renewable standards, smart grid technologies, regulatory requirements, and adding environmental controls to generation facilities.

Electricity remains a good value

All of this got me thinking about what the value of electricity really is. At Clark Electric Cooperative the average rate is approximately 11 cents per kWh. But what is a kWh hour and how long does it last?

A kWh is a measure of electric use. Kilo stands for 1,000. For example a kilogram is 1,000 grams. A kilowatt is 1,000 watts of electricity. So a kilowatt-hour is 1,000 watts of electricity used for one hour of time. An old 100-watt light bulb uses 100 watts of electricity every hour it is on. So, if you left a 100-watt light bulb on for 10 hours it would use one kWh. The newer compact florescent light bulbs (CFLs) use less electricity. A 25-watt CFL bulb left on for 40 hours would use one kWh.

If an average residential house uses 1,000 kWh per month, that would be approximately $4.48 per day.

So, for 11 cents you get 40 hours of light if you turn it on four hours a day. That's 10 days of light. That's about a penny a day. What if you had 20 of these in your house? If you turned them all on for four hours a day, that would cost you about 20 cents a day. Twenty cents a day for all that light.

Let's look at some other appliances. A dishwasher uses approximately 2 kWh per day—that's 22 cents per day. A side-by-side refrigerator uses approximately 8 kWh per day—that's only 88 cents per day to keep your food cold/frozen. A coffee maker uses 1–2 kWh per day, again 11 to 22 cents per day. Let's talk about entertainment. A 42-inch LCD television will use 2 kWh per day. A plasma TV would use 3–4 kWh per day, or 44 cents per day. An electric water heater for a family of four uses approximately 15 kWh per day. That's about $1.65 per day for hot water.

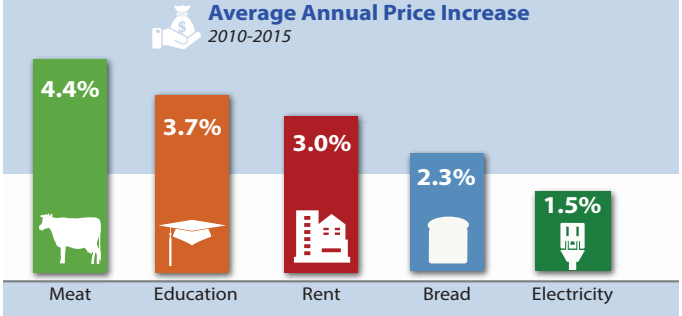
Let's take a look at this another way. If an average residential house uses 1,000 kWh per month, that would be approximately $4.48 per day. (((1,000 kWh X .11 cents) + $29 fixed charge = $139) / 31 days = $4.48 cost per day). In today's world, you won't find many items that cost less than $5.

I urge you to think about your daily necessities (electricity and gasoline to name a few), and then think about the cost of some other items such as fancy latte coffee drinks or a stop at a fast-food restaurant. We often don't question the cost of these items, which is often more for that single item than it is for an entire day's worth of electricity. If at times it doesn't seem that electricity is affordable, remember—even as demand for electricity grows—annual cost increases still remain low, especially when compared to the rising prices of other commodities, such as medical care, education, rent, groceries, coffee drinks, and even hamburgers from a fast-food restaurant.

Remember, electricity cools and heats our homes, cooks our meals, pumps and heats our water, powers our computers, provides lighting, cleans our clothes, milks cows, and offers a host of other labor-saving applications. Talk about entertainment: Electricity powers items such as TVs, VCRs, DVDs, stereos, gaming consoles, shopping centers, restaurant, and casinos. When you stop and think about what all electricity does and the true value that it holds, I believe electricity provides exceptional value for the cost. Electricity—Where would we be without it?

Electricity Remains a Good Value

The cost of powering your home rises at a slower pace than many of your typical expenses. Compare the average price increase of these expenses each year over the last five years, and the value of electricity shines.



Source: U.S. Bureau of Labor Statistics Consumer Price Index

These energy tools are just a click away

Clark Electric Cooperative's website offers a host of energy information. If you are looking for information on energy efficiency or tools to help you control costs, check out the Energy Info tab on our home page at www.cecoop.com. Our website is a great source for useful tools and links to other websites on efficiency and renewable energy. Here are a few of the topics you will find under the Operations tab:

Together We Save

Clark Electric Cooperative is a Touchstone Energy Cooperative® and has been committed to making the lives of every member better, not more expensive. We do our best to control costs, but it's just a fact of life that costs do go up. Yet through responsible innovation and new technology, we're doing everything we can to keep your electricity just as affordable as it is dependable.

Incentives

We offer incentives for Efficient Lighting, ENERGY STAR Appliances, HVAC, Water Heaters, Motors, Fans, and Commercial. Checkout the incentives and contact our office if you have any questions about whether or not your purchase or project will quality for a money-saving incentive today.

Focus on Energy

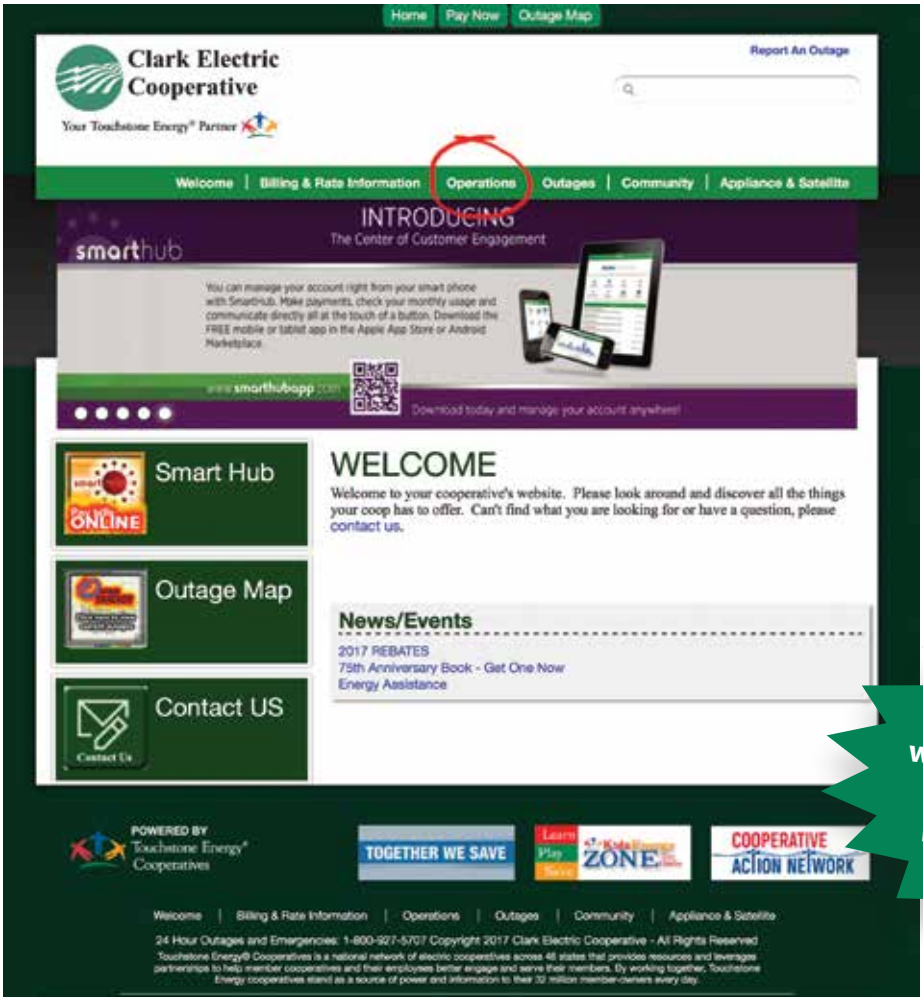
Clark Electric is a member of Focus on Energy℠, which helps Wisconsin residents lower their energy consumption and costs by making their homes more energy efficient. There are many programs available through Focus on Energy, including the Residential Rewards Program that offers hundreds of dollars in Cash-Back Rewards for heating and cooling equipment, water heating equipment, and air sealing and attic insulation. Enhanced rewards are also available for income-qualified participants. Focus also offers free pickup and recycling of old refrigerators and freezers, and a $35 reward for each working appliance you recycle.

Lighting Efficiency

Lighting accounts for 20 percent (1/5) of the average home's electric bills. Use this link to see how much money you can save by using a compact fluorescent lamp (CFL) bulb compared to its incandescent counterpart. You will also find information on how to properly dispose of broken or used CFL bulbs.

Renewable Energy

Clark Electric Cooperative supports several different forms of renewable energy, including Distributed Generation and the Evergreen Program. We participate with programs through Focus on Energy and Dairyland Power Cooperative to meet the needs of various consumer groups. Clark Electric provides community solar where the members can purchase local green solar energy. More information can be found on our website under the Community tab.



Check out our interactive outage map on our website.
www.cecoop.com - Outages tab
This map will display up-to-date information regarding outages in our service areas.

Mark your calendars…

Clark Electric Cooperative's

MEMBER APPRECIATION DAY

will be held Saturday, September 23
7–11 a.m.

Watch future issues for more details

Energy Efficiency Tip of the Month

Setting your thermostat to a colder setting than normal when you turn on your air conditioner will not cool your home any faster and could result in excessive cooling and unnecessary expense.

Source: U.S. Department of Energy

Back to School Supplies Drive

Clark Electric Cooperative is sponsoring a School Supplies Drive so our employees and members can donate back-to-school items to help families who are having difficulty providing the proper tools for their children to succeed in school.

Donations will be delivered to local school districts for distribution to needy families

Drop-off location

Clark Electric Cooperative

1209 W Dall-Berg Rd., Greenwood, WI 54437

From Greenwood: West on G to 2nd left after the bridge – turn on River Road, then Dall-Berg Road.

8:00 a.m. to 4:30 p.m. Monday through Friday

Needed supplies

#2 wooden yellow pencils
Ballpoint pens
Plain pocket folders
Spiral notebooks – wide ruled
Notebook paper – wide ruled
3-ring binders
Box of 24 or 64 crayons (preferably Crayola)
Pink erasers
Glue bottles
Glue sticks
Dry erase markers
Colored pencils
Washable markers
Watercolor paints
Highlighters
Zipper binders
Protractor
Ruler (1/8 scale and metric)
Scissors (preferably Fiskars)
Backpacks
Kleenex
Deodorant

Monetary donations are also welcome. Supplies will be purchased with the funds and distributed along with the other supplies to the schools.

Donation deadline is August 18!

SAFETY FIRST!

Dairy farm rewiring loan and grant program

Many agricultural facilities are aging, and reinvestment in them has been made more difficult due to low milk prices. Wisconsin's electric cooperatives have created a farm re-wiring financial assistance program for dairy producers.

Dairy farmers who are members of electric cooperatives can apply to their co-op for a cost-sharing package to re-wire their existing agricultural facilities to meet current electrical code standards. (New construction is not eligible.)

This process involves a pre-program inspection performed by a state-certified electrical inspector (which is provided by your cooperative), and an application to the cooperative for up to $6,000 (or 20 percent) in grant funds and up to $24,000 (or 80 percent) in low-interest loan funds. Farmers have five years to repay the loans.

The work must be completed by a master electrician licensed by the State of Wisconsin. Before final payment is made for the re-wiring project, the work must pass a final electrical inspection performed by the provided state-certified electrical inspector.

Wisconsin electric cooperatives are offering this financial assistance in order to protect the safety of their members and help preserve and extend the life of farmers' important assets.

Clark Electric Cooperative encourages its members with operating dairy farms to participate in the Safety First Wiring Program. Please contact our Operations Department for additional information on this program.

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