

2014 Annual Report

Focus On The Future

Clark Electric Cooperative

Annual Meeting

Loyal American Legion Hall

Thursday, April 9, 2015

Starting at 9:30 a.m.



Notice of the Annual Meeting of the Membership of Clark Electric Cooperative

Thursday, April 9, 2015

The 78th annual meeting of the members of Clark Electric Cooperative will be held at the American Legion Hall in the city of Loyal, Clark County, Wisconsin on **Thursday, April 9, 2015** beginning at 9:30 a.m.

Action will be taken on the following items of business:

1. Report of Officers, Directors, Employees and Guests.
2. Election of three (3) board members.
3. The selection of delegates to Dairyland Power Cooperative Annual Meeting.
4. Such other business that may come before the meeting.

Dated this 13th day of March, 2015.



/S/Charles Bena

President

Note: Nominations and Election

Nominations will be received from the floor at the annual meeting of members. If there is more than one nominee, election shall be by ballot and majority vote. In the event no candidate receives a majority of the votes cast on the first ballot, then all but the two persons receiving the greatest number of votes cast shall be dropped from the ballot on the second and succeeding ballots.

Rules Of Order For Official Business Meeting

1. The meeting will be conducted in accordance with the current edition of Robert's Rules of Order and under the following special Rules of Order.
2. Members wishing to speak are to give their name(s) and Town location in which they are members.
3. During nomination and election proceedings for director, candidates will be allowed to speak for four minutes; and one member supporting his/her candidacy will also be allowed to speak for four minutes.
4. Resolutions must be submitted to the Rules Committee, c/o of the CEO/GM, at least fifteen (15) days prior to the Annual Meeting to give the Committee and the Board of Directors an opportunity to make a recommendation to the membership.
5. Other than individuals on the Annual Meeting program, only members will be allowed to speak for four minutes on each issue and for one time only except that an additional two minutes may be granted by $\frac{2}{3}$ majority of the vote at the meeting.
6. No signs or handouts will be permitted within the building of the place of the meeting, except such handouts as required for the official conduct of the Annual Meeting.
7. No demonstrations shall be held within the building of the place of the meeting.



Clark Electric Cooperative's online bill payment system. SmartHub, is a free app for computers and mobile device to provide you with secure account management right at your fingertips.



powered by



- Check your usage
- Pay your bill
- Receive account and outage notifications
- Sign up for paperless billing
- Contact our office

For Mobile Devices just go to the App Store and search for SmartHub, then download the SmartHub-National Information Solutions Cooperative – Click on Clark Electric Cooperative.

Check it out on our website at www.cecoop.com



Focus On The Future



Abbreviated Minutes of The 2014 Annual Meeting

The 77th Annual Meeting was held on April 10, 2014, and was called to order at 9:30 a.m. by President, Wilmer Griepentrog.

Herman Seebandt gave the invocation.

National Anthem was presented.

Herman Seebandt gave the Pledge of Allegiance.

The roll call was dispensed with as members registered at the door and a quorum to conduct business was present.

The Rules of Order for Official Business Meeting were adopted.

It was moved and seconded to approve the Agenda as printed in the 2013 Annual Report.

The Notice of Annual Meeting and Proof of Due Mailing were read.

Minutes of the 2013 annual meeting with corrections were approved.

The Board of Directors, former directors, and guests were introduced.

The President's report was approved as printed.

The Financial/General Manager's Report was accepted as given.

Nominations were open for a director to succeed Wilmer Griepentrog (Spencer) whose term

was expiring. Scott Johnson, Allen Krause Jr. and Ronald Schmidt were nominated. It was moved and seconded to close nominations. A Ballot vote was conducted, with Scott Johnson and Ronald Schmidt receiving the most votes but neither receiving a majority. A second ballot vote was taken resulting in Scott Johnson receiving the majority of votes. Scott Johnson was elected as the Director to succeed Wilmer Griepentrog.

Wilmer Griepentrog was presented with a plaque thanking him for his 15 years of service on the Cooperative Board of Directors.

Nominations were open for a director to succeed Scott Johnson (Unity) who was appointed to fulfill the remaining term of Jeremy Baxter. Ronald Schmidt and James Hager were nominated. It was moved and seconded to close nominations. A Ballot vote was conducted with James Hager receiving the majority of votes. James Hager was elected as the Director to succeed Scott Johnson (Jeremy Baxter's seat).

Mr. Phil Moilen, Dairyland Power Cooperative, reported on the current projects at Dairyland Power Cooperative.

Tim Clay, Director of Environmental Programs for Wisconsin Electric Cooperative Association, presented Tracy Nelson, administrative assistant, with the Photography

Award for consistent and effective use of photographs in the local pages of the WEC Newsletter.

Linda Powers, River Valley Architects gave a presentation on the proposed new facilities.

It was moved and seconded to compensate the member delegates the same per diem as last year and to use the IRS standard rate for mileage. Motion carried.

It was moved and seconded to leave the number of member delegates to the Dairyland Power Cooperative Annual Meeting the same. Motion carried.

It was moved and seconded to approve the member delegates as nominated and that the Board of Directors appoint the remaining delegates to attend the Dairyland Annual Meeting, if needed, at the next scheduled board meeting. Motion carried.

There was no unfinished business.

New Business:

Attorney Niles Berman reviewed the proposed amendments to the Articles of Incorporation and Bylaws. It was moved and seconded to approve the amendments to the Articles of Incorporation and Bylaws as presented. Motion carried unanimously.

Moved and seconded to adjourn at 12:17 p.m.

President and General Manager's Report

It is our privilege, on behalf of the Board of Directors, Management, and Employees of Clark Electric Cooperative to provide this annual report for year ended December 31, 2014. The Cooperative's financial report for year-end 2014 & 2013 is contained in this booklet. Please take a few minutes to review the information contained herein.

Financial Performance

Clark Electric Cooperative continues to report solid financial performance. The Board of Directors is committed to maintaining Clark Electric Cooperative in a strong financial position. The positive performance for 2014 continues the trend of maintaining a sound organization. Clark Electric Cooperative's equity position remains one of the strongest in Wisconsin while electric rates remain among the most competitive in the Cooperative segment of the Wisconsin electric industry. The result of this sound financial positioning has allowed the Cooperative to once again retire allocated capital credits to our membership. During 2014, the Board of Directors approved total retirements of \$827,149. This brings the total

dividends retired to our members to over \$20,893,588.

Total cost of providing electric service increased 3.54% over the 2013 level. However, due to increased sales, year end financial performance resulted in positive operating margins of \$ 1,278,638 compared to \$ 1,167,210 in 2013. The Operating Times Interest Earned Ratio (OTIER) was 4.30 compared to 4.42 in 2013.

Finally, it is important to note that Clark Electric Cooperative has met or exceeded vital statistical tests as required by our lenders, the Rural Utilities Service and the National Rural Utilities Cooperative Finance Corporation. In addition, our financial condition is audited every year by an independent auditing firm. The audit confirms and reports on the financial condition, controls, and procedures used by Clark Electric Cooperative.

Keeping Rates Stable

While the cost of many goods and services continue to climb, we are extremely pleased to announce that Clark Electric Cooperative is not

anticipating a change to our base retail electric rates in 2015. The last change to base rates was March 1, 2013.

The rate stability in recent years is primarily attributable to two factors: kWh sales growth and wholesale rate stability. In 2013, Clark Electric Cooperative reversed a trend of declining kWh sales as had been the case in the previous five years. The strong kWh sales continued in 2014 (total electric energy sales increased 6.91% from the 2013 level to 193,987,456 kWh sold). This growth in sales has helped offset overall increases in operating and fixed costs.

The second major driver is the rate our wholesale power supplier charges. As you are all aware, we have experienced significant increases in wholesale power costs since 2006. In 2011, we experienced a 2.81 percent increase in rate from the 2010 level. In 2012, we again experienced an increase in the wholesale charges that Clark Electric Cooperative pays for power of approximately 4.14 percent. Fortunately, in 2013 we experienced a 2.48 percent decrease from the 2012 level. In 2014, we saw a continued slight decrease in power costs of 2.77 percent. We are very pleased to report that we are again anticipating a stable wholesale rate in 2015.

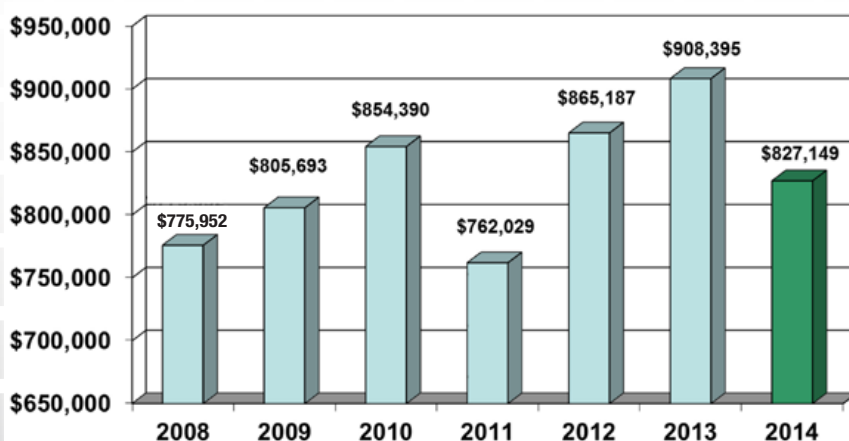
Operations

Each year the Cooperative performs a host of maintenance programs

(continued on page 6...)



Capital Credits Retired



designed to help maintain our continuity of service and keep the electric system operating efficiently. Major maintenance programs include pole testing, reclosure maintenance, regulator maintenance, vegetation management, tree trimming, and overhead/underground line inspection. We are very pleased to report that during 2014 the System Average Interruption Duration Index (SAIDI), a system reliability index was 1.76 (This represents 99.98% system reliability). And is the second lowest outage level in the last five years. The 2014 index is well below the Rural Utilities Service (RUS) established threshold while the 5 year average (2.97) is also well below the RUS established threshold.



The Cooperative invested in excess of \$ 1.5 million in new distribution plant during 2014. This represents new construction / replacement of electric lines, new service extensions, and member service upgrades. In addition, a total of 76 new services were added as compared to 66 new services during 2013.

Board of Directors Authorizes New Facilities

Since 2010, The Board of Directors of Clark Electric Cooperative had been considering how best to address our facilities needs. Clark Electric Cooperative was founded April 1, 1937, and moved into our existing

facilities in 1948. Throughout the years an auditorium building (1965), two warehouse facilities, and a pole yard were added to help meet our needs.

In 1988, the Cooperative purchased land west of Greenwood for the purpose of building a pole yard, warehouse space, and a possible industrial park. To that end, the park has had infrastructure installed including electrical, sewer, water and a road. The Board of Directors last considered erecting a new facility in the industrial park in 1995.

The Board's deliberations primarily centered on three areas: 1) do nothing, 2) remodeling/expanding at the current sites, 3) relocating

to new facilities. Facing the issues at hand, doing nothing couldn't be viewed as a long-term option. Remodeling/expanding at the existing sites is also not a viable long-term

solution, if for no other reasons than insufficient space and the age of facilities. The Board decided to opt for a long-term solution (and capture low construction cost and historically low interest rates) and relocate to the CECO business park which was already owned by the cooperative. A warehouse, pole yard, and existing utility infrastructure were also already present.

The Cooperative broke ground on the new 44,500 square-foot building on August 28, 2014. The facility is comprised of the main office, warehouse, and vehicle storage

areas. This facility focuses on energy efficiency and renewable energy. The new building will incorporate state-of-the-art geothermal heat pump systems. This type of system uses the stored solar energy of the earth to heat and cool the building for a fraction of the energy and cost of traditional methods. The building also incorporates features such as passive solar heating through window and building orientation, energy efficient lighting and automated system controls. Construction began in early September and is expected to be completed in June 2015. We will be holding our annual Member Appreciation Day (kick-off to Cooperative Month) and Open House on September 19, 2015.

Dairyland Power Cooperative

Dairyland Power Cooperative is our wholesale power supplier located in La Crosse, WI. As purchased power represents approximately 72 percent of our total cost of providing electric service, it is a major cost driver of your electric bill. As stated earlier, we are very pleased to report that we are expecting a stable wholesale rate again in 2015. However, as we look into the future we note that many challenges remain.

Rail Performance Impact Fuel Supply

One of the largest recent challenges Dairyland has been facing is consistent railroad service for coal delivery. In 2014, Dairyland experienced continued issues with rail service regarding inconsistent and inadequate delivery of coal. This resulted in limited generation output at times and cost impacts. The largest concern was building a winter inventory at Dairyland's Genoa #3

coal-fired power plant which has a limited season for barge deliveries due to the river freezing. (The fuel is transported by train from the mines, then barged to G-3 via the Mississippi River. Fuel is transported directly by rail to the John P. Madgett Station in Alma, WI). Recently, rail cycle times to JPM power plant has improved somewhat. However, cycle time consistency and inventory levels remain a concern.

Evolving Generation Portfolio

As part of the normal course of business, Dairyland forecasts the energy requirements of its members and reconciles that with resource needs. This includes evaluating technologies to meet our future energy requirements, as well as nearer term contracts to purchase energy and capacity during favorable market periods in order to bridge the gap until Dairyland's own resources can be added.

While planning to meet growing energy requirements, Dairyland is making efforts to diversify its generating resources without stranding the assets and investments of its members. Dairyland is in the process of considering a number of options including natural gas generation and additional renewable resources.

Regarding renewables, two major solar energy facilities came online in summer 2014 in Wisconsin and Minnesota, providing Dairyland members with more renewable energy. The first 517 kW solar project is located adjacent to the headquarters of Dairyland member cooperative Vernon Electric, in Westby, Wis. The second site is of similar size and output and is located along U.S. Highway 52, north of

Rochester, Minn. In 2014, more than 12 percent of Dairyland's Class A retail sales came from renewable energy resources.

Alma Plant Retirement

In October 2013, Dairyland announced plans to indefinitely suspend operations at Alma Station Units #4 and #5. Retirement plans for the units proceeded carefully based on many factors (labor, system capacity requirements, fuel supply and regulatory requirements). Dairyland officially retired the units in fall 2014. Alma 4 and 5 were brought online in 1957 and 1960, and brought 136 MW of name plate capacity. The first three units of the Alma Station ceased operation on December 31, 2011 and had about 60 MW of capacity.

LACBWR Decommissioning Continues

The La Crosse Boiling Water Reactor (LACBWR) has not operated since 1987; however, the used fuel has remained on-site until it was transferred to the Independent Spent Fuel Storage Installation (ISFSI) on the south end of the Genoa Site in 2012. The fuel is monitored around the clock at the ISFSI, in accordance with NRC regulations. Dairyland is working with Energy Solutions, a national radioactive waste services contractor, for continued decommissioning of the site.

Looking Forward

Dairyland has been very successful maintaining stable rates for the past few years. However, regulatory compliance and operational expenses continue to escalate and place upward pressure on wholesale rates, which in turn impact Clark Electric Cooperative's retail rates. Power suppliers

continue to face the challenge of potential carbon legislation, growing state renewable energy standards, tougher environmental regulations and challenging energy efficiency mandates. All of these are increasingly difficult and costly to implement. It is important that we, as members of our cooperative, understand the impacts.

In closing, be assured that the Board of Directors, Management and Employees of your Cooperative will continue to pursue and improve methods to bring you safe, dependable power and other related services. Clark Electric Cooperative is your organization, and we are dedicated to serving our membership in the most practical, cost effective manner. We approach the future with confidence and the knowledge that the commitment and dedication to service, membership owned, and not-for-profit operation will enable us to focus on you, our customer and owner. Our only goal is to meet the needs of our member-owners, both today and tomorrow. It is an honor and a privilege to be of service to you.



Charles Bena
President



Timothy E. Stewart
CEO/GM

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Contact Greg Shaw at:

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Statement of Cash Flows

Increase (Decrease) in Cash and Equivalents Cash Flows From Operating Activities

	2014	2013
Net Margins	\$ 2,211,506	\$ 1,929,893
Adjustments to reconcile net margin to net cash provided by operating activities		
Depreciation and Amortization	1,081,672	1,048,461
G&T Capital Credits	(745,112)	(747,165)
Gain on Equity in Subsidiary/Sale of Investments	(180,056)	(56,181)
Increase in Deferred Debits/Credits	44,886	(1,048,494)
Changes in Operating Assets and Liabilities:		
Accounts Receivable	91,150	(124,211)
Notes Receivable	103,993	(887,219)
Materials and Supplies	(98,938)	(37,394)
Other Current and Accrued Assets	26,249	(3,340)
Accounts Payable	618,493	84,892
Other Current and Accrued Liabilities	(12,058)	3,819
Net Cash Provided by Operating Activities	3,141,785	163,061
CASH FLOWS FROM INVESTING ACTIVITIES		
Capital Expenditures	(3,864,449)	(1,872,229)
Investments in Associated Organizations and Other Assets	197,142	280,518
Dividend Received	1,100,000	150,000
Net Cash Provided by (used in) Investing Activities	(2,567,307)	(1,441,711)
CASH FLOWS FROM FINANCING ACTIVITIES		
Long-term Borrowing	3,216,000	3,639,517
Payments on Long-term Debt	(467,864)	(446,260)
Advance Payments on Long Term Debt	(500,000)	(100,000)
Notes Payable	0	(250,000)
Capital Credits Retired	(721,379)	(800,830)
Changes in Other Equities and Consumer Deposits	(32,397)	3,362
Net Cash Provided by (used in) Financing Activities	1,494,360	2,045,789
NET INCREASES IN CASH AND CASH EQUIVALENTS	2,068,838	767,139
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	1,098,584	331,445
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 3,167,422	\$1,098,584



Balance Sheet - December 31, 2014

Assets and Other Debits

	Dec 2014	Dec 2013
Total Plant in Service	\$ 35,261,875	\$ 34,269,918
Construction Work in Progress	2,547,601	115,986
Total Utility Plant	37,809,476	34,385,904
Accumulated Depreciation & Amortization	9,930,669	9,289,876
Net Utility Plant	27,878,807	25,096,028
Investments in Subsidiary Companies	3,542,506	4,601,167
Investments Associated Organizations - Patronage Capital	8,058,275	7,523,192
Investments Associated Organizations - Other General Funds	493,378	493,378
Other Funds	185,912	175,032
Available for Sale Securities	96,029	90,439
Total - Other Property and Investments	12,376,100	12,883,208
Cash - General Funds	843,136	340,180
Temporary Investments	2,324,287	758,404
Notes Receivable - Net	806,100	910,093
Accounts Receivable - Net Sales of Energy	1,915,700	2,028,802
Accounts Receivable - Net Other	31,399	9,448
Materials and Supplies Electric and Other	480,703	381,765
Prepayments	147,588	173,836
Interest & Dividends Receivable	5,096	5,097
Total Current and Accrued Assets	6,554,009	4,607,625
Other Deferred Debits	1,022,721	1,147,698
Accumulated Deferred Income Taxes		
Total Assets	\$47,831,637	\$43,734,559

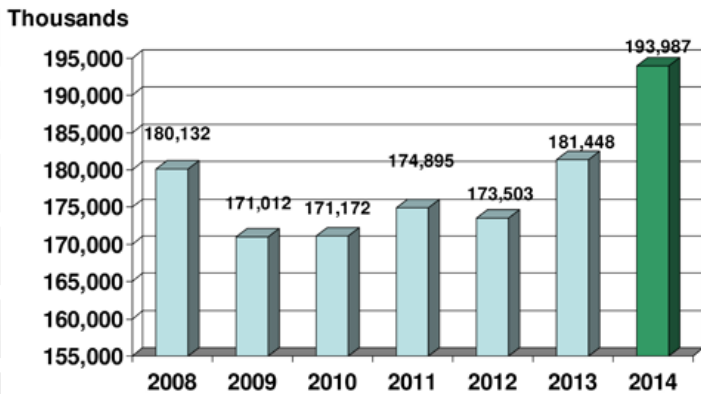
Liabilities and Other Credits

	Dec 2014	Dec 2013
Patronage Capital	\$ 25,054,722	\$ 23,934,684
Operating Margins - Current Year	1,926,295	1,851,151
Non-Operating Margins	285,212	78,743
Other Margins and Equities	5,215,530	5,320,998
Total Margins and Equities	\$32,481,759	\$ 31,185,576
Long Term Debt - REA (net)	5,810,928	5,112,143
Long Term Debt - Economic Development	708,310	808,318
Long Term Debt - (NRUCFC & Co-Bank)	5,026,605	3,419,336
Total Long Term Debt	\$11,545,843	\$ 9,339,797
Notes Payable	-	-
Accounts Payable	2,081,106	1,462,612
Consumers Deposits	133,881	113,485
Other Current and Accrued Liabilities	1,126,002	1,187,569
Current Maturities-Long Term Debt	463,046	445,520
Total Current and Accrued Liabilities	\$ 3,804,035	\$ 3,209,186
Deferred Credits	-	-
Total Liabilities and Other Credits	\$47,831,637	\$ 43,734,559

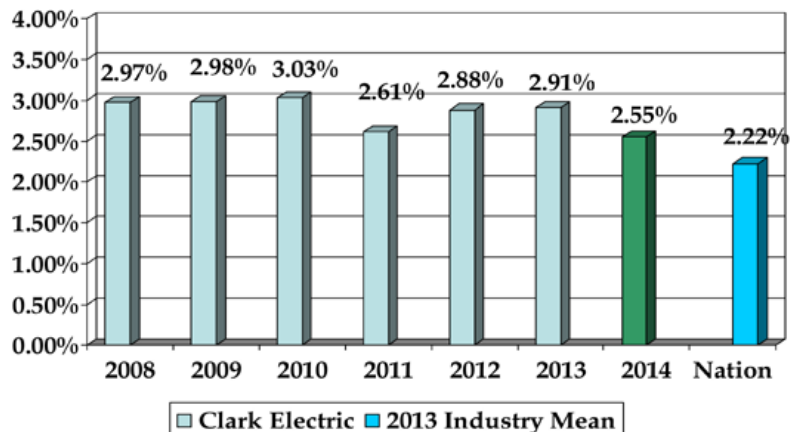
Statement of Operations

Item	Dec 2014	Dec 2013
Operating Revenue	\$ 21,168,415	\$ 20,376,690
Cost of Power	14,242,384	13,748,767
Transmission Expense		
Distribution Expense-Operation	1,205,848	1,166,207
Distribution Expense-Maintenance	1,385,596	1,289,867
Consumer Account Expense	490,035	498,901
Consumer Service & Info Expense	127,907	124,232
Sales Expense	70,273	48,974
Administrative and General Expense	668,636	727,691
Total Operations Expense	\$ 3,948,295	\$ 3,855,872
Total Operation & Maintenance Expense	\$ 18,190,679	\$17,604,639
Depreciation & Amortization Expense	1,081,672	1,048,461
Tax Expense - Property	220,940	211,431
Tax Expense Other	5,641	(933)
Interest Long Term Debt	387,110	341,042
Interest Expense- Other	1,000	2,930
Other Deductions	2,735	1,910
Total Fixed Expenses	1,699,098	1,604,841
Total Cost of Electric Service	\$ 19,889,777	\$19,209,480
Patronage Capital & Margins	\$ 1,278,638	\$ 1,167,210
Non-Operating Margins		
Interest Income	62,708	52,029
Non-Operating Margins - Other	125,048	(36,510)
Generation & Transmission Capital Credits	647,656	683,941
Other Capital Credits	97,456	63,223
Total Non-Operating Margins	932,868	762,683
Patronage Capital - Margins	\$ 2,211,506	\$ 1,929,893

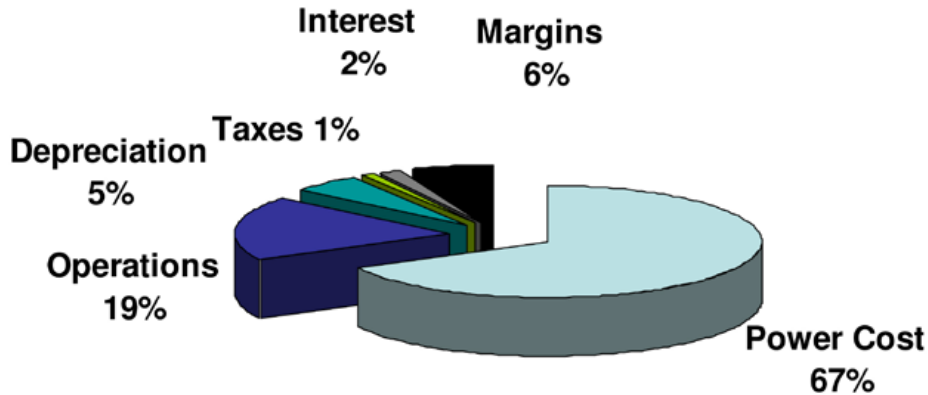
kWh Sales



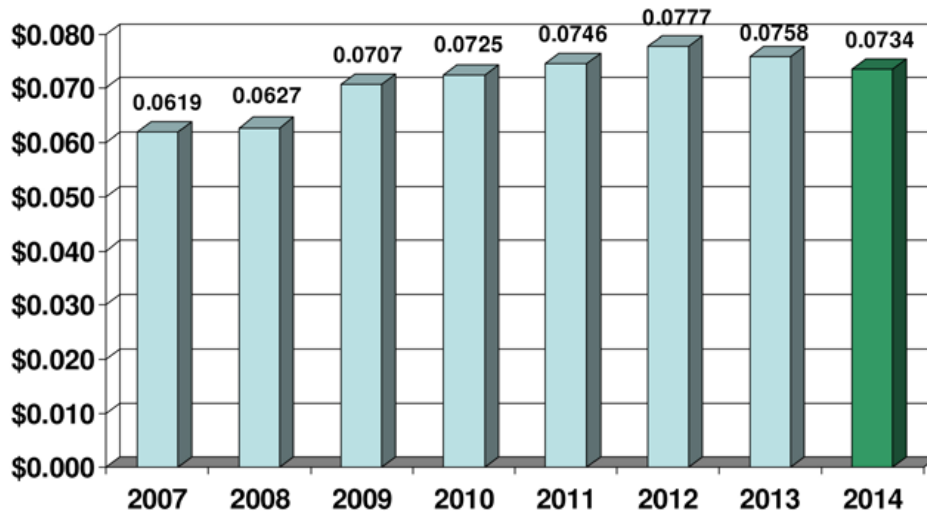
Capital Credits Retired per Total Equity



How The Dollar Was Spent In 2014



Power Cost/kWh Sold



Comparative Operating Statistics

	2014	2013
Miles of Line	1,984	1,980
Number of Meters Served	9,039	9,004
Electric Services per Mile of Line	4.56	4.55
Total KWH Purchased from Dairyland Power Cooperative	205,293,195	192,714,466
Total KWH Sold by Clark Electric Cooperative	193,987,456	181,448,294
Percent Increase (decrease) In Purchases	6.527%	4.506%
Percent Increase (decrease) In Sales	6.911%	4.579%
Average Line Loss	5.507%	5.846%
Cost per KWH Purchased (Cents per KWH)	6.938	7.134
Revenue per KWH Sold (Cents per KWH)	10.912	11.230
Number of KWH's Used per Meter per Year	21,461	20,152
Revenue per Mile of Line per Month	\$ 889	\$ 858
Average Bill per Meter per Month	\$ 195	\$ 189
Total Capital Credits Refunded this Year	\$ 827,149	\$ 908,395
Total Capital Credits Refunded to Date	\$ 20,893,588	\$ 20,066,439

Personnel

Board of Directors

Charles Bena, President.....	2003 - Present
Herman Seebandt, Vice President.....	2012 - Present
Charles Lindner, Secretary/Treasurer	2013 - Present
James Hager, Director.....	2014 - Present
Allen Jicinsky, Director.....	2013 - Present
Scott Johnson, Director.....	2014 - Present
Marvin Verkuilen, Director.....	2012 - Present

Management

Years of Service

Tim Stewart, CEO/General Manager.....	28 years
Mike Ruff, Director of Operations	22 years
Linda McAley, Director of Administrative Services.....	41 years

Office Staff

Sandy Herrick, Operations Aide.....	36 years
Tracy Nelson, Administrative Assistant	28 years
Pat Krause, Member Accounts Representative.....	23 years
Bobbi Toburen, Member Accounts Representative.....	21 years
Amber Reddy, Member Accounts Representative	18 years
Cathy Langreck, Member Accounts Representative	16 years

Operations Staff

Rick Suda, Line Superintendent.....	33 years
Kevin Sterland, Ass't. Line Superintendent.....	22 years
Dan Sturz, Metering.....	29 years
Kent Weigel, Metering.....	8 years
Jeff Block, Lineman	28 years
Warren Luedtke, Lineman.....	25 years
Mike Hackel, Lineman.....	21 years
Josh Burns, Lineman.....	12 years
Chad Steffen, Lineman	12 years
Scott Bailen, Lineman.....	12 years
Jim Mertens, Master Electrician.....	10 years
Matt Wiese, Lineman.....	9 years
Pat Susa, Warehouse Utility Man.....	9 years
Jarred Martens, Lineman	8 years
Jeff Fellenz, Lineman.....	8 months

Chairman of The Board Report

Clark Electric Appliance & Satellite, Inc.

Clark Electric Appliance & Satellite Inc. completed its 20th year as a subsidiary company of Clark Electric Cooperative. By most measurers, 2014 was a successful year. Total assets are \$4,298,239 while total earnings improved to \$155,500 as compared to a \$29,328 in 2013. The continued positive progress in earnings is primarily attributed to improvement across all four of our core product lines and capitalizing on market returns and investment gains.

In 2012, we introduced the next generation of high speed internet, EXEDE. EXEDE is true high speed satellite internet that offers up to 12 MBPS download speed, 3 MBPS upload speed. This represented a significant capacity leap in satellite technology. Since 2012, we have seen this product line continue to expand. In March 2014, Clark Electric Appliance & Satellite Inc. acquired the customer base of another Wisconsin EXEDE provider. This strategic positioning in the satellite marketplace has allowed Clark Electric Appliance & Satellite Inc. to become one of the largest providers of EXEDE of any cooperative utility in Wisconsin. With this one transaction, we in essence doubled our customer base and enhanced our profit potential. Looking forward into 2015, we expect to release a new product which will allow for video downloads that will have minimal effect on the current bandwidth caps. This is very exciting news for

consumers who enjoy such things as Netflix, Hulu, or have Dish Network or DirecTV on demand. While new internet competitors continue to enter the marketplace, we are confident the EXEDE is the right solution for the sparsely populated areas of rural Wisconsin.

Our First Call Medical Monitoring System is another one of our core products. The First Call program has promoted independent living among our senior citizens and homebound customers. With 24-hour monitoring for our senior citizens and consumers who may be handicapped or ill, this unit allows them to maintain a more independent lifestyle in their own home. The total number of monitoring systems has grown 32% over the last five years with continued strong customer counts. First Call will continue to be a valuable local resource to families.

Clark Electric Appliance & Satellite Inc. continues to offer electro-technologies in heating and cooling solutions. We certainly experienced increased activity and interest in geothermal heating and cooling, air source heat pumps, storage heat systems and mini-boiler systems as consumers strive to eliminate a dependency of fossil fuel heating. We experienced a sixty-six percent increase in geothermal heating and cooling over last year. Many homeowners continue to turn to safe, energy efficient sources of electric heat, coupled with off peak

heat rates, to provide an economic solution to high heating costs.

After experiencing a 17.38% increase in appliance sales in 2013, total appliance sales returned to more normalized levels in 2014. We continue to offer a wide selection of General Electric and Whirlpool appliances, providing continued service after the sale. A product that has become very popular is the GeoSpring Hybrid Water Heater. The GeoSpring basically is an air source heat pump water heater that pulls the heat from the air surrounding it and heats your water with it. The unit can be configured to use either the electric elements to heat the water, or air, or both. With this concept it can provide savings up to 35%.

Clark Electric Appliance & Satellite Inc., exists today because of our customers. We pride ourselves in being local with the ability to provide personal service. As we move into the future, we look forward to continued service to you and to provide products that will meet your expectations. We invite you to visit our showroom at 111 East Miller in Greenwood and later this year in the new cooperative headquarters facility at 1209 W Dall-Berg Road.

Cooperatively Yours,



Charles Bena
Chairman of the Board

Clark Electric Appliance & Satellite, Inc.

Board of Directors

Charles Bena, Chairman.....	2012 - Present
Tim Stewart, President.....	2004 - Present
Charles Lindner, Secretary/Treasurer	2014 - Present
Patricia Lindner, Director.....	2013 - Present
Dr. John Scaletta, Director.....	2008 - Present
Mike Schaefer, Director	2014 - Present
Verlyn Schalow, Director.....	2013 - Present

Appliance and Satellite, Inc. Staff

Years of Service

Rita Sladich, Inside Sales Manager	37 years
Michelle Walde, Appliance Assistant Manager, Sales.....	19 years
Ryan Nielsen, Appliance/Geothermal Technician	14 years
Greg Shaw, HVAC Manager	12 years

Subsidiary Operations

Operations

Income
Cost of Sales

Gross Margins

Overhead Expense

Margins

Assets

Building/Equipment
Franchise/NRTC Capital
Current & Accrued Assets
Total Assets

Liabilities & Equity

Equity
Debt
Current Liabilities

Total Liabilities & Equity

2014	2013
\$ 2,004,288	\$ 1,549,609
1,139,615	939,340
864,673	610,269
709,173	580,941
155,500	29,328
1,152,247	1,299,141
1,820,481	1,869,728
1,325,511	2,209,029
4,298,239	5,377,898
3,542,506	4,601,166
121,408	136,204
634,325	640,528
\$ 4,298,239	\$5,377,898



**Clark Electric
Cooperative**

124 N. Main St., PO Box 190
Greenwood, WI 54437-0190

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Please Bring This Book With You To The Annual Meeting
**This Book Contains the Official Notice of Annual Meeting,
Financial Report and Statistics.**

Clark Electric Cooperative

2015 Annual Meeting

Thursday, April 9, 2015 • 9:30 a.m.

American Legion Hall • Loyal, WI

Agenda

Reports from Officers, Directors, Manager, and Guests

Election of Directors to the Board of Directors

Selection of Delegates to Dairyland Power Cooperative Annual Meeting

Such other business that may come before the meeting.

3 early bird winners will be drawn before the
start of the meeting at 9:30a.m.

Winners announced following adjournment

(You must be present to win!)

Drawing for other prizes following adjournment