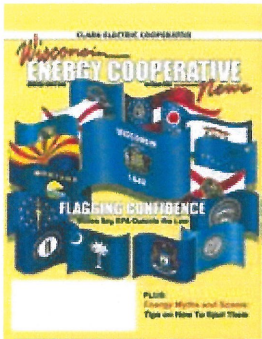


## Above and Beyond

Electric co-op membership offers value far beyond affordable, reliable electricity

Here at Clark Electric Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 9,000 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing real value to you and the communities we serve.



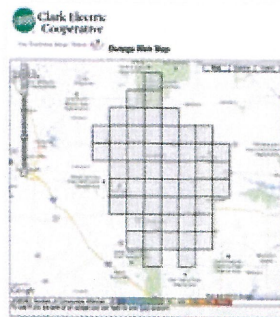
### Connecting with Members

So what exactly does real value mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Wisconsin Energy Cooperative News* in your mailbox every month, which keeps you informed about Clark Electric Cooperative, the electric industry as a whole, and what's happening at the state and federal levels. It's also providing the best possible service at the best possible

price, returning capital credits on an annual basis, and always remembering that members are the owners of this organization.

Real value also means getting the lights back on as quickly as possible and communicating with you as to how outages are progressing. Over a year and a half ago, the cooperative unveiled our outage information map on our web site that allows you to see outages and track our progress. If you are traveling away from home you can even see if you are part of a predicted outage. The application works with smart phones, tablets, and computers. All you need is access to the Internet.

Real value can also be seen with cooperatives helping cooperatives. Electric cooperatives nationwide have executed a mutual-aid agreement that brings line crews in from other co-ops to help us restore power in



### Keeping the Lights On

the event of major storms. You may recall seeing our cooperative principles in action when cooperatives from Wisconsin sent line crews to the Gulf Coast in response to Hurricane Katrina.

Real value is commitment to community. In addition to providing opportunities for our youth through scholarships and leadership training, in 2004, Clark Electric Appliance and Satellite Inc. established the Adler-Clark Electric Community Commitment Foundation to support programs and events which enrich the lives of people of Clark County and the surrounding area communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations



### Supporting the Community

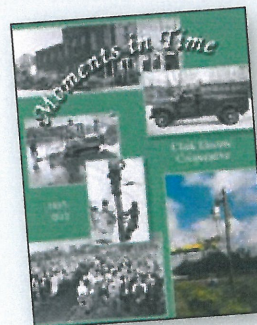
fund projects that will enhance the quality of life of local residents of this area. To date, the Foundation has awarded \$300,000 for community enrichment projects.

October marks National Cooperative Month, when we take time to celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the communities we serve—is just one way we set ourselves apart. To learn more about cooperatives, visit [www.cooperativenetwork.coop](http://www.cooperativenetwork.coop).



### Cooperating with Other Cooperatives

## Moments in Time Online



Enjoy a historical journey through the life of Clark Electric Cooperative from its beginning in 1937 through its 75th year in 2012! Moments in Time, our 75th anniversary commemorative book, is available free online at [www.cccoop.com](http://www.cccoop.com).