

## I'M CONCERNED... PLEASE, LOOK FURTHER!

### Notes from the Manager

In the May Edition of the *Wisconsin Energy Cooperatives News*, we announced that we had “egg on our face” for not giving away two digital satellite units at our annual meeting. To make it right, we had a coupon for anyone to enter a drawing on June 6 at the board of directors meeting. We made a brief mention on the electric billings for May 22 about reading the new *Wisconsin Energy Cooperative News*, formerly the *Wisconsin R.E.C. News*. There were no other announcements as this was also a test for readership of the news magazine. We did, however, put it in the back of the publication in our local news section. I was disappointed with the amount of coupons returned. The winners who were drawn for the dishes were Wilmer Griepentrog and Debra Larrabee.

If you notice the new layout, members are directed from our local news section on pages 4 and 5 to other sections with more local items of interest from Clark Electric Cooperative. On page 16a, 16b, 16c, and 16d, we had advertisements for bids on used trucks, spring safety information, annual meeting picture highlights, and our 2002 incentives for energy-efficiency programs.

On pages 28 and 29, there is more local news, and the May edition had a list of former members we are looking for, and an ad for the new DIREC-WAY high-speed internet service from our Appliance & Satellite division plus a coupon for the Direct Broadcast Satellite dish give-away.

Bottom line, my concern is that members should look for the two sections and sometimes three sections of local news, pages 4, 5, 28, and 29. Some months when more space is needed, we also use pages 16a, 16b, 16c, and 16d. These pages will have a color tab on the edge to help direct you to your cooperative news.

A number of readers took the time to look the entire magazine over, found the coupon and sent it in. We appreciate those efforts and encourage all to page through the entire magazine. *The Wisconsin Energy Cooperative*



**"When the internet hit our house at high speed, we all felt the impact!"**

**Clark Electric Appliance & Satellite, Inc.**  
111 E. Miller St. Greenwood, WI 715-267-6544 or 866-279-6544

### OOP'S - EGG ON OUR FACE

#### Help us clean up

Wow, we really did a bad one this time. At our annual meeting we planned to give away two DirecTV satellite dishes with two months Total Choice Programming. So, to rectify this we are going to hold a drawing for all members who read this article and send in the coupon at right. No other notices will be sent, nor will this be advertised, other than right here in the *Wisconsin Energy Cooperative News*. Drawing will be held at 9 a.m. at our June 6 board meeting. You do not have to be present; just send in the coupon. The two winners will receive a certificate in the mail from our Appliance and Satellite Division. Please, one entry per membership. (For use only in the Clark Electric DirecTV viewing area: Clark, Wood, Taylor, Western Marathon, and Stanley in Chippewa counties.) If you already have a dish and win, you may choose five months of Total Choice Programming instead. ■

Cut out and send to our office

**Yes, please enter my name in the DirecTV satellite dish drawing.**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

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*News* is one way to inform our members of news from their cooperative. To save costs, the magazine is the same for all electric cooperative members throughout Wisconsin. Each local cooperative uses the four pages mentioned for their own news.

Our *Spectrum* newsletter only comes out four times a year and also has news, but not nearly as much as the magazine. Keep informed about your cooperative. Take a few minutes to keep up to date with the *Wisconsin Energy Cooperative News*. ■

**Dick Adler**  
CEO / General Manager



# FOR THE BIRDS

## Home Businesses—Not Just Fly-by-Night Operations

**H**aving a business of your own can be fun and rewarding, but it also takes a lot of hard work. The Krugs of Perkinstown can testify to that. Twenty-five years ago, Mrs. Krug started raising a few pheasants for her cousin, so that he would have pheasants around his property to enjoy.

What started out as a small hobby with three birds has turned into a great business venture! The Krugs are one of the top 10 pheasant producers in the state, now selling more than 100,000 birds each year. This is a family business started by Susie Krug and her husband, Jerry. Their daughter Jenny now helps and is a vital part of the operation. A couple of the neighbors also help during the year, and they employ some of the local youth during the summer.

They average around 3,300 pheasant eggs per day during the laying season. The eggs are collected and cleaned and sterilized to prevent diseases. The eggs are then put into the incubator where they are kept at a constant temperature of 99.5 degrees for 21 days. The Krugs' incubators (three of them) hold 22,000 eggs each! After they are incubated, the eggs are transferred into the

*Ringneck Pheasant*



hatching room and put into special boxes, which are also inside a special temperature-controlled room. Once inside here, they will hatch out at rate of 5,000–13,000 birds per week. Birds are either sold as chicks or raised to be flyers. If the birds are to be kept for flyers, they are then put outside into other pens to be raised. These pens are 150'X50', which are made of netting with a high ceiling; currently there are 142 of them. Corn is planted inside the pens to give the birds cover; there is also enough room in the pens to simulate a natural environment.

Once the birds are ready to go, they are shipped out by mail or picked up by customers; the Krugs will also deliver if needed. So who buys pheasant chicks? They are bought by hunting preserves in Michigan, Minnesota, and Wisconsin. The Krugs also raised 3,000 chukkar chicks and 5,000 quail chicks last year, which are two other sporting birds that hunting preserves and hunters like. The Krugs have no big plans for expansion in the future. When it's time to retire, their daughter Jenny is ready to take over and continue the family business that her parents started 25 years ago. Krugs Northwood Game Birds is located in Perkinstown, Wisconsin, and can be reached at 715-785-7836. ▶

**For more pictures and information on Krugs Northwoods Game Birds, turn to page 28 and more local news on page 29.**



*They raise pheasants, but the Krugs have lots of other wild birds that frequent their house, such as these hummingbirds.*



# MORE LOCAL NEWS

## Krugs Northwoods Game Birds



The egg room has more than 10,000 eggs. These eggs have been washed and sanitized in preparation for the incubator.



This is one of three incubators that the Krugs have. These incubators each hold 22,000 eggs, which will hatch in 21 days. This room is environmentally controlled to provide exact heat, 99.5 degrees constantly.



At the left is Susie Krug with a 3-day-old chick in one of several rooms used to raise the young fowl in a controlled environment.

On the right are 2-week-old chicks, which have had their blinders put on (the little blue shields by their eyes). These blinders prevent the chicks from seeing each other. If they did, they would peck each other to death.

Each room holds approximately 3,000 baby pheasants, where the air quality and temperature is controlled for the chicks' health.



## IN MEMORY OF...

Former cooperative employee Irma Coates died Tuesday, May 28, 2002. She attended grade school in Cherokee and was a 1924 graduate of Colby High School.

Irma worked for Lloyd Felker in Marshfield as a home service consultant and read transcriptions on WDLB every week. She later came to work for us at Clark Electric Cooperative as a food consultant, doing home demonstrations for 13 years at the office in Greenwood. While working for Clark Electric, she provided helpful advice on cooking and homemaking, while utilizing electric appliances in the home. During that time, she also worked on a radio program on WCCN-AM with Howie Sturtz. She was the oldest non-active member of the Marathon County Homemakers. She is survived by a nephew. ■



# MEET THE NEW GUYS

## Four Apprentices Start Learning the Trade as Linemen

**Y**ou will see four new faces when the Clark Electric linemen are out working. Clark recently hired Chad Steffen and Josh Burns, who worked for us last summer. Also hired were Scott Bailen and Troy Bauer. The four are classified as apprentice linemen, which means they will learn the skills necessary to become journeymen linemen. On the average, it takes four years to complete the apprenticeship, which includes class work and on-the-job training. Chad, Josh, and Scott have four years of hard work before them to complete their apprenticeship. Troy is currently in his third year of his apprenticeship, as he previously worked for Dairyland Power Cooperative. ■



*Clark Electric's new apprentice linemen are (L to R) Chad Steffen, who will be working in our Stray Voltage Department; Josh Burns; Scott Bailen; and Troy Bauer.*

# IS YOUR BUSINESS IMPORTANT?

## Clark Provides More Than Just Electricity

**E**very business is important, especially if you have a delicate commodity such as the Krugs have. Clark Electric Cooperative has been providing the Krugs their electricity for their bird farm since they started.

Wanting more freedom and peace of mind, the Krugs investigated getting a generator for the farm. "There normally is someone here to take care of things if the electricity goes out, but if not, we could lose a lot of birds, which means a loss of money, time, and hard work," said Susie Krug. Clark Electric Cooperative helped solve that problem and


provided the peace of mind the Krugs wanted. Now if for some reason the power does go off because of a storm, tree, or animal getting into the electric lines, the Krugs have a backup emergency generator.

Clark Electric helped by finding out what the needs of the farm were and what the Krugs wanted. Clark Electric then helped to set up bids from

many different generator manufacturers that would satisfy the needs of the farm.


Do you have important products or processes that could require emergency backup power? Clark Electric Cooperative can help determine if you do, and if backup power would be a cost benefit as well. Contact us and we will be glad to help. ■





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