



Richard Eibergen
1929–2004

A GOOD FRIEND

Goodbye to a Former Director

Our sympathy to Betty Eibergen and family on the loss of Richard Eibergen, who died January 14. Dick served the members of Clark Electric Cooperative for 15 years as a director, four years as president, and four years as chairman of the board of our subsidiary, Clark Electric Appliance & Satellite, Inc. Dick also served four years, in two separate periods, on our Wisconsin Electric Cooperative Association board of directors. Dick's guidance and friendship will remain part of this organization forever. ■



TRUE GRASSROOTS

Helps Cooperatives on the Legislative field

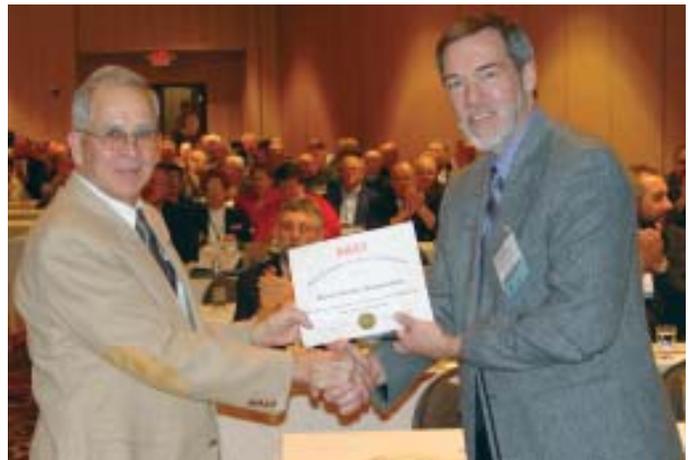
Electric cooperatives need a voice for their members, and that voice needs to be heard in the state capital as well as our nation's capital. The Political Action Committee for Rural Electric Cooperatives (ACRE) is that voice. A grassroots organization with its background in the rural way of life, ACRE is ready to help in the challenges that face electric cooperatives in the future.

Those who know how important it is to make sure the cooperative is heard politically support ACRE. Directors, managers, employees, and even cooperative members across the nation contribute annually to support ACRE and its mission. Of the money donated, half stays in the state to boost the electric cooperatives' mission statewide and locally.

Dena G. Stoner, NRECA vice president of government relations, said that ACRE, formed in 1966, is among the oldest political action committees in Washington, and it is also one of the largest grassroots groups—creating a forceful voice for electric co-ops.

“Our strength is our numbers,” Stoner said. “Investor-owned utilities outspend us, but legislators know that we truly represent our members.” Representing you and your business is important; ACRE makes sure legislation that gets proposed statewide or on the national level is sensible and will not grossly impact the cooperative in financial matters or environmental concerns, which could have a negative impact on our operations.

NRECA CEO Glenn English, a former 10-term



Tony Jarocki, president of Clark Electric Cooperative, is receiving a certificate of recognition from Jim Hathaway, state chairman for ACRE. Jim is also the general manager of Dunn Electric Cooperative.

congressman from Oklahoma, was also a recipient of ACRE contributions for his campaigns. English has long emphasized the need to build a strong political identity for the organization.

“We give to ACRE so that in turn ACRE can make sure our friends are able to get their messages out, win elections, and continue their work supporting cooperative customers nationwide,” said English. Clark Electric Cooperative knows the benefits of ACRE and how important its job is for this cooperative and the members of the cooperative. ■



OPENING DOORS

Education is Key to the Future



An education nowadays is vital, and as important as it is, a good education is also very expensive. Just like everything else that we need, the costs for college are also increasing. Clark Electric Cooperative is trying to help those members and their graduating seniors with an opportunity of receiving a scholarship through the cooperative.

Clark Electric Cooperative for many years has been able to offer the Federated Youth Scholarship to graduating seniors from high schools in our service area. \$750 dollars is available to those students who meet the requirements.

Last year we made eligible graduating home-schooled students, who provided us with the necessary documentation showing that they have achieved a graduating status. Response to the addition of this category was overwhelming, and we again encourage the graduating home-schooled students to apply.

Applications for those students going to a public or parochial school should be available at your school; check with your school counselors. For those students who are home-schooled, the applications will be available at the cooperative office; if interested, please contact our office and ask for Tracy, the administrative assistant. Please read the application carefully and follow the directions on when and where the application is due.

This is a great way to help with your school expenses. One of the most important and easiest things that a student applying for a scholarship should do is follow all of the directions. You would be surprised how many students don't. Clark Electric Cooperative is proud to be

Selection Criteria

-  *The student's family must be a member of Clark Electric Cooperative and currently receive service at their residence, and the student must be enrolled in one of the participating schools, or in an approved home-school setting.*
-  *Student must display an average of 2.5 GPA or more.*
-  *Student must display a potential to successfully continue achievement in a post-secondary public or private college, university, junior college, or vocational school program of choice which will lead to an associate degree or one-year diploma.*
-  *Student must be accepted into the school where the scholarship would apply.*
-  *Student must display unusual financial requirements or special circumstances.*
-  *Quality of written essay, "How My Career Choice Will Improve The Quality Of Life For Others."*

able to offer this money to our local students.

We also ask all parents and grandparents to encourage their graduating students to apply. These scholarships are made available by unclaimed capital credits from former members of your cooperative. This is another way that Clark Electric is showing concern for its community—by providing an educational opportunity for our youth and helping to provide for a great future through a great education. ■



Did You Check Your Time Clock?

Are you on our Time-of-Day Rate? Do you have an Automatic Meter Reading Meter (AMR)? If you answer yes to either of these questions, **you may have** a time clock that controls (shuts off) electric appliances) your electric heat, ETS units, and your electric water heater. Check by your breaker box or by your load management boxes.

Please make sure that the time is correct; if not, you could be using electricity on the on-peak times. You must remember to change the clock's during each time change (spring and fall).

Clark Electric Cooperative

Opening doors to new opportunities...

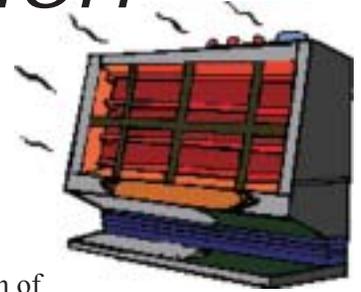


2004 Annual Meeting
Loyal American Legion Hall
Wednesday, March 31, 2004; 10:00 a.m.

Winter Can Mean Higher Energy Consumption



Some Tips to Consider



Most homeowners generally consume more energy during the cold winter months than at any other time of the year. Let's

talk about the relationship between energy usage (especially electricity) and cold weather.

January is typical the coldest month of the year in Wisconsin. Depending on the individual family, we usually find more ways to consume electricity during winter months. For example:

- There are fewer daylight hours, so we use more lighting for longer periods of time. Also, we spend more time indoors during the winter. Holiday activities, including cooking, baking, and entertaining guests, may account for increased usage.
- Most heating systems require the use of electrical power. Fans or blowers may run continuously during extremely cold periods.

- Space heaters are used more frequently during cold weather. In recent years, a greater selection of styles and models has made space heaters popular, and depending on the model, they can use a considerable amount of energy to operate.
- Tank heaters, heat tapes, block heaters, and heated livestock drinking cups can run continuously during winter months. Engine heaters are also used more frequently.
- Electric blankets and heating pads are being used more during the winter than at other times of the year.

Keep in mind that this is not a complete list, and electric consumption patterns vary greatly for individual families. Electricity is needed for so many things, and we may not always be conscious of how we use it. ■

WINTER STORMS

Are You Prepared...

Winter can play all kinds of tricks on us at any time it wants, so we need to be prepared. Your cooperative is. If you have an outage, do you know what to do? Please call the office during regular business hours at 715-267-6188 or 800-272-6188. If the outage occurs after hours, please call 800-927-5707; our cooperative partner, the Cooperative Response Center (CRC), is waiting for your call.

Please call us if you are out of power—do not rely on your neighbors to call. The more information we have on an outage, the quicker we can restore power to all members. If there are downed power lines, stay away and keep others away. Be careful if you use a generator; make sure a professional correctly connects it. It's a good idea to have some extra batteries, flashlight,

and a radio handy to get updated information.

Realize your cooperative employees will be there for you, no matter what the conditions are. But safety is first—for us, for you, and together for everyone. ■



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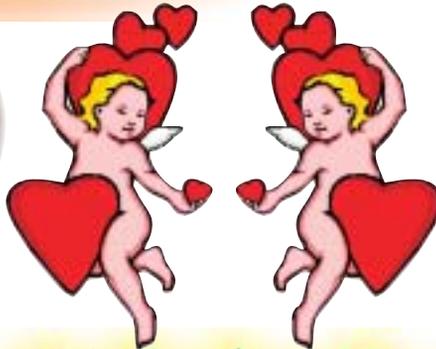
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YOU GOT TO LOVE THE
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YOUR HEARTS CONTENT!



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Monday–Friday
8:00 am to 5:00 pm
Saturdays
8:00 am to Noon