

# Here's a Bright Idea

## Clark Electric Offering Rebates on CFLs & LED Christmas Lighting



**E**nergy efficiency is an increasingly important issue for utilities and anyone who uses energy. Switching to compact fluorescent lights (CFLs) is a good way for our members to become more energy efficient and make an impact on the energy consumption of the cooperative, since a CFL uses less energy over its life than a standard incandescent light bulb.

Clark Electric Cooperative, along with Dairyland Power Cooperative, will offer members a rebate of \$2 per CFL when proof of purchase is sent to the cooperative. Each member will be eligible for up to \$10 per year in rebates toward CFL purchases. The rebate will be applied to the member's monthly electric bill. Now is the time to make a difference in energy consumption.

Holiday lighting is another big concern of Dairyland Power. Each holiday season, energy usage goes up and up. Holiday lighting accounts for a 60-mw increase each year, placing a tremendous strain on the system.

Americans love to decorate for the holidays with strings of lights. Light Emitting Diode (LED) holiday lights are a new product that offer significant advantages over conventional holiday lighting.

LED holiday lights reduce energy consumption by as much as 90 percent compared to traditional incandescent lights. They produce a more durable light that can burn brightly for 50,000 hours, compared to only 6,000 hours for incandescent bulbs. The energy cost of operating one of these strings is a fraction of the cost of operating conventional holiday lights. As they go into wider use, LED lights have the potential to make a significant dent in the electricity consumed by festive lighting each holiday season.

Energy-efficient LED light strings are superior to standard incandescent light strings in that they:

- use up to 90 percent less energy
- last up to seven times longer
- are more durable, with no filaments or glass bulbs to break
- produce very little heat, reducing the risk of fire

Traditional screw socket bulbs use either 5 or 7 watts per bulb. With 25 lights per string, that translates into a lot of power — between 125 to 175 watts per string. Unfortunately, most of that energy is wasted. Less than 10 percent of the power used by an incandescent bulb goes into creating light — the rest is lost as heat.

LED lights are available in strings from 20 to 150 bulbs with red, green, blue, white, yellow, and multi-colored bulbs. There are many styles available, including mini-ice, ball-shaped, and C7 and C9 (candle-shaped) bulbs.

Do your part in reducing the impact on the environment by taking advantage of incentives from Clark Electric Cooperative.

Now through December 31, 2007, you can save money with a rebate applied to your monthly electric bill of \$2 per string of LED holiday lights. Proof of purchase must be shown to receive the rebate.

CFLs and LED lighting make great sense, or good cent\$.



# APPRECIATION DAY

## A Treat for the Members

Eight hundred-plus members of Clark Electric, North Hendren, and Heartland Cooperatives enjoyed a wonderful Member Appreciation Day on Saturday, October 6. Pancakes and lots of family fun were the order for the day. We hope you mark your calendars for October 4, 2008, and come out to the Cooperative Business Center from 7 to 11 a.m. and enjoy next year's Member Appreciation Day.



A big thank you to all the members who came out to be with us October 6. Thanks also to the Greenwood Area Fire Department and Ambulance for being there; the American Red Cross for providing information on what the organization does for Clark County and the surrounding counties; and also the Neillsville Memorial Medical Center for providing diabetic testing and other important information. ■

## Satisfy Your Hot Water Needs

### Electricity – The Best Choice

**A**re you aware that Clark Electric Appliance & Satellite, Inc. sells and installs electric water heaters for your home and farm? Water heaters are a very important part of our life. They provide the hot water needed for bathing, cleaning clothes and milking systems, and performing many other important tasks around the house and the farm.

Providing safe and efficient hot water has also come a long way. Today's water heaters are made better. Newer and lighter materials and more insulation all make for a better appliance that uses less electricity to heat your water.

Along with selling a good product comes the responsibility of providing good service. Our Appliance & Satellite crews have the training and carry the certificates required to ensure that your installation is done properly and meets today's building and on-farm codes.

Everyone knows you get what you pay for. Marathon electric water heaters cost a little bit more than other brands, but they come with a lifetime, no-leak warranty, and their operating cost cannot be beat, not even by gas! Clean, safe (no flame and no carbon monoxide), electric water heaters should be your choice.

Clark Electric also offers rebates for purchasing an electric water heater and putting a load management device on the water heater. Rebates start at \$50 for a 50-gallon unit, and the rebates go up from there. You can also receive a credit of \$4

per month on your electric bill by participating in our load management program. Stop in at Clark Electric Appliance & Satellite for more information.

With the constantly rising and fluctuating prices of propane and fuel oil, it's not too late or too early to start thinking about a cost-effective way to heat and cool your house.

Your options for heating and cooling are numerous, but the best choice is to consider heating with electricity. Geothermal heating and cooling systems use very little electricity and will save you a tremendous amount of money over the years — money that can be used for other important purposes. Along the same principles of the

geothermal unit is an air-to-air heat pump. An air-to-air heat pump is a very efficient unit that can heat and cool your home and help you reduce your energy bill year-round.

An all-electric Comfort Plus full-house storage heating system also provides many options for heating. All-electric heating is efficient and much less expensive than any other form of gas heating these days. You can also save more with Clark Electric's dual fuel rate or Time-of-Day rates.

Stop in at Clark Electric Appliance & Satellite, Inc. to see how you can save, but most of all be confident that you're getting the best system you can. ■



**Marathon Water Heaters, Econar Geothermal Systems,  
Steffes Comfort Plus Heating Systems,  
And various brands of air-to-air heat pumps,  
sold and installed by Clark Electric Appliance & Satellite, Inc.**

# CHECK YOUR CLOCKS



## Save Money by Being on the Right Time

**D**o you have a time clock controlling your water heater or equipment programmed to cycle off because of our Time-of-Day rate? If you're on our Time-of-Day rate, you most likely do. Since we are no longer on daylight-saving time, you must make sure those clocks are also turned back.

It is important that you make these changes or you could end up having a higher-than-normal electric bill. If you are on Time-of-Day rate, your hours for control (where the clock shuts the device off) are different from what we would be billing by the meter. So, in essence you would have two hours in the high-usage period.

Clark Electric Cooperative's Time-of-Day rate can save you money on your electric bill; however, you must be willing and able to shift your electric usage around so you can utilize the lower cost of electricity. ■

### Time-of-Day Rate

#### On-Peak Hours

6:30 a.m. - 9:30 a.m.

5:30 p.m. - 9:30 p.m.

kwh = \$0.1425

#### Off-Peak Hours

All other hours of the day

kwh = \$0.0525

### Dual Fuel Test Date

Wednesday, November 14, 2007

Control starts at 5:00 p.m.  
Restoral begins at 9:15 p.m., with  
all load restored by 11:15 p.m.

Please make sure your backup  
heating system is ready.

## Important Numbers Offering and Getting Help

**O**ctober starts the winter heating season. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people. Included here is a list of the county social services and their phone numbers. These government organizations can offer heating assistance or help steer you toward groups that can help.

*Clark County — 715-743-5233  
Department of Social Services*

*Chippewa County — 715-726-7840  
Department of Social Services*

*Jackson County — 715-284-4301  
Department of Social Services*

*Marathon County — 715-261-7500  
Department of Social Services*

*Taylor County — 715-748-3332  
Department of Social Services*

*Wood County — 715-421-8600  
Department of Social Services*

### OFFICE CLOSINGS

Our offices will be closed on Thursday, November 22, and Friday, November 23, so that we can observe Thanksgiving with our families. Our offices will be open Saturday, November 24, with our regular Saturday hours.

In case of Emergency please call  
our after-hours number for service

800-927-5705



**\$1,000**  
**REWARD FOR**  
**VANDALISM • THEFT • FRAUD**

PLEASE CALL THE COOPERATIVE'S OFFICE  
800-272-6188 • 715-267-6188  
OR YOUR LOCAL ENERGY DEPARTMENT WITH INFORMATION. THIS IS YOUR COOPERATIVE.  
BY INFORMING US, YOU'RE PROTECTING YOUR INVESTMENT—YOUR COOPERATIVE.

THE COOPERATIVE'S LIABILITY FOR THE UTILITIES IS LIMITED BY FEDERAL AND STATE LAWS. THE MEMBER OF CLARK ELECTRIC COOPERATIVE WHOSE NEGLIGENCE OR INTERFERENCE IN SERVICE TO MEMBERS OF CLARK ELECTRIC COOPERATIVE RESULTS IN DAMAGE TO OR LOSS OF PROPERTY OR PERSONAL INJURY TO ANY MEMBER OF THE COOPERATIVE'S ELECTRICITY-DEPENDENT FAMILY, WHEN AN ACCIDENT IS OCCURRING.

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