

# Fine-Tune Energy Use with the Right Television

Streamlining your home's energy use can make a big impact on monthly electric bills, especially with rising fuel costs. But the devil is in the details, and everyday energy wasters are sometimes easy to overlook.

One ever-present culprit lurks in your home right now. When combined with DVD players and video game consoles, television use makes up about 10 percent of an average household's annual electricity bill, according to Energy Star, a joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy.

Depending on the technology behind the TV you're watching, your monthly related energy costs can vary dramatically.

Standard sets use a cathode ray tube, with those smaller than 40 inches drawing roughly 73 watts when on—close to what a 75-watt incandescent lightbulb uses. An average flat-screen LCD television of the same size also requires 70 watts, while a similar flat-screen plasma TV can really suck some power, consuming an average 246 watts when on.

With more families opting for flat-screen TVs these days, the choice between LCD and plasma can really make an impact, to almost startling levels on a national scale.

Currently, there are more than 275 million TVs in use across the country, with the average household tuning in 4.7 hours a day. It takes more than 50 billion kwh a year to keep those sets on, according to EPA, meaning it costs Americans \$5.2 billion to watch all of that TV.

Of the total electricity generated in a single year, a full 1.2 percent goes toward keeping televisions glowing. And if current buying trends continue, that number could climb to nearly 2 percent in a few years, according to the Natural Resources Defense Council, a New York City-based environmental advocacy group.

The good news is that energy-efficient TVs—LCD, plasma, and otherwise—are becoming available. This November, blue Energy Star labels will appear on all TVs



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The advertisement is framed in green and features the Clark Electric logo (a stylized green wave) in the top left. The main text reads "CLARK ELECTRIC MEMBER APPRECIATION DAY" in large, bold, yellow letters. Below this, it says "SATURDAY, OCTOBER 4, 2008" and "7 AM TO 11 AM AT THE CECO BUILDING, WEST OF GREENWOOD". On the right, there is a cartoon illustration of a chef in a white hat and apron cooking. The bottom section lists "FREE - LARGE PANCAKE BREAKFAST...", "ACTIVITIES FOR KIDS OF ALL AGES...", and "COMMUNITY INFORMATION AVAILABLE...". On the right side, it lists "HEALTH SCREENING", "LOTS OF PRIZES", and "AND MUCH, MUCH MORE".

**CLARK ELECTRIC**  
**MEMBER APPRECIATION DAY**  
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**AND MUCH, MUCH MORE**

# Youth Leadership Congress

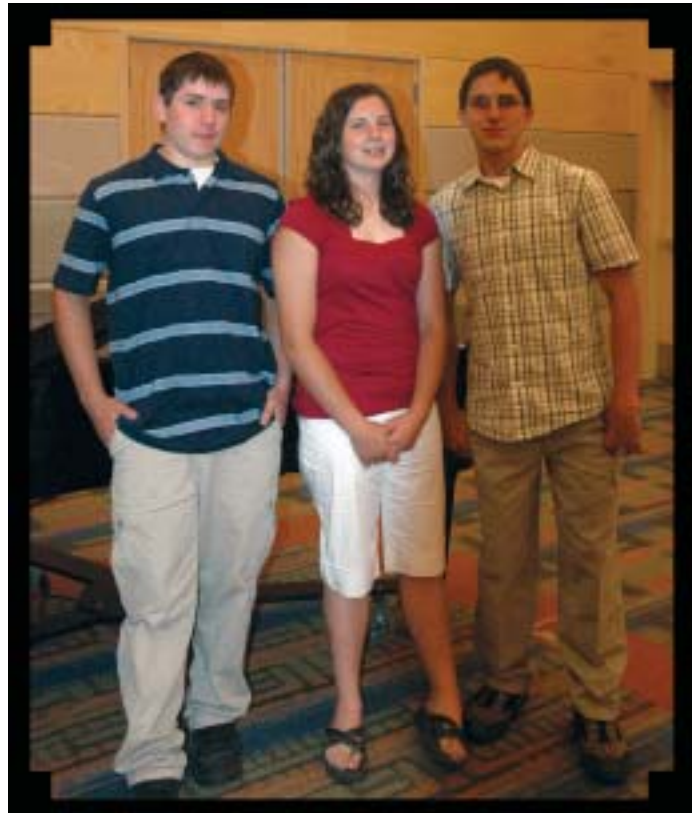
## 45 Years of Fun

Once again, 130 students representing the 25 electric cooperatives in Wisconsin met on the campus of UW–River Falls for the annual Youth Leadership Congress. Perfect weather and a great group of youth leaders made this 45<sup>th</sup> Youth Leadership Congress one of the best.

Clark Electric sent three great students this year: Zach Hoffarth from Pittsville and Steven and Sarah Weyer from Loyal. There's room for more students next year! Why not have your son or daughter or even your grandchild come and have a great experience?

Students learned about the different ways cooperatives affect our everyday life, and why cooperatives make good business sense. The youth also learned about electric cooperatives and the importance they have in our state and local communities.

Students were encouraged to use the new leadership skills they learned over the three-day period to make themselves and their communities a better place. ■



Clark Electric Youth Leadership Congress participants for 2008 were, left to right, Zach Hoffarth, Pittsville High School; Sarah and Steven Weyer, Loyal High School.



Clark Electric Director of Member Services John Knox talks to YLC delegates about electric cooperatives and what they mean.



Come meet next year's YLC youth leaders as they promise to make a memorable event for all those who attend.

## Load Management System

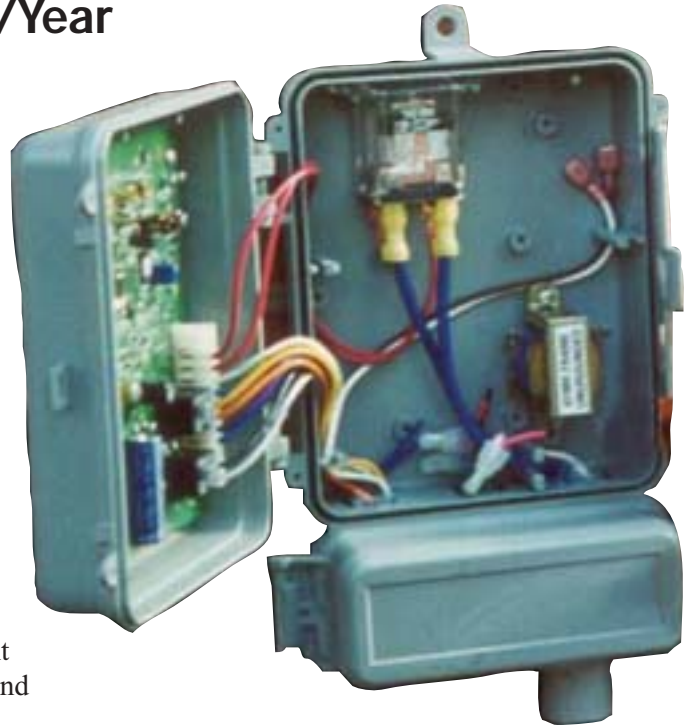
### Simple Device Can Save You \$48/Year

The Load Management System (LMS) is managed by Dairyland Power Cooperative. It controls water heaters, electric heat, air-conditioning systems, grain-drying systems, or other large controllable loads. The LMS is used to help keep energy purchasing costs down, which helps keep the cooperative's rates stable.

When the weather gets very cold or very hot, the LMS is operated so that Dairyland does not have to buy very expensive power. Our members, along with thousands more members from the 25 other Dairyland system cooperatives, use the LMS together to keep the cost down.

You as the member benefit in several ways, either by receiving a credit on your electric bill or by qualifying for special electric rates.

The LMS system is a solution that truly comes out of doing things the cooperative way, working together to keep costs as low as possible. If you do not have a load management device (*pictured at right*) for your water heater, call today to find out more. ■



## Keeping Televisions Glowing

*(continued from page 4)*

that use less energy when turned on. Current Energy Star TV labels only indicate how efficient a set is when it's switched off, in standby mode.


"Energy Star's new specifications for televisions are turning the channel on energy-guzzling sets, making them go the way of rabbit ears and black-and-white broadcasts," quips EPA Administrator Stephen Johnson.

Energy Star estimates that if all of the TVs sold in the United States meet the new requirements, energy savings could grow to \$1 billion a year. Related greenhouse gas emissions, meanwhile, would be reduced by the equivalent of taking about 1 million cars off the road.


If you're not in the market for a new TV, you can still cut back on the electricity your old set uses by adjusting the picture settings. The brighter the screen, the more energy it needs. Also, the small stream of electricity a TV draws while in standby mode can be eliminated by unplugging it, or by plugging it into a power strip that can be switched off. ■

*Sources: U.S. Department of Energy, U.S. Energy Information Administration, Natural Resources Defense Council, U.S. Environmental Protection Agency, National Rural Electric Cooperative Association*





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# Clark Electric Cooperative

## 2008 Incentives

### Energy Star Appliance Rebates

|                             |   |             |
|-----------------------------|---|-------------|
| Washing Machines            | = | \$50 Rebate |
| Refrigerator                | = | \$25 Rebate |
| Air Conditioner - Room Unit | = | \$25 Rebate |



### Lighting Rebates

Compact Fluorescent Lights - CFL

\$2/CFL, a credit will be applied to your electric account

Electronic Ballasted Lights - Retrofitting only

|   |   |                 |
|---|---|-----------------|
| Electronic Ballasted Fluorescent Fixtures | = | \$6.50/ballast  |
| Metal Halide Fixtures                     | = | \$10.00/ballast |
| Sodium Vapor Fixtures                     | = | \$10.00/ballast |



### Water Heaters Rebates

Rebates by size

|               |   |            |
|---------------|---|------------|
| 50 gal        | = | \$50.00    |
| 80 to 99 gals | = | \$250.00   |
| 100 or more   | = | \$4.00/gal |

Must be controlled with  
LM Device, or if on T.O.D.  
LM Device with electric timer.

Contact Clark Electric Cooperative or Clark Electric Appliance & Satellite, Inc. for more information on rebates and incentives. Clark Electric Cooperative offers more and better rebates than Focus On Energy!

Call Us Today 715-267-6188 or 800-272-6188  
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