



*Tim Stewart,
CEO / General Manager*

Member Satisfaction is Our Priority

Clark Electric Cooperative is a member-owned, not-for-profit, service-oriented electric utility that strives to meet and exceed our members' expectations. With approximately 9,000 meters and services in six counties, the best way to ensure that we are in fact meeting our service excellence goals is to simply ask you, our members, "How we are doing?"

Since 1995, the cooperative has utilized the services of the National Rural Electric Cooperative Association Market Research Services to help us conduct a statistically valid member survey. Basically, NRECA administers a telephone survey to a randomly selected group of residential members who answer questions on such items as member attitudes, perceptions, demographics, satisfaction, performance standards, and end-use appliance applications. With this information, we can gain intelligence in such areas as:

- Identifying areas where improvement is needed
- Demographic shifts
- Market penetration levels in electro technologies
- Demand-side management opportunities
- Member needs
- Member attitudes/perceptions
- Member satisfaction
- Overall improvement over time

I am very pleased to report that on the recent survey that was conducted this year, Clark Electric Cooperative received an American Customer Satisfaction Index (ACSI) score of 83. This score ranks well above the electric utility industry average and ranks above other Touchstone Energy Cooperatives' scores nationwide.

While we are generally pleased with the overall ACSI score, be assured that we will continue to strive to meet and exceed your service expectations in the most cost-effective manner possible. Member-owned and not-for-profit operation allows us to focus on you, our member. It truly does make the difference.—*Tim Stewart, CEO/General Manager* ■

Blinks Can Signal Properly Working Electrical System

We often hear this question from members: "What causes my lights to blink?"

"The power grid is subject to certain short-term losses of power, and Clark Electric Cooperative takes all possible measures, including an extensive right-of-way maintenance program, to prevent these occurrences and minimize the effects to our members," said Mike Ruff, director of operations for Clark Electric.

Blinking lights are a result of momentary outages that occur when some type of disturbance exists on the line. This could be a lightning strike, an automobile striking a pole, or a squirrel or tree branch coming into contact with an energized power line.

When lights blink, although irritating, it's an indication that the cooperative's equipment is operating properly. If a fault or short circuit happens on a power line, a device called an oil circuit recloser (OCR) opens to stop it, then quickly closes back in.

The OCR is similar to a breaker in the electrical panel at your home except the OCR will reset itself, permitting the power to continue flowing through the line with only a brief interruption of service. Without

the OCR, the alternative would be an extended power outage while waiting for the cooperative crews to be dispatched and close the breaker back in.

"Although the process is quick — and usually temporary — it may cause your lights to blink, making it necessary to reset digital clocks and appliances with digital displays," said Ruff.

If the short circuit continues, the OCR will operate — or "trip" — three times before eventually stopping the flow of electricity, which then causes a power outage. This process protects the lines from damage by cutting off power to the affected section of the line and isolating the problem until it can be repaired.

The weather and nature's creatures are beyond our control, but cooperative members can lessen the effects and inconvenience of blinks when they occur. When you purchase small appliances and digital clocks, consider models with battery backup. You may also want to install a surge protector with a built-in uninterrupted power supply (UPS) for your computer or other electronic devices whose "memory" would be lost with a power interruption. ■

Congratulations to our 2010 Scholarship Winners!

We congratulate 26 area students who are each being awarded a \$1,000 scholarship through Clark Electric Cooperative's Federated Youth Scholarship Program. Each year scholarships are offered to high school students who reside in homes served by our electric cooperative and attend schools within our service area.

These scholarships are financed through the Federated Youth Foundation Scholarship Program, which is funded from unclaimed capital credits. Federated Youth Foundation (FYF) is a non-profit charitable foundation serving cooperatives across Wisconsin.

Giving back to the community is one of the cooperative principals; furthering the education of our area youth is another. Clark Electric is proud to help these fine young people meet their educational goals. ■



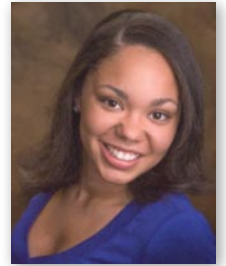
*Kelley Mercier,
Abbotsford HS*



*Kelsey Lynn,
Colby HS*



*Rosemary Becker,
Colby HS*



*Alexis Blakey,
Granton HS*



*Katie Gorst,
Granton HS*



*Dylan Denk,
Greenwood HS*



*Anna Nosko,
Home-schooled*



*Caleb Kauer,
Home-schooled*



*Michael Kaiser,
Loyal HS*



*Clayton Becker,
Loyal HS*



*Tyler Streckert,
Marshfield HS*



*Janel Vantassel,
Marshfield HS*



*Darren Quinell,
Gilman HS*



*Jayd Bacha,
Gilman HS*



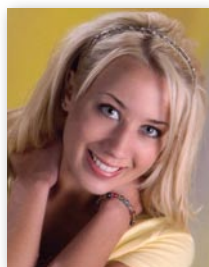
*Kaitlyn Kuhn,
Neillsville HS*



*Kayla Opelt,
Neillsville HS*



*Katie Pogodzinski,
Owen-Withee HS*



*Morgan Shattuck,
Owen-Withee HS*



*Marguerite Rosandick,
Pittsville HS*



*Bradley Ziemendorf,
Pittsville HS*



*Breanna Foth,
Spencer HS*



*Jacob Nigon,
Spencer HS*



*Alaina Warminski,
Stanley-Boyd HS*



*Ryan Boie,
Stanley-Boyd HS*



*Ashley Kodl,
Thorp HS*



*Jamie Szymanski,
Thorp HS*

Restoring Electrical Service After a Storm

While not all power outages can be avoided — such as when Mother Nature decides to intervene — the impact can be diminished. As we all know, storms in Wisconsin can be especially severe and cause brief outages. So, you may wonder how power is restored.

The short answer is, as a member of Clark Electric Cooperative, your power is extremely reliable. This is something we are very proud of because day in and day out, we work hard to maintain exceptional levels of reliability. There aren't any shortcuts to achieving reliable power. It's labor, time and capital-intensive — and it's an area of our business in

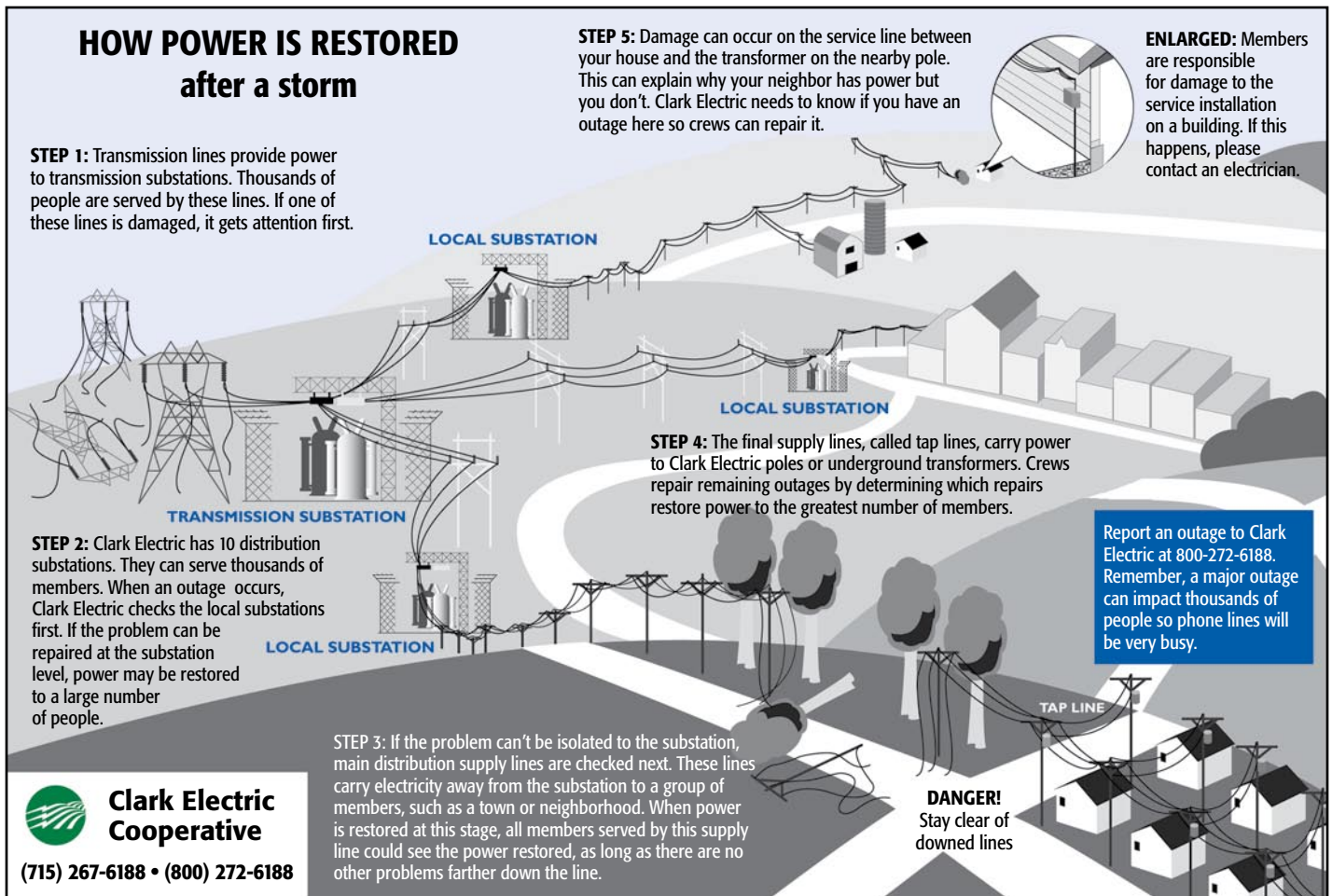
which we can't afford to cut corners or expect anything less than near perfection.

Restoring electric service is a logical process. The diagram below shows a simplified version of a large-area outage. Our linemen start from the substation out onto the main feeder lines. It would be useless to repair a pole if the main lines were not energized. Once there is power at the substation and the feeder lines have been repaired, the next lines to be repaired are the tap lines off the three-phase feeder lines. The last lines to be repaired are the single-service outages. Simply stated, in general the lines that will get the most services

energized in that particular area are repaired first.

How the Process Starts

Clark Electric Cooperative utilizes the services of the Cooperative Response Center (CRC) to answer our telephones after normal business hours and/or during very high-volume telephone traffic. CRC is best equipped to handle the large amount of calls that will be received during a large-scale outage. Members may be greeted by an automated attendant that will prompt you through the steps necessary to report your outage condition. By allowing CRC to answer incoming calls, we are able to con ▶



concentrate on getting service restored as quickly as possible.

What Happens in the Event of Extreme Outages?

Clark Electric Cooperative has executed a mutual aid agreement with other electric cooperatives throughout the country. You may

recall that in September and October 2005, our crews, along with approximately 1,000 other line crews, helped restore power to Washington-St. Tammany Electric Cooperative in Louisiana. More recently, we helped cooperatives right here in Wisconsin restore power after severe storms affected much of their service territory. So, while we can't prevent all power outages, we stand ready to respond as needed, when needed. ■



Clark Electric Cooperative and Clark Electric Appliance and Satellite, Inc. offices will be closed Monday, May 31, for Memorial Day. Have a safe and happy holiday weekend.

OOPS!

Last month we printed the paystations that are available to take your payments and Mid-Wisconsin Bank at Neillsville was listed. They no longer accept payments for Clark Electric Cooperative. Sorry for any inconvenience this may have caused.



Always Call Before You Dig

811

For outdoor projects that may require any excavating, contact Diggers Hotline to make sure all underground lines or cables have been located. Diggers Hotline is a not-for-profit company that helps you find the location of buried utility lines that may interfere with your excavation project.

State law requires that you contact Diggers Hotline, either by phone or online, three working days before you disturb the soil. You can make an online request to Diggers Hotline at www.diggershotline.com.

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