



**Tim Stewart, CEO/
Manager**

Reliable, Affordable, Environmentally Responsible Power is Job One

At Clark Electric Cooperative, we have three top priorities: provide you safe, reliable access to electric power; offer that service as affordably as possible; and do both of those things in a fiscally and environmentally responsible fashion.

Because Clark Electric Cooperative is a not-for-profit organization—we focus on meeting our members’ needs and don’t try to maximize profits for distant shareholders—we are well positioned to make any necessary investments for ensuring safe, reliable, and affordable electricity. However, fulfilling our commitment to environmental stewardship in a fiscally responsible manner has become more challenging. Today, many environmental laws that were adopted by Congress decades ago are being used by federal agencies to address issues for which they were never intended.

For example, the federal Clean Air Act is now 40 years old and was last amended in 1990—more than two decades ago. Much has changed in the intervening years, including technology, our understanding of the environment, and the electric utility industry.

Today, officials with the U.S. Environmental Protection Agency are trying to modify the Clean Air Act to fit new circumstances. You may recall that last month I discussed the Cross State Air Pollution Rule (CSAPR) set to go into effect January 1, 2012, and the effect that rule may have on energy costs.

Reasonable people can and will disagree over how to find a balance between protecting the environment, guaranteeing a reliable supply of power, and keeping electric bills affordable. I believe that Congress eventually will have to revisit the Clean Air Act, as well as other EPA rulemakings, to strike the right balance to fit the needs of the 21st century.

I was talking with a member just the other day regarding some of these issues. Our conversation really boiled down to two issues: He asked what our generation mix is and how effective we have been in dealing with emissions. The following is the answer I provided.

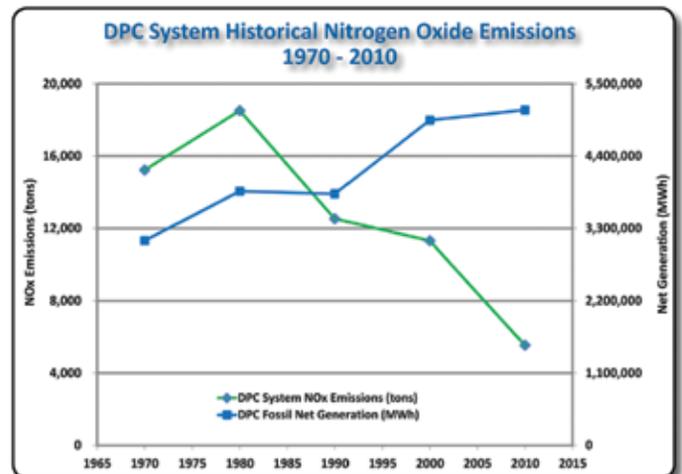
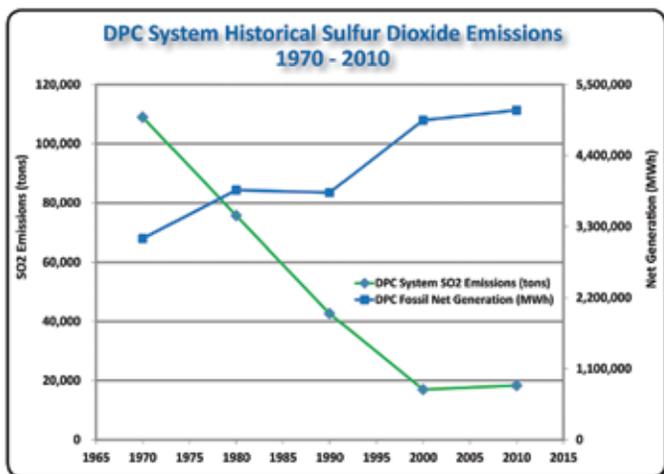
Our Generation Mix

Dairyland Power Cooperative, our wholesale power supplier, has a reliable supply of electricity from a variety of traditional and renewable energy sources—coal, natural gas, hydroelectric, wind, landfill gas, biogas, animal waste, and solar. Of those, coal is the “workhorse” of electric generation. Coal is able to fuel plants around the clock for 24/7 production of electricity. This is the kind of reliable resource that keeps your lights on.

Environmental Equipment Investments

New technologies have proven that we don’t have to choose between affordable, reliable electricity and a cleaner environment. Coal plants today are able to provide improved environmental performance both in terms of efficiency and emissions reductions.

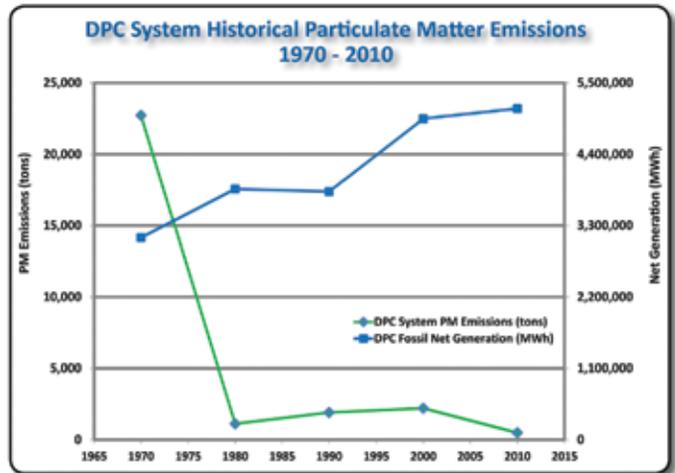
Since the early 1970s, Dairyland has reduced ▶



sulfur dioxide emissions at its coal-fired facilities by 80 percent. On top of that, Dairyland installed a semi-dry flue gas desulfurization system (or “scrubber”) that reduces more than 90 percent of remaining sulfur dioxide emissions. A scrubber was installed in 2009 at Dairyland’s Genoa power plant, with plans in place for similar sulfur dioxide control at the Alma plants.

Similarly, nitrogen oxide emissions have been reduced by more than 50 percent since the 1970s. New state-of-the-art nitrogen oxide emission controls are also in Dairyland’s plans and will include equipment to reduce emissions of nitrogen oxide by an additional 50 percent or more.

The sulfur dioxide and nitrogen oxide control equipment is part of a major, \$400 million air emission control strategy well underway at Dairyland facilities. Major reductions in sulfur dioxide, nitrogen oxides, and particulate matter are realized through the controls, such as fabric filter “baghouses” designed to remove more than 99.5 percent of particulate matter from the exhaust gas stream. Baghouses were installed at the Genoa power plant and the John P. Madgett Station in Alma in 2007. These



baghouses remove 7,000 pounds per day more particulate matter compared to previous controls.

At Clark Electric Cooperative, our top priorities will continue to be to provide you safe, reliable access to electric power; offer that service as affordably as possible; and do both of those things in a fiscally and environmentally responsible fashion. ■



Extreme cold winter months can cause stress to the electric system, and your cooperatives want your help. During the next few months, local radio stations will broadcast peak alert messages from local Touchstone Energy Cooperatives, including Clark Electric Cooperative. When you hear a peak alert message, it means that your energy cooperatives are controlling their peak electrical demand and ask for your assistance in shifting your electric usage to other hours. Controlling energy usage helps your cooperative keep your costs down. Messages will be brought to you on high-demand days only. Beginning at 3 p.m., any voluntary controlling will be greatly appreciated. We thank you for your help. Following is a sample of a Peak Alert message you may hear on one of the local radio stations:

“Your local Touchstone Energy Cooperatives are declaring a peak energy alert today. Your local cooperatives are asking for your help. Cooperative members with dual fuel systems will be required to use their back-up systems. You can help by setting your thermostat no higher than 68 degrees. Please turn off all appliances and lights that are not needed and postpone chores requiring electricity until after 9 p.m. Critical peak alert hours are between 5 and 9 p.m. Your cooperatives appreciate your help.”

Clark Electric Cooperative Gift Certificates Available

*Need ideas about what to get that
someone special for the holidays?*

We all have someone on our shopping list who seems to have everything. How about giving them the gift of energy with a gift certificate from Clark Electric Cooperative?

If they receive electric service from Clark Electric Cooperative, contact our Billing Department at 715-267-6188 or 1-800-272-6188 to learn how to obtain a gift certificate.



Come Home for the Holidays!

Home to Clark Electric Appliance & Satellite

OPEN HOUSE

December 12 - 16

- Stop in and browse our showroom of appliances
- Surf the Internet with Wildblue
- View our wide selection of heating systems for your home



Coffee
Hot Chocolate
Cookies



Draw for
Prizes

Come in and share a smile, share the laughter!
Enjoy this holiday season with us.

IT IS OUR PLEASURE TO DO
BUSINESS WITH YOU!

Rita, Michelle, Ryan & Greg



Clark Electric
Appliance & Satellite, Inc.

GREENWOOD, WI
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Your Tomorrow's Energy Partner

Put a Shine on Holiday Savings!

Use LEDs This Holiday Season

Did you ever wonder what it costs to light up your home, business, or facility with that colorful cascade of twinkling holiday lights? Are you looking for ways to save money without sacrificing the spirit of the season? One bright and easy idea is to replace your traditional holiday lights with high-efficiency LED (Light Emitting Diodes) lights.

“Compared to traditional light strands, LEDs are up to 10 times more efficient, reducing energy consumption by as much as 90 percent,” according to Tim Stewart, CEO/general manager.

“As LEDs go into wider use during the holidays, they have the potential to make a significant dent in the electricity consumed for lighting, which helps ease pressure on both the pocketbook and the environment.”

Traditional screw socket bulbs use either 5 or 7 watts per bulb, so that a 25-light string consumes between 125 to 175 watts, of which less than 10 percent is used to create light. The rest is wasted and lost as heat. Conversely, LEDs produce very little heat, which contributes to their efficiency and reduces the risk of fire, making them safer to use.



Happy Holidays

The board of directors and employees of Clark Electric Cooperative would like to wish everyone a safe and happy holiday season. Our offices will be closed Monday, December 26, and Monday, January 2, in observance of the holidays.

- ✓ Must be purchased, and/or installed in 2011 (January 1 – December 31, 2011).
- ✓ Rebates are in place through December 31, 2011, or until funds, by incentive or in total, are depleted. (limit 12)
- ✓ A copy of your receipt must be submitted by Jan. 15, 2012. However, members are encouraged to submit their receipts as soon as the lights are purchased to ensure a rebate.
- ✓ Rebate not to exceed cost of efficiency equipment.
- ✓ Other restrictions may apply; contact the cooperative or visit our website at www.ccecoop.com under the Energy Info tab for details.

Even though LED light strands may cost a bit more, the energy savings and increased life expectancy can really pay off. Since LEDs last about eight times longer than incandescent bulbs — burning brightly for up to 50,000 hours — you’ll replace your light strands less frequently. Constructed of weatherproof materials and lacking fragile filaments, they’re impervious to moisture and not easily broken or damaged.

In addition to working to get the word out, Clark Electric Cooperative is providing members with more than the promise of energy savings this holiday season, but also a cash incentive for the purchase of LED light strands. Why? Because we believe that working together we really can save money, energy, and the environment. ■



Clark Electric Cooperative

Your Touchstone Energy® Partner



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