



Tim Stewart, CEO/Manager

October is Cooperative Month

October is National Cooperative Month. This is the month during which Americans celebrate cooperatives to raise awareness about the many benefits that cooperatives bring to our communities. Cooperatives exist in many forms and deliver a host of products and services such as financial services, grocery/food, dairy, grain, and of course energy. As I was preparing for this month's article, I thought you might be interested in how the cooperative business model started.

According to an article in the September 2013 issue of *Rural Electric*, the cooperative movement we know today traces its roots to a set of business guidelines drawn up by Charles Howarth, one of 28 weavers and artisans who founded the Rochdale Society of Equitable Pioneers in Rochdale, England, on December 21, 1844. The tradesmen had banded together to open a store selling food items they could not otherwise afford, starting out with a meager selection of butter, sugar, flour, oatmeal, and a few candles but soon expanding to include tea and tobacco. Eventually, the enterprise was so successful the group was able to open a cooperative factory and textile mill.

When introduced in the United States by the National Grange in 1874, these "Rochdale Principles" fueled a cooperative explosion. After being formally written down by the International Cooperative Alliance (ICA) in 1937 (and last updated in 1995), they evolved into the

seven cooperative principles used today. Although stated in many ways, the seven cooperative principles hold that a cooperative must provide:

1. **Voluntary and Open Membership:** Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.
2. **Democratic Member Control:** Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The elected representatives are accountable to the membership.
3. **Members Economic Participation:** Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative.
4. **Autonomy and Independence:** Cooperatives are autonomous, self-help organizations controlled by their members.
5. **Education, Training, and Information:** Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. They inform the general public about the nature and benefits of cooperation.
6. **Cooperation Among Cooperatives:** Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.
7. **Concern for Community:** While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

These principles are underpinned by six ideals — the values of Self-Help, Self-Responsibility, Democracy, Equality, Equity, and Solidarity. ►

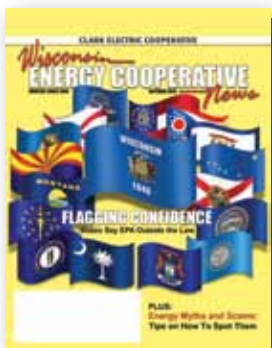


The Rochdale Pioneers

Above and Beyond

Electric co-op membership offers value far beyond affordable, reliable electricity

Here at Clark Electric Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 9,000 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing real value to you and the communities we serve.



Connecting with Members

So what exactly does real value mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Wisconsin Energy Cooperative News* in your mailbox every month, which keeps you informed about Clark Electric Cooperative, the electric industry as a whole, and what's happening at the state and federal levels. It's also providing the best possible service at the best possible

price, returning capital credits on an annual basis, and always remembering that members are the owners of this organization.

Real value also means getting the lights back on as quickly as possible and communicating with you as to how outages are progressing. Over a year and a half ago, the cooperative unveiled our outage information map on our web site that allows you to see outages and track our progress. If you are traveling away from home you can even see if you are part of a predicted outage. The application works with smart phones, tablets, and computers. All you need is access to the Internet.

Real value can also be seen with cooperatives helping cooperatives. Electric cooperatives nationwide have executed a mutual-aid agreement that brings line



Keeping the Lights On

crews in from other co-ops to help us restore power in the event of major storms. You may recall seeing our cooperative principles in action when cooperatives from Wisconsin sent line crews to the Gulf Coast in response to Hurricane Katrina.

Real value is commitment to community. In addition to providing opportunities for our youth through scholarships and leadership training, in 2004, Clark Electric Appliance and Satellite Inc. established the Adler-Clark Electric Community Commitment Foundation to support programs and events which enrich the lives of people of Clark County



Supporting the Community

October marks National Cooperative Month, when we take time to celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the communities we serve—is just one way we set ourselves apart. To learn more about cooperatives, visit co-opsusa.coop.

I would be remiss if I didn't mention our Annual Member Appreciation Day on Saturday, September 28, 2013. In celebration of Cooperative Month, Clark Electric Cooperative has partnered with Heartland Cooperative and North Hendren Cooperative to host a FREE pancake breakfast as a way to say thank you to our members. This is a family affair with breakfast being served from 7 to 11 a.m. In addition to the breakfast there are plenty of activities such as pumpkin painting, health screening, electronic recycling, and giant inflatables for the kids to play on. I hope to see you there. ■



Cooperating with Other Cooperatives

and the surrounding area communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations fund projects that will enhance the quality of life of local residents of this area. To date, the Foundation has awarded \$248,375 for community enrichment projects.

Think Safety During the Harvest Season

Harvest season can yield higher numbers of electrocution, shock, and burn injuries. Clark Electric Cooperative urges farm workers to avoid tragic accidents by using caution when completing farm activities that take place around power lines.

Equipment contacting overhead power lines is the leading cause of farm electrocution accidents in the Midwest. Many of these accidents occur near grain bins when augers make contact with power lines. Many types of farm equipment can come in contact with overhead power lines, creating a direct path for electricity. Tractors with front-end loaders, portable grain augers, fold-up cultivators, and equipment with antennas can easily become electrical hazards and must be operated with care. Know the location of power lines and keep farm equipment at least 10 feet away from them—below, to the side, and above.

Farm workers should remember these safety tips:

- Always lower portable augers or elevators to their lowest possible level—under 14 feet—before moving or transporting; use care when raising them.
- Be aware of increased height when loading and transporting larger modern tractors with higher antennas.
- Use a spotter to make sure contact is not made with a line when moving large equipment or high loads.
- Be careful not to raise any equipment such as ladders, poles, or rods into power lines. Even non-metallic materials such as lumber, tree limbs, tires, ropes, and hay may conduct electricity under certain conditions.
- Use qualified electricians for work on drying equipment and other farm electrical systems.
- Inspect farm equipment for transport height, and determine clearance with any power lines under which the equipment must pass.
- Review the possibility of underground utility supplies for new or replacement power lines.
- If you have a standby power system, review its location, operation, and importance with all workers.
- Never try to raise or move a power line to clear a path.

It's also important for operators of farm equipment or vehicles to know what to do if the vehicle comes in contact with a power line. It's almost always best to stay in the cab and call for help. Warn others who may be nearby to stay away and wait until the electric utility arrives to make sure power to the line is cut off.

If the power line is energized and you step outside,

your body becomes the path and electrocution is the result. Even if a power line has landed on the ground, the potential for the area nearby to be energized still exists. Stay inside the vehicle unless there's fire or imminent risk of fire.

In that case, the proper action is to jump—not step—with both feet hitting the ground at the same time. Do not allow any part of your body to touch the equipment and the ground at the same time. Continue to hop or shuffle to safety, keeping both feet together as you leave the area.

Once you get away from the equipment, never try to get back on or even touch it. Many electrocutions happen when the operator dismounts and, realizing nothing has happened, tries to get back on the equipment. ■

HEATING SEASON IS RIGHT AROUND THE CORNER!

GEOTHERMAL

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Journey Through Clark Electric's Moments in Time



Enjoy a historical journey through the life of Clark Electric Cooperative from its beginning in 1937 through its 75th year in 2012! Moments in Time, our 75th anniversary commemorative book, is available free to our members. Pick up your copy at Clark Electric's office, or call the office to have a book mailed to you. The book is also available online at www.cecoop.com.

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Pick up your copy while supplies last!



ELECTRIC CO-OPS WERE CONSTRUCTED WITH LINES, POLES, AND THE FOOLHARDY

NOTION THAT WE ALL PROSPER BY HELPING EACH OTHER.



It seems obvious in retrospect, but there was a time when getting electricity outside of the city limits wasn't a given. Today, the spirit of community that co-ops were built upon continues to thrive. And as members

we can all lend a hand by saving energy. Learn how at TogetherWeSave.com.



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***Some restrictions apply. Consult your tax professional for Federal Tax Credit restrictions. Utility rebate may require professional installation to qualify. For more information, visit GeoSpring.com or the utility website.

Clark Electric Coop rebate = \$400, Focus on Energy Rebate = \$300.

All rebates may not apply and may take 6-8 weeks for reimbursement.

****After mail-in rebate and Federal Tax Credit when replacing electric water heater. Excludes installation and taxes.



imagination at work



GEHS0DEDSR/5C



Energy Efficiency

Tip of the Month

Keep wintery drafts out of your home by sealing cracks and gaps. Weatherstripping around doors and windows works well when you can see daylight between the frame and the wall or floor. Use caulk to seal around the frames where you see gaps. For more tips and tricks, visit TogetherWeSave.com.

Source: TogetherWeSave.com



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