



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 crews in from other co-ops to help us restore power in



Keeping the Lights On

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 and the surrounding area communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations



Supporting the Community

fund projects that will enhance the quality of life of local residents of this area. To date, the Foundation has awarded \$300,000 for community enrichment projects.

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 www.cooperativenetwork.coop. ■



Cooperating with Other Cooperatives

Moments in Time Online



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 online at www.cecoop.com.



Left to right: Rita Sladich, CEAS; Dr. John Scaletta, CEAS director; Pat Lindner, CEAS director; Charles Lindner, CEC & CEAS director; Greg Shaw, CEAS; Charles Bena, CEC & CEAS director; Linda McAley, CEC; Linda Powers, River Valley Architects; Scott Johnson, CEC director; Dean Griffith, Market & Johnson Contractors; Marvin Verkuilen, CEC director; Justin Geissler, Market & Johnson Contractors; Tim Stewart, CEO of CEC and president of CEAS; Mike Schaefer, CEAS director; Jim Hager, CEC director; Jason Plante, Market & Johnson Contractors; Herman Seebandt, CEC director; Allen Jicinsky, CEC director; Mike Ruff, CEC; and Verlyn Schalow, CEAS director.

Construction Begins on CEC Headquarters

On Thursday, August 28, 2014, the official ground-breaking for the new Clark Electric Cooperative headquarters facility was held. The new facility will be located west of Greenwood, just off Highway G. The 44,500-square-foot building will be comprised of the main office, warehouse, and vehicle storage areas. The project manager will be Market and Johnson, with architectural services provided by River Valley Architects.

The new facility focuses on efficiency and renewable energy. For instance, the new building will incorporate a state-of-the-art geothermal heat pump system. This type of system uses the stored solar energy of the earth to heat and cool the building for a fraction of the energy and cost of traditional methods. The building will also incorporate features such as passive solar heating through window and building orientation, energy efficient lighting, and automated system controls.

Construction began in early September and is planned to be completed by the end of June 2015. Clark Electric Cooperative's present buildings (three commercial buildings on or near Main Street, Greenwood, Wisconsin) are for sale. Interested parties can contact the cooperative's CEO/general manager, Tim Stewart at the cooperative office.

Participating in the ground-breaking were Clark Electric Coop-

erative Board of Directors, management, and staff; Clark Electric Appliance and Satellite Inc., Board of Directors, management, and staff; representatives from Market and Johnson as well as River Valley Architects.

Brief History

Clark Electric Cooperative was founded April 1, 1937, and moved into our existing facilities in 1948. Throughout the years an auditorium building (1964), two warehouse facilities, and a pole yard were added to help meet our needs.

In 1988, the cooperative purchased land west of Greenwood for the purpose of building a pole yard, warehouse space, and a possible industrial park. To that end, the park has had infrastructure installed, including electrical, sewer, water, and a road. The cooperative's pole yard and warehouse are already located at the site. ■



Think Safety During the Harvest Season

Harvest season can yield higher numbers of electrocution, shock, and burns. Clark Electric Cooperative urges farm workers to use 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, 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.

If a vehicle or equipment comes in contact with a power line, it's almost always best to stay in the cab and call for help. Warn others to stay away, and wait until the co-op arrives to make sure power to the line is cut off. If you must exit the vehicle, jump—not step—with both feet hitting the ground at the same time. Do not let any part of your body touch the equipment and the ground at the same time. Hop or shuffle to safety, keeping both feet together. ■



GEOTHERMAL

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Clark Electric Cooperative

Your Touchstone Energy® Partner



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