



# Clark Electric Cooperative Asks Your Help in Limiting Summer Energy Costs

### *Do the Summer Shift: 11 a.m. to 7 p.m.*

**Tim Stewart, CEO/Manager**

**A**s member-owners of Clark Electric Cooperative, you have proven your ability each summer to help limit power costs for the membership. We appreciate your participation in the cooperative's Summer Shift program, as it has helped control wholesale costs to the cooperative in each of the past several years.

While changing the time of day you use electricity in the summer doesn't appear as a line item credit or obvious reduction in price on your utility bill, it actually limits exposure to price increases for the cooperative and our members. It truly saves all members from costly power surcharges each summer. We call it avoided cost.

It may seem odd, but it costs less to provide electricity for your use during certain hours of the day and days of the week. Because consumers in our regional energy pool use more electricity summer weekdays from 11 a.m. to 7 p.m., it is most costly to provide our members with adequate power during those hours. As an analogy, think of the maximum electricity use in those hours as "electricity rush hours" for the large population in our regional energy pool. Adequately providing as much electricity as consumers need causes power generation of every sort to be maximized and transmission routes to reach capacity, and costs can become extremely high—reaching many multiples of our typical rates.



We do have options, though. Our energy provider, Dairyland Power Cooperative, continues to encourage us to help limit Clark Electric Cooperative's summer wholesale electricity costs by shifting members' electricity use to lower cost times on summer weekdays—either before 11 a.m. or after 7 p.m.

Do the Summer Shift to help control costs. It's easy and the kids can help:

- Shift energy use outside the hours of 11 a.m. to 7 p.m., especially on summer weekdays.
- Delay the dishwasher.
- Turn up the thermostat.
- Shift the start of the laundry.
- Be conscientious of the time of day when using computers, televisions, and electronic games.
- Take advantage of daytime natural light in offices and homes.

We're confident that our members' combined efforts to move electricity use outside the hours of 11 a.m. to 7 p.m. in the summer will make a difference. If you would like to read further, take a look at this link to more information and energy efficiency tips from the U.S. Department of Energy, <http://energy.gov/articles/resolve-save-energy-year>, or Touchstone Energy, [www.togetherwesave.com](http://www.togetherwesave.com). Give us a call at Clark Electric Cooperative at 715-267-6188 or 1-800-272-6188 with any questions you have.

Thank you for your participation in this valuable effort. Do the Summer Shift! ■

## ***We Have Moved!***

**We have moved to our new facilities located at 1209 W Dall-Berg Road, Greenwood, WI 54437.**

*We are located one mile west of Greenwood. Turn west on Cty Hwy G, go through the blue bridge, turn south on River Road. We are to the right on Dall-Berg Road.*

## **Community Solar Project**

Construction for Clark Electric Cooperative's Community Solar Project is scheduled to begin in Mid-July at the new cooperative facility. There are still a limited number of subscriptions available! Call us at 800-272-6188, stop into our office or visit our website at [www.cecoop.com](http://www.cecoop.com) for more details.

# Clark Electric Cooperative Awards \$9,000 in Scholarships

## *Congratulations to the Following Students*

**C**ongratulations to these 12 area students who have each been awarded a \$750 scholarship through Clark Electric Cooperative's Federated Youth Scholarship Program.

Each year we offer scholarships to high school students whose homes are served by Clark Electric and who 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 is a non-profit charitable foundation serving cooperatives in Wisconsin.

Concern for Community is one of the co-op principles; helping our youth further their education is one way we demonstrate that principle. Clark Electric is proud to help these fine young people meet their educational goals. ■



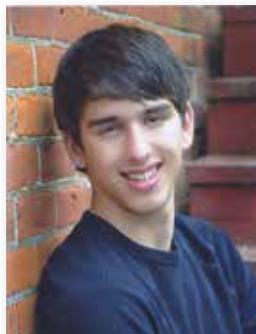
**Aija Kopca**  
Abbotsford High School  
Daughter of Dale and  
Juanita Hammel  
UW-Madison,  
Business



**Megan Karau**  
Colby High School  
Daughter of Steven and  
Kerrie Karau  
NCTC,  
Sign Language Interpreting  
- Education



**Cheyenne Redcay**  
Granton High School  
UW-Wood County,  
Education



**Hunter Hackel**  
Greenwood High School  
Son of Mike and  
Louise Hackel  
Western Technical College,  
Architectural Technology



**Jake Rueth**  
Loyal High School  
Son of Rick and Pam Rueth  
UW-Platteville,  
Animal Science



**Joy Schwanz**  
Marshfield High School  
Daughter of Chris and  
Heidi Schwanz  
Chippewa Valley Tech. College,  
Physical Therapist Assistant



**Taylor Hennen**  
Neillsville High School  
Daughter Randy and  
Lee Ann Hennen  
UW-Green Bay,  
General Biology



**Bryce Niemi**  
Owen-Withee High School  
Son of Roger and  
Ellen Niemi  
UW-Whitewater,  
Pre-physical Therapy



**Faith Becker**  
Spencer High School  
Daughter of Daniel and  
Bernice Becker  
UW-Eau Claire,  
Communications, Sciences,  
and Disorders



**Clint Warminski**  
Stanley-Boyd High School  
Son of San and Donna  
Warminski  
Winona State University,  
Undecided



**Abigail Wisniewski**  
Thorp High School  
Daughter of Allen and  
Tara Wisniewski  
Concordia University-Nebraska  
Director of Christian Education



**Leroy Steiner**  
Abbotsford Christian Academy  
Son of Christopher and  
Rebecca Steiner  
UW-Eau Claire,  
Communications

## 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 severe and cause brief outages.

As a member of Clark Electric Cooperative, your power is extremely reliable. We are very proud of this because day in and day out, we work hard to maintain exceptional levels of reliability. There are no shortcuts to achieving reliable power. It's labor, time, and capital-intensive... and it's an area 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's power at the substation and the feeder lines have been repaired, the tap lines off the three-phase feeder lines are repaired. The last lines to be repaired are the single-service outages. In general the lines that will get the most services energized in that particular area are repaired first.

Clark Electric Cooperative utilizes Cooperative Response Center (CRC) to answer our telephones after

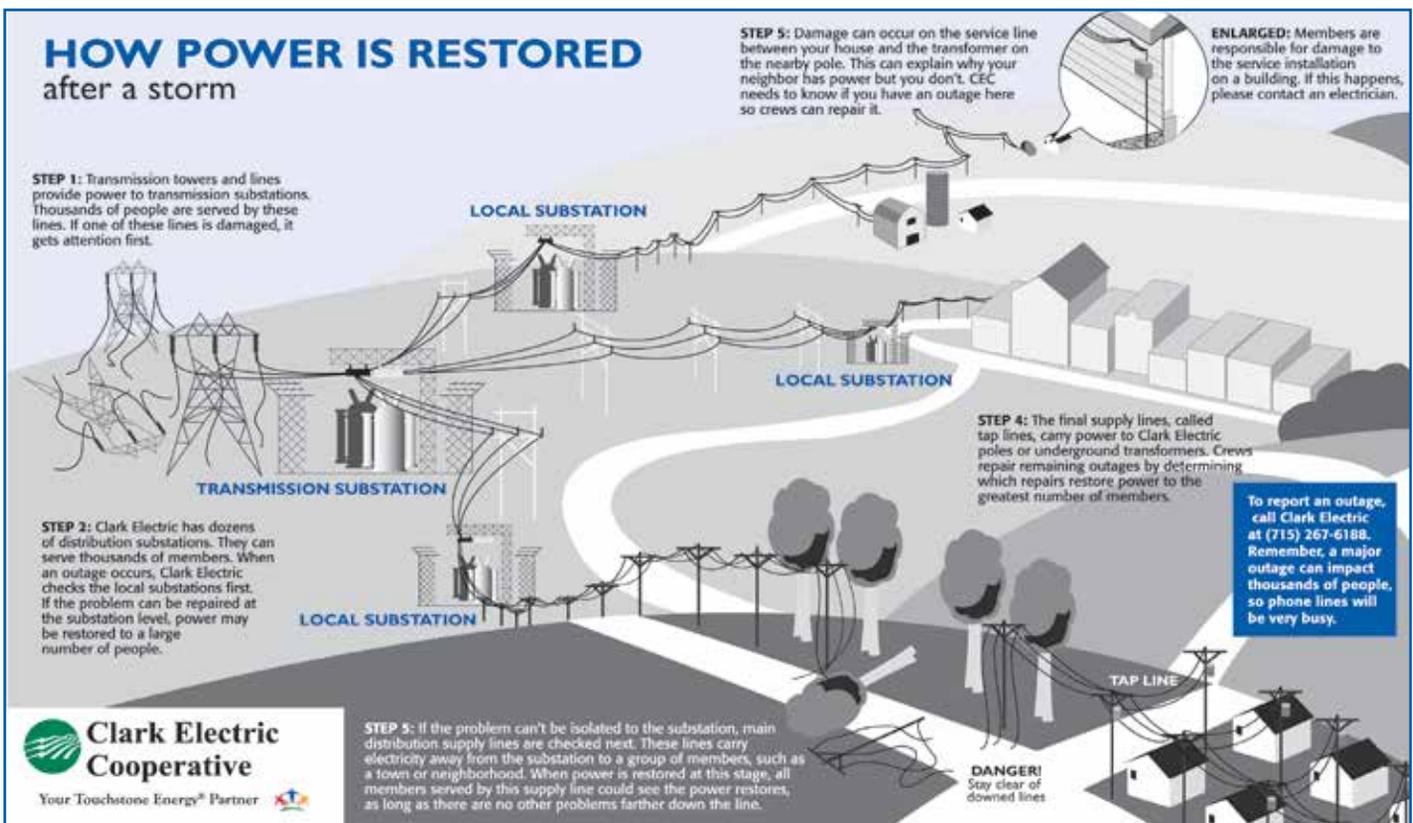
normal business hours and/or during very high-volume telephone traffic. CRC is best equipped to handle the large amount of calls that come during a large-scale outage. Members may be greeted by an automated attendant that will prompt you through the steps necessary to report your outage. By allowing CRC to answer incoming calls, we are able to concentrate on getting service restored as quickly as possible.

Clark Electric Cooperative has a mutual aid agreement with other electric cooperatives throughout the country. We've helped other cooperatives restore power after severe storms affected much of their service territory.

### Power Outage Viewer

Clark Electric Cooperative introduced our Online Outage Map in April 2012. The power outage map can be found on our website, [www.cecoop.com](http://www.cecoop.com). Simply click on the outage tab and then on the Outage Map tab which will display a map with the outline of the Clark Electric cooperative service territory. The map will not show any activity most of the time. That is a good thing as it means that there are no outages.

The map is updated every five minutes and is tied ▶



into our outage management system. Outages are color coded according to the number of members affected. In addition, as outages occur a table is built that tells you how many members are affected and the percentage of members off. You have the ability to sort the outage information by township, zip code, or county. If you are traveling away from home and want to know if you are affected by an outage, you can log in to your Smarthub account to see if you are predicted out of service or not. This online outage map is especially helpful during times of severe weather that result in widespread power outages. The map shows areas hardest hit, helps chart progress on power restoration, and helps provide feedback at a click of a button. The map not only works with your computer but works with your mobile devices such as your smart phone, iPad, or tablet.

Even with this great technology, it is still vitally important to report power outages anytime they occur. ■



Clark Electric Cooperative's office will be closed **Friday, July 3**, for the Fourth of July holiday.

**SUMMER COMFORT IS EASIER THAN YOU THINK.**





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**SAVE THE DATE**

Plan to join us on Saturday, September 19, for Kick Off to Cooperative Month and Member Appreciation Day/Open House at the new facilities located at 1209 W Dall-Berg Road, Greenwood. There will be a free pancake breakfast and fun activities for all.



**Clark Electric Cooperative**  
Your Touchstone Energy® Partner 

**Tim Stewart, CEO/Manager**  
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Greenwood, WI 54437

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[www.cecoop.com](http://www.cecoop.com)