



**Clark Electric  
Cooperative**

Your Touchstone Energy® Partner



Tim Stewart,  
CEO/Manager

## FINDING THE VALUE OF ELECTRICITY

**E**lectricity. We use it every day, and in today's technological world, we could barely function without it. It seems that prices for just about everything these days are increasing. The cost of rising energy

prices is certainly on everyone's minds. It seems like every month we hear about issues ranging from energy efficiency, renewable standards, smart grid technologies, increasing regulatory compliance requirements (such as EPA rulemakings), and adding environmental controls to generation facilities.

### Electricity remains a good value

All of this got me thinking about what the value of electricity really is. At Clark Electric Cooperative the average rate is approximately 11 cents per kWh. But what is a kWh hour and how long does it last?

A kWh is a measure of electric use. Kilo stands for 1,000. For example a kilogram is 1,000 grams. A kilowatt is 1,000 watts of electricity. So a kilowatt-hour is 1,000 watts of electricity used for one hour of time. An old 100-watt light bulb uses 100 watts of electricity every hour it is on. So, if

**If an average residential house uses 1,000 kWh per month, that would be approximately \$4.32 per day.**

you left a 100-watt light bulb on for 10 hours it would use one kWh. The newer compact florescent light bulbs (CFLs) use less electricity. A 25-watt CFL bulb left on for 40 hours would use one kWh.

So, for 11 cents you get 40 hours of light if you turn

it on four hours a day. That's 10 days of light. That's about a penny a day. What if you had 20 of these in your house? If you turned them all on for four hours a day, that would cost you about 20 cents a day. Twenty cents a day for all that light.

Let's look at some other appliances. A dishwasher uses approximately 2 kWh per day—that's 22 cents per day. A side-by-side refrigerator uses approximately 8 kWh per day—that's only 88 cents per day to keep your food cold/frozen. A coffee maker uses 1–2 kWh per day, again 11 to 22 cents per day. Let's talk about entertainment. A 42-inch LCD television will use 2 kWh per day. A plasma TV would use 3–4 kWh per day, or 44 cents per day. An electric water heater for a family of four uses approximately 15 kWh per day. That's about \$1.65 per day for hot water.

Let's take a look at this another way. If an average

residential house uses 1,000 kWh per month, that would be approximately \$4.32 per day. ((1,000 kWh X .11 cents) + \$24 fixed charge = \$134) / 31 days = \$4.32 cost per day). In today's world, you won't find many items that cost less than \$5.

I urge you to think about your daily necessities (electricity and gasoline to name a few), and then think about the cost of some other items such as fancy latte coffee drinks or a stop at a fast-food restaurant. We often don't question the cost of these items, which is often more for that single item than it is for an entire day's worth of electricity. If at times it doesn't seem that electricity is affordable, remember—even as demand for electricity grows—annual cost increases still remain low, especially when compared to the rising prices of other commodities, such as medical care, education, rent, groceries, coffee drinks, and even hamburgers from a fast-food restaurant.

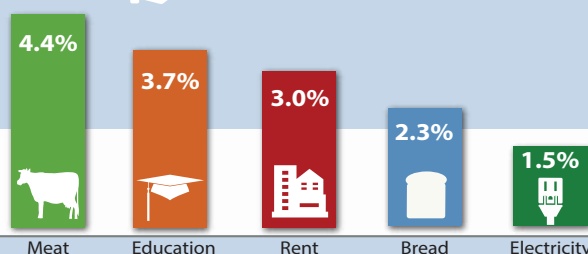
Remember, electricity cools and heats our homes, cooks our meals, pumps and heats our water, powers our computers, provides lighting, cleans our clothes, milks cows, and offers a host of other labor-saving applications. Talk about entertainment: Electricity powers items such as TVs, VCRs, DVDs, stereos, gaming consoles, shopping centers, restaurant, and casinos. When you stop and think about what all electricity does and the true value that it holds, I believe electricity provides exceptional value for the cost. Electricity—Where would we be without it?

### Electricity Remains a Good Value

The cost of powering your home rises at a slower pace than many of your typical expenses. Compare the average price increase of these expenses each year over the last five years, and the value of electricity shines.

**Clark Electric has not had a change in our base rates since MARCH 2013!**

**Average Annual Price Increase  
2010-2015**



Source: U.S. Bureau of Labor Statistics Consumer Price Index

MY CO-OP



Clark Electric Cooperative's office will be closed Monday, September 5. Have a safe and happy Labor Day weekend!

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# Back to School Supplies Drive



Clark Electric Cooperative is sponsoring a School Supplies Drive so our employees and members can donate back-to-school items to help families who are having difficulty providing the proper tools for their children to succeed in school.

**Donations will be delivered to local school districts for distribution to needy families**

### Drop-off location

**Clark Electric Cooperative**

1209 W Dall-Berg Rd., Greenwood, WI 54437

From Greenwood: West on G to 2nd left after the bridge – turn on River Road, then Dall-Berg Road.

8:00 a.m. to 4:30 p.m. Monday through Friday

### Needed supplies

- |   |                               |
|---|-------------------------------|
| #2 wooden yellow pencils                        | Colored pencils               |
| Ballpoint pens                                  | Washable markers              |
| Plain pocket folders                            | Watercolor paints             |
| Spiral notebooks – wide ruled                   | Highlighters                  |
| Notebook paper – wide ruled                     | Zipper binders                |
| 3-ring binders                                  | Protractor                    |
| Box of 24 or 64 crayons<br>(preferably Crayola) | Ruler (1/8 scale and metric)  |
| Pink erasers                                    | Scissors (preferably Fiskars) |
| Glue bottles                                    | Backpacks                     |
| Glue sticks                                     | Kleenex                       |
| Dry erase markers                               | Deodorant                     |

Monetary donations are also welcome. Supplies will be purchased with the funds and distributed along with the other supplies to the schools.

**Donation  
deadline is  
August 21!**

## CLARK ELECTRIC CREW RESPONDS TO ROPE (Restoration Of Power In An Emergency)

Clark Electric Cooperative responded to a call to assist Barron Electric Cooperative after strong thunderstorms with high winds hit that cooperative's service territory through the night of Saturday, June 25, and into the next morning.

Around 3 a.m. Sunday, June 26, Clark Electric received a call that Barron Electric Cooperative needed help restoring power to some of its members who were still out of power from the storm the night before. Linemen Josh Burns and Mike Hackel volunteered to head north to assist Barron Electric crews in restoring power to their members.

ROPE, or Restoration Of Power in an Emergency, is a very unique program of co-ops helping co-ops. It is administered by Dairyland Power Cooperative on behalf of all of its member cooperatives.



When a major storm rolls through a cooperative's service territory and causes extensive damage to its distribution system, that co-op can call Dairyland Power and activate the ROPE program. Dairyland Power will then go to work

to find crews from other cooperatives unaffected by the storm to help restore power to the affected cooperative's system. Electric cooperatives typically have large service territories with a limited number of linemen to cover them, so it's nice to know help is just a phone call away through the ROPE program, said CEO/General Manager Tim Stewart.

Clark Electric Cooperative has sent crews to a number of other cooperatives in recent years, including Washington St. Tammany Electric Cooperative in Franklinton, Louisiana, after Hurricane Katrina. While Josh and Mike volunteered to respond to the latest call for help at Barron Electric Cooperative, every one of our linemen at Clark Electric stands ready to assist other cooperatives through the ROPE program.

## *Celebrate the Kick-off to Cooperative Month*

### **A FREE Pancake & Sausage Breakfast**

Activities for kids of all ages



## **MEMBER APPRECIATION DAY & Kick-off to Cooperative Month**

### **Saturday, September 24**

7 a.m. to 11 a.m. at the Clark Electric headquarters,  
just west of Greenwood on CTH G



### **Clark Electric Cooperative**

1209 W. Dall-Berg Rd. P.O. Box 190, Greenwood, WI 54437  
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# Safety First ALWAYS



Safety First Always is the motto linemen live by. Linemen work in a very hazardous profession: They work around large equipment, high in the air, on and around high-voltage equipment, in all kinds of weather conditions, both day and night. In fact, according to the U.S. Bureau of Labor Statistics, utility linework is among the nation's top 10 most hazardous professions.

Clark Electric Cooperative participates in the National Rural Electric Cooperative Association's Rural Electric Achievement Program (RESAP) to help stress the importance of electrical safety. One of the components of the program is monthly safety meetings. These safety meetings consist of classroom training as well as hands-on training and equipment testing. At least one meeting a year is conducted in the field. The field visit consists of inspections of the job sites, proper use of personal protective equipment (PPE), proper traffic control, proper operating procedures, and an overall inspection of tools and equipment to ensure they are in good working condition. Safety First Always is a good motto to live by for all of us.



Pictured here and at the top is the safety instructor from Dairyland Power Cooperative conducting a safety inspection of one of our crews in the field.

## IN BRIEF

### Wind and solar dominate new generation

A first-quarter infrastructure report from the Federal Energy Regulatory Commission Office of Energy Projects finds renewable energy making up almost all new generation capacity added in the United States so far this year: 1,291 MW compared with just 18 MW of natural gas and no nuclear or coal. More than 700 MW of wind and 500 MW of solar were added in the first three months from a combined 53 facilities. Out of nearly 1.2 million MW of installed power plant capacity in the United States, natural gas leads the way with 500,000 MW (43 percent), followed by coal at 302,000 MW (26 percent; nuclear, 107,000 MW (9 percent); hydro, 100,000 MW (8.5 percent); wind, 75,000 MW (6 percent); and oil, 45,000 MW (4 percent). Solar totaled 16,000 MW (1.4 percent), nearly identical to biomass.

Source: CFC Solutions, May 9, 2016



## GEO THERMAL

When COMFORT Matters

Looking for an efficient, cost effective and environmentally friendly heating and cooling system? A geothermal heat pump is the greenest system available. Geothermal systems don't emit carbon dioxide, carbon monoxide or other greenhouse gasses that can be harmful to the environment or, more importantly, your family. Save money and rest easy knowing your family will be comfortable and safe.



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