



Tim Stewart,
CEO/Manager

OCTOBER IS CO-OP MONTH



Clark Electric
Cooperative

Your Touchstone Energy® Partner

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

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 9,400 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.

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. 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

Then. Now. Always.
We're proud to power your life.
October is National Co-op Month.



#PowerOn



best possible price, returning capital credits on an annual basis, and always remembering that members own 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. The cooperative has our outage information map on our website that allows you to see outages and track our progress. We also offer a service where we text you 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 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 and Florida in response to hurricanes.

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 that enrich the lives of people in Clark County and the surrounding 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 for residents of this area. To date, the Foundation has awarded \$542,760.

October marks National Cooperative Month, when we 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, please visit www.cecoop.com or cooperative.

GEOTHERMAL
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 gases 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.

Contact Greg today for your heating system check-up at our **SPECIAL FALL RATE**

Clark Electric Appliance & Satellite, Inc.
Your Touchstone Energy® Partner

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ENERGY ASSISTANCE AVAILABLE FOR QUALIFYING MEMBERS

The winter heating season has now begun. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people. Certain government organizations can offer heating assistance or point you in the direction of a group that can help.

The Wisconsin Home Energy Assistance Program (WHEAP) administers the federally funded Low Income Home Energy Assistance Program (LIHEAP) and Public Benefits Energy Assistance Program. LIHEAP and its related services help more than 230,000 Wisconsin households annually.

Eligibility You may be eligible for weatherization services if:

- You received benefits from WHEAP or your gross income for the last three months is equal to or less than 60 percent of Wisconsin's median income (SMI) for your family size.
- Your dwelling/apartment has not been weatherized before.

- Your household meets certain priorities that may include a high energy burden or use, an elderly or disabled member or a child under six.

For more information and application details, please contact your local office:

Clark County715-743-5233
Department of Social Services

Chippewa County.....715-726-7862
Department of Human Services/
Economic Support

Marathon County..... 715-842-3111
Energy Services, Inc.

Taylor County.....715-748-6123
Human Services Department

Wood County
Department of Social Services
Wisconsin Rapids office ...715-421-8600
Marshfield office.....715-387-6374

Jackson County715-284-4301
Department of Health & Human Services

To learn more or to locate your local agency, call toll free 1-866-HEATWIS (432-8947) or visit homeenergyplus.wi.gov. Other Resources for Energy

WHEAP Income Guidelines for the 2020–2021 Heating Season

60 percent of state median income guidelines

Household Size	One Month Income	Annual Income
1	\$2,490.08	\$29,881
2	\$3,256.33	\$39,076
3	\$4,022.50	\$48,270
4	\$4,788.67	\$57,464
5	\$5,554.83	\$66,658
6	\$6,321.00	\$75,852
7	\$6,464.67	\$77,576
8	\$6,608.33	\$79,300

and Weatherization Programs—**CEC Website:** www.cecoop.com, click the Bill Payment Tab and then the energy assistant link; **Focus on Energy Targeted Home Performance with ENERGY STAR®:** 1-800-762-7077 or visit www.focusonenergy.com; **Keep Wisconsin Warm Fund – Bill Pay Assistance:** 1-800-981-WARM (9276) or visit www.kwwf.org. (Source: Wisconsin Department of Administration)

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 dedicated to pole-top rescue procedures.

The meetings consist of inspections of the trucks, 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 at right is one of our linemen performing pole-top rescue using a weighted, life-sized training prop.



"Milk Gallon Giveaway" provides more than 14,000 gallons of milk

Promotion supports Wisconsin farmers, electric co-op members

Clark Electric Cooperative, in partnership with the Wisconsin Electric Cooperative Association, Kwik Trip, and other participating Wisconsin electric cooperatives, delivered 14,016 gallons of milk to members in June's Milk Gallon Giveaway. Clark Electric members redeemed coupons provided in June's *Wisconsin Electric Cooperative News* for 1,070 gallons of milk at area Kwik Trip Stores.

"The pandemic affects us all, and our farmers have been hit particularly hard," said Clark Electric CEO/General

Manager Tim Stewart. "Thank you to our members, and our partners for making this promotion a success, and helping us offer a little relief during this difficult time. We are all in this together."

The promotion was offered in connection with June Dairy Month. According to Kwik Trip, coupon promotions typically result in 2–5 percent redemption rate. The Milk Gallon Giveaway had a 12 percent redemption rate, with some co-op areas registering as high as a 18 percent redemption.

Wisconsin's member-owned electric cooperatives serve 57 percent of all dairy farms in the state. The industry continues to be hit hard by the impact of the coronavirus and the public health emergency.



TEXT MESSAGING & NOTIFICATIONS

Clark Electric Cooperative is pleased to offer a new outage text messaging/notification program. The goal is to help keep you informed via text messaging to your mobile device regarding an outage status and other information. It is FREE and easy to do.



Sign Up for Text Messaging

Six Easy Steps

1. Go to our web site at www.ccecoop.com. Under News/Events you will see a link that says outage text messaging and notifications—sign up here. Click that link.
2. This will take you to the sign-up page. You can watch a tutorial on how to sign up (**strongly recommended**) or you can start the process by clicking Introducing Outage Notifications.
3. End user terms and conditions of use comes up. Click Accept to continue.
4. The site will then ask you for your account and mobile phone number. Input those. **IMPORTANT:** Your phone number must be on file in order to sign up. If your phone number is not on file you will NOT be able to continue. You can email, call, or send us that information.
5. A verification code will be sent to your phone. Input that code.
6. Once inside the portal will bring up account summary. Click the blue pencil beside your account and follow instructions.

Texting an Outage

Once you're signed up for the service, just text Outage to 55050 to report your outage. Once your outage is restored, you will receive a text.

If you have any questions please contact our office at 715-267-6188.



SMARTHUB: An easy way to manage your energy bill

SmartHub means you have options when it comes to managing your energy bill at Clark Electric Cooperative. Have you ever wondered when your highest electric usage takes place? Have you wondered why your energy bill is what it is? SmartHub helps you determine those answers. If you have not signed up, you're missing out on a lot of smart benefits including:

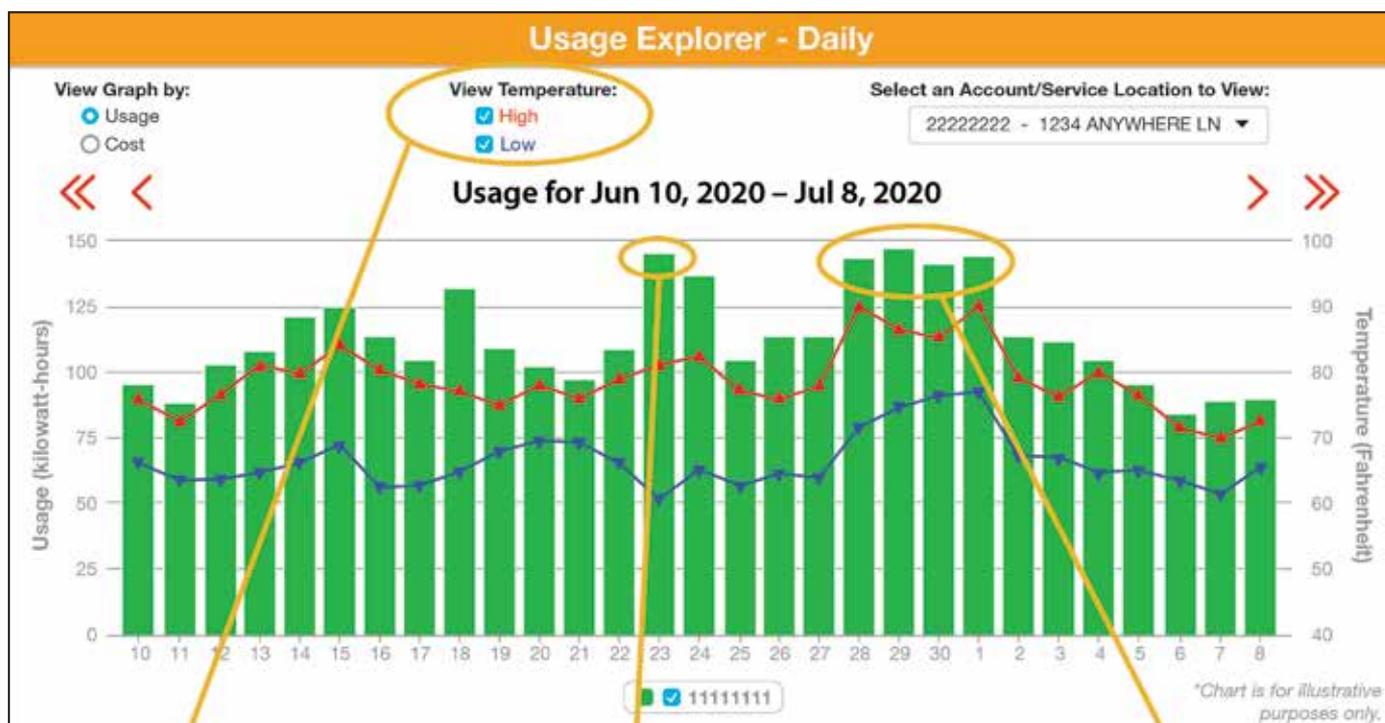
- Pay your energy bill online
- Set up your energy bill for automatic payments

- View your billing history
- View and manage your electric usage
- Identify ways to lower your energy bill
- And, even report an outage

After logging into your account, you'll find the Usage Explorer under the My Usage tab. If you turn on the View Temperature option, you'll see what the weather was like, by your zip code, for any billing period. It's one of the best

ways to see the effect the summer weather has had on your electric usage. This is especially helpful considering nearly 50 percent of a typical home's energy bill is due to heating and cooling costs.

It's easy to sign up for SmartHub. Just go to www.cecoop.com and click on the link. All you need is your electric account number, your last name, and an email address. Or, you can download the CEC version of the SmartHub app to your smart-phone or tablet from the Apple App Store or the Google Play Store.



Tip: Analyze your usage by selecting the View Temperature feature. It shows the daily highs (red) and lows (blue) along with your daily energy usage. This allows you to see the correlation between high temps and higher usage.

It's only natural for usage to go up when it's really hot or really cold outside. The greater the difference between the outside temperature and your thermostat setting, the longer and harder your AC or heating system will work to make up the difference—and the more it will cost. For example, if it's 102 outside and your thermostat is set to 78 degrees, that's a 24-degree difference. If you lower the setting to 72 degrees, the difference is increased by another 6 degrees. Tip: For every degree you raise your thermostat in the summer or lower it in the winter, you can save about 4 to 6 percent on your cooling and heating costs.

The number of hours that temperatures are high outside, and the number of consecutive days they stay high, affect energy consumption—it will take your AC longer to cool down your home after baking in the sun all day. When evenings remain warm, it takes even longer. Plus, your family may be using more electricity as they spend more time inside watching TV and playing video games.

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