

NEW CEO/GM HIRED BY BOARD

Experience will be a Big Benefit for the Cooperative

It is with great pleasure that I introduce Timothy E. Stewart to all our members as your new chief executive officer and general manager. He was a unanimous choice of the board of directors.

Stewart comes to Clark Electric from Southwest Iowa Service Cooperative, which is a result of a merger of Southwest and Rideta Electric Cooperative in Mount Ayr, Iowa. Tim was general manager of Rideta since 1993. Prior to that he was director of finance and office services for five years with Clarke Electric Cooperative, Inc., also in Iowa.

Tim has a Master's of Business Administration Degree from Northwest Missouri State University and a Bachelor's of Business Administration Degree from University of Iowa.

The Stewart family, in addition to Tim, includes his wife, Michelle, and two of their children, Molly and Mathew, who are living in Greenwood. The Stewarts have one other married daughter, Mikki, living in Iowa. He also enjoys family-related events, outdoor recreational activities, sports, and gardening.

I really look forward to working with Tim as we have some of the same business ideas, and I feel confident that Clark Electric Cooperative will be in great hands when I officially leave at the end of 2004. Welcome Tim Stewart and family. ■

Dick Adler
CEO/General Manager



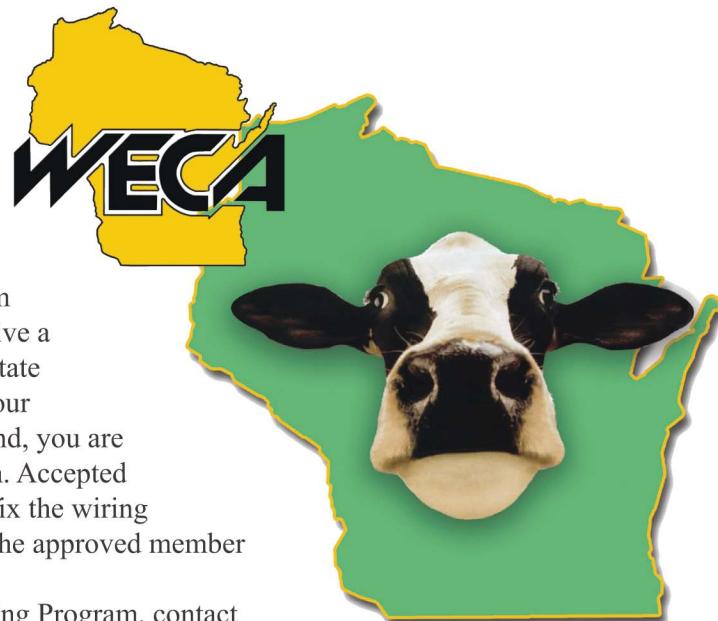
*Timothy E. Stewart
Clark Electric Cooperative's
fourth CEO/general manager*

SAFETY FIRST

Is Your Farm Wiring Safe?

Safety is always a concern for our employees as they work around electricity. Is safety a concern of yours, especially with wiring on your farm? Clark Electric Cooperative, along with the Wisconsin Electric Cooperative Association (WECA), has developed the Safety First Program for farms. You can have your farm wiring inspected and receive a report on the condition of the electrical service. A Certified State Electrical Inspector does this inspection; there is no cost for our members to have this service performed. If problems are found, you are then eligible to participate in the Safety First Wiring Program. Accepted applicants can receive up to \$4,000 in a grant to improve or fix the wiring problems. If more money is needed to complete the project, the approved member can then borrow up to \$16,000 to complete the project.

To receive more information about the Safety First Wiring Program, contact Clark Electric Cooperative's Operation Department by calling 267-6188 or 800-272-6188. You can also find information on our web site www.cecoop.com. ■



EXCITING CHANGES

Excellent Customer Service Still a Priority

Ten years might not seem like a long time, but in the business world 10 years is major milestone.

With that in mind, 10 years ago, we became part of an exciting new business adventure that our members wanted and needed. DirecTV was launched, literally—the cooperatives across this country helped to put the first satellite in space.

When we started providing DirecTV service, we had to purchase a franchise area from DirecTV for a set amount of years. Our franchise area included Clark, Wood, Taylor, and western Marathon counties, areas that overlapped most of Clark Electric Cooperative's members. From our first customer to the more than 6,800 customers we have now, we've been there for you. As technology changed and new and better equipment came out, we made sure you were aware of it. As programming packages changed and expanded, we provided you with those changes. Our staff members are some of the best; they are all dedicated to providing you with the best service available. And let's not forget Ernie, our installer and troubleshooter who comes to your house.

As businesses grow and prosper, changes need to happen to continue the success, service, and support that you've been accustomed to. As of July 14, 2004, we began a new adventure with DirecTV—as a service provider and retailer. The contract for the franchise area

has now ended. But, that doesn't mean we won't be here or you won't have your DirecTV. We will continue to provide our customers with the best service and programming that only a local presence can provide.

The territories that had been established at the onset of DirecTV will no longer exist. DirecTV will become united as one provider. Clark Electric Appliance & Satellite, Inc., along with other DBS members will now become a Call Center and Retailer for DirecTV. What does that mean to you? It means that we will continue to provide you excellent customer service, just as we always have.

This new business adventure will allow us to install and provide programming to anyone regardless of the area they live in. The many promotions and programming specials that you see on television or hear on the radio from DirecTV will also be available through Clark Electric Appliance & Satellite, Inc.

We look forward to this new adventure and to continuing to serve our members and customers. ■



Jr. Board Is Convened



Young Leadership

Clark Electric Cooperative's 2004 Junior Board was introduced to the cooperative's board of directors at the July board meeting. The Junior Board will also participate in the board tour of the system later this summer. The Junior Board members also represent Clark Electric at the annual Youth Leadership Congress held at the UW–River Falls at the end of July. This year's Junior Board representatives are, front row, left to right: Rebecca Schoen, Neillsville High School; and Michelle Stieglitz, Greenwood High School. Back row: Tait Turnquist, Greenwood High School; Lyssa Seefeldt, Colby High School; and Fashan Becker, Colby High School. Not pictured: Krista Miller, Owen–Withee High School. ■

Your Meter Won't Take a Vacation With You

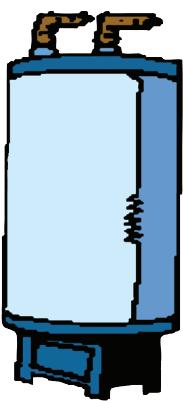
Understanding Electric Usage

When vacation time comes and you're planning to be gone for a couple of weeks or so, your electric bill should decrease significantly. Right? Wrong!

Many people believe that when they leave on vacation, their electric meter stops until they return. If they are on vacation for two weeks, they expect their electric bill to be cut in half.

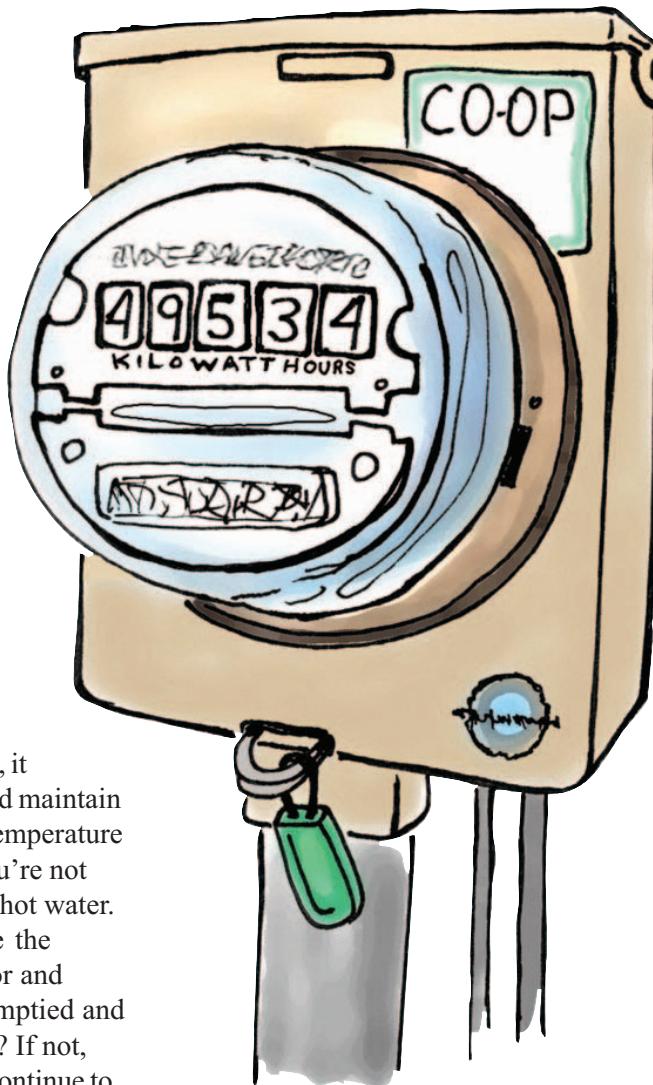
Ask yourself a few questions before assuming your electric bill should decrease by any considerable amount during vacation time.

First, was the water heater turned off during your vacation? Remember, if the electric water heater is left energized during your vacation, it will continue to operate and maintain the tank temperature even if you're not using any hot water.



Were the refrigerator and freezers emptied and turned off? If not, they will continue to operate to maintain the preset temperatures. Take a look at other electrical appliances that keep

running while you are on vacation—clocks, attic fans and power ventilators, heating and air-conditioning equipment, lights, and TV sets with



the "instant on" feature.

Another reminder is that many vacationers bring home several days of dirty laundry. This laundry will give



your electric water heater a workout during your first day or two back home.

If you are determined that no electricity is to be used during your vacation, you can accomplish this by turning off your main breaker or pulling the main disconnect. But remember, when you do this, the automatic appliances and lighting will stop. Your refrigerator and freezer will defrost, your electric water heater will not have hot water ready for use upon your return, your sump pump will not work, and your home may be too hot or too cold when you walk in the door. Perhaps you can make arrangements with a neighbor to keep an eye on your place and adjust the heat, water heater, and/or air conditioner shortly before you return.

In addition, you may wish to unplug all appliances not in use. If a light is to be left on, it should be connected to a timer. If you intend to be gone for an extended period of time, contact Clark Electric and make arrangements so your electric service will remain uninterrupted.

Read your meter upon leaving and again when you return. This will let you determine the number of kilowatt hours used during the time you were gone.

Only you can decide whether your electric meter gets a vacation or not while you are gone. ■

HEPA CLEAN AIR

New Product Now Offered

Clark Electric Appliance & Satellite, Inc., is now carrying and installing a whole-house High Efficiency Particulate Air Filter (HEPA). As homes are built tighter and tighter, indoor air quality has become a major concern for everyone. The products in our houses are made of many different types of materials that off-gas chemicals over time.

What are we breathing? Because there is a lack of fresh air, our homes contain more pollen spores, aerosol sprays, insecticides, dust mites, mold spores, pet hair and dander, tobacco smoke, common household particulates, fungi, skin flakes, plant fragments, bacteria, virus, and other airborne particles that are not good for us. With Clark Electric Appliance & Satellite now installing whole-house heating (Comfort Plus systems) and air-conditioning systems, HEPA fits in nicely with our product mix and our customers' needs.

The Green-tek's HEPA filter is designed to remove 99.97 percent of the particles that are considered the most dangerous to our respiratory systems. The filtration system is a powered unit that is connected into the existing ductwork of your house.

The unit is broken down into three stages: Pleated Pre-Filter, which captures large airborne particulates; Carbon Filter, which reduces hazardous airborne chemicals and absorbs odors emitted from household chemicals and from cooking; and HEPA Filter, which removes the smaller particles down to 0.3 microns (very small).

Here are four important reasons why you should have Clark Electric Appliance & Satellite, Inc., install a Greentek HEPA filtration system in your home: high efficiency and superior quality, ultra-quiet operation, reliability, and easy maintenance. Maintenance is always a question on everyone's mind when it comes to equipment. The pre-filter and carbon filter need to be changed every three to six months, while the HEPA filter needs to

Insecticides



Smoke



The Greentek Whole House HEPA Filtration System

Pet Hair



be replaced every two to five years. However, there is one more reason that tops all the rest—your family's health. By having a HEPA filtration system installed in your house, you help to reduce the dangerous chemicals and airborne particles that can harm your family. For more information, contact Clark Electric Appliance & Satellite, Inc. ■



**CLARK ELECTRIC
APPLIANCE & SATELLITE, INC.**

GREENWOOD, WI 715-267-6544 • 866-279-6544

111 E. MILLER ST.
GREENWOOD, WI 54437

Your Touchstone Energy® Partner 



**Dick Adler, Manager
John J. Knox, Editor**

**124 N. Main Street
P.O. Box 190
Greenwood, WI 54437**

Your Touchstone Energy® Partner 

e-mail us at info@cecoop.com or at jknox@cecoop.com
WWW.CECOOP.COM