



Tim Stewart
CEO/Manager

Getting the Most Out of Efficiency and Conservation

Cooperative organizations work to improve the quality of life for our members. One such area is efficiency and conservation. Clark Electric Cooperative, in conjunction with wholesale power supplier, Dairyland Power Cooperative, has a proven track record for providing valuable incentives to members participating in energy-efficiency programs and conservation measures.

The goal of our incentive program is to encourage consumers to make wise choices regarding energy efficiency in their homes and businesses. We do this by providing rebates or other monetary incentives depending on the product or measure implemented.

What's in it for You

Included in the program are incentives and rebates for lighting, water heating, ENERGY STAR appliances, conservation, audits, and assessments. The program is varied to include all member lifestyles. Incentives include such options as cash in your pocket for purchasing items ranging from strings of LED holiday lights to major home, commercial, or agricultural heating and cooling investments.

Again, the emphasis is on providing the education, incentives, and tools to help you make your home or business more energy efficient.

For a *2011 Rebates and Incentives Guide*, call Clark Electric Cooperative at 715-267-6188 or go to our web site at www.cecoop.com for incentive information. We can answer your questions about program eligibility and guide you through the rebates and incentives offered for homes or businesses.

The Fine Print

To participate in Clark Electric Cooperative's current energy-efficiency rebate and incentive program, you must be a co-op member and products and services must be purchased and/or installed between Jan. 1 and Dec. 31, 2011. In addition, the efficiency measure must be installed

at a premise served by Clark Electric Cooperative. Co-op members must provide receipts and submit them to Clark Electric Cooperative along with the program application.

The incentive program is updated annually to include modifications based on need, technology, and regulatory changes.

Results are Good for Your Wallet & the Planet

Energy conservation not only helps members save money but also minimizes the environmental impact associated with consuming fossil fuels. The multiplier effect to each individual effort is a reduced need for new generating facilities overall.

Based on 2010 incentive program results, consumers like you in the Dairyland system who participated in the program **conserved 10 million kilowatt hours** — enough to power nearly 1,000 homes for a year. These initiatives have also **reduced CO₂ emissions by nearly 17 million pounds**, which is equivalent to planting 2,091 acres of forest or permanently removing 1,471 cars from the road.

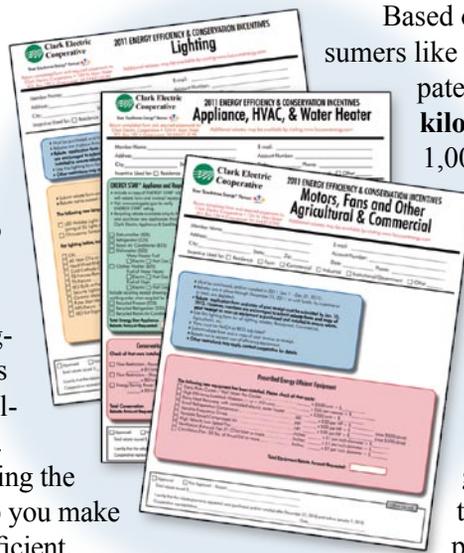
Focus on Energy

In addition to the incentives and programs offered by Clark Electric Cooperative, members may also take advantage of programs offered through Focus on Energy.

Clark members have the best of both worlds available to them to be able to maximize their efficiency and conservation dollars.

For Your Information: Standard Incandescent Bulbs are on the Way Out

Compact fluorescent light bulbs (CFLs) produce savings of 65 to 75 percent compared to incandescent lamps, but they're found in only 20 percent of the available sockets in homes. New efficiency standards approved under the 2007 federal Energy Independence and Security Act will quickly be impacting that statistic.



Come 2012, incandescent “regular” light bulbs will begin to be phased out, starting with the 100-watt bulbs. The transition will progress with 75-watt bulbs off the shelves in 2013, then 60 and 40-watt bulbs ceasing to be manufactured in 2014.

Please note: Since the new bulb standards will begin implementation next year, 2011 is the final year for CFL incentives through Clark Electric Cooperative’s incentive and rebate program.

Did you know?

Lighting accounts for approximately 12 percent of your monthly electric bill.



Another change—it’s time to rethink your lighting lingo. The concept of “watts” is being replaced with “lumens” as incandescents go the way of the VCR. What is the difference between watts and lumens? The lumen and the watt are both units of measurement. The lumen is a measure of light while the watt is a measure of power. For example, a standard bulb and a CFL or LED may put out the same number of lumens, but the standard bulb will consume several times more power than required by the CFL or LED.

Together We Save

As a Touchstone Energy Cooperative, Clark Electric Cooperative participates in a national energy-efficiency campaign. The *Together We Save* campaign is designed to inspire consumers to take simple steps to reduce energy consumption—and thereby save money. Check out www.TogetherWeSave.com, a gateway through which everyone

can easily learn simple steps to save energy as well as the estimated cost-savings impact of those actions. Whether it’s unplugging unused appliances or adding an extra layer of insulation in the attic, *Together We Save* shows how simple energy-saving techniques are and encourages consumers to take a step beyond thinking about changing some of their habits to actually taking action.

Load Management Program

Launched in 1982 by our wholesale power supplier, Dairyland Power Cooperative, the load management program helps balance electrical supply and demand. The goal is to keep the amount of electricity used in balance with the amount of electricity generated, which results in a reduced need for future power plants. Load management is energy conservation at work.

Dairyland estimates that the load management program, implemented through its member cooperatives like Clark Electric Cooperative, saves about 70 MW of system capacity in the summer and about 150 MW in the winter — the equivalent of a small power plant.

The program also helps reduce costs for all co-op members with additional savings for participating members. Clark Electric Cooperative and its partners in the Dairyland system together achieved average total savings of over \$9 million per year through the last 12 years of this program.

As technology and energy markets evolve, Dairyland is exploring new opportunities to use load management to enhance system reliability and deliver additional economic value to participating members.

For more information on the load management program, please contact our business office. ■

Youth Leadership Congress Set for July 13–15

Once again, electric cooperatives from across Wisconsin will sponsor local high school students at the 48th Youth Leadership Congress. The Youth Leadership Congress (YLC) is sponsored by UW–River Falls and Wisconsin electric cooperatives and is designed to develop the next generation of community leaders.

The event will feature leadership seminars, activities, cooperative education, and fun events, all designed to develop and enhance your leadership potential. Clark Electric Cooperative has sponsored students to this event since its inception. We believe in developing the potential of tomorrow’s leaders. The YLC is a fun and

educational event, designed by students who were elected by their peers who attended the previous year’s conference.

There is no cost to the student for attending. Registration and travel expenses are covered by the cooperative. If you are a sophomore or junior in high school this year and would like to be a sponsored representative for Clark Electric Cooperative, contact your FFA or FBLA advisor. ■



Clark Electric Cooperative Recognized for Safety

Clark Electric once again earned the distinction of receiving the Rural Electric Safety Accreditation Certification Award. The Rural Electric Safety Accreditation Program's mission is to prevent injury and establish a high quality of safety and loss control standards.

Tim Stewart, CEO/general manager of Clark Electric Cooperative, said, "The Safety Accreditation Program helps to cultivate a culture of safety in the workplace. The standards, benchmarks, and concepts that the program promotes help the cooperative meet our safety goals."

The accreditation program consists primarily of four components. The first of these is the review of activity and a review of safety training documentation. The second component consists of an on-site inspection of all facilities, work procedures, vehicles, equipment, and tools, as well as an overall audit of employee safety awareness.

The third component is the documentation audit. This is a national assessment according to electric utility standards and requirements. The three-year review



Accepting the Safety Accreditation Award for Clark Electric Cooperative is Safety Manager Doug Lewis (left) from Dairyland Power Cooperative and Clark Electric Cooperative Board President Wilmer Griepentrog (right).

Statement of Non-discrimination

Clark Electric Cooperative is a recipient of federal financial assistance from the U.S. Department of Agriculture (USDA).

Clark Electric Cooperative prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political belief, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). Clark Electric Cooperative is an equal opportunity provider and employer.

is filed and scored electronically, with a follow-up verification process. The final component is a review of the application, with recommendations and feedback from the inspections team.

Mike Ruff, director of operations, said, "Being safety accredited is a tremendous accomplishment that takes hard work and dedication by cooperative employees on a daily basis. While this does not guarantee that injuries do not occur, the program helps us be proactive in working safely."

Clark Electric Cooperative has been safety accredited since 1989. ■



Give Your Air Conditioner a Spring Tune-Up

Spring is a good time for maintaining your air conditioner. Chances are you welcomed the cooler temperatures when they arrived last fall and turned off your air-conditioning unit without a lot of thought. Now, before you turn it back on again for the season, you'll want to make sure your unit is clean and ready to work properly and efficiently once the hot weather returns. If you keep the coils of your air conditioner clean, it will improve your comfort and reduce your electricity costs this summer.

Start by inspecting the outdoor condensing unit. The large outdoor coil—it looks like a car radiator—is where heat is dissipated from your home. The fan in the condensing unit has to move a lot of air through the coil, so make sure there are no airflow restrictions around the unit. Cut nearby grass, shrubs, and branches so they are at least 3 feet away at the side and 5 feet away overhead.

Most condenser coils are loaded with pollen and dust even when you can't see it. The longest a condenser should go without cleaning is two or three years, depending on how much it operates during the summer. If you use your air conditioner for four months or more, annual cleaning is an excellent idea. Turn off the power to the unit and remove any visible grass and lint from the fins and/or louvers with an old hairbrush or whisk broom. Then put on a pair of rubber gloves and spray biodegradable outdoor coil cleaner into the coil. Wait five or 10 minutes and flush the coil with a gentle wash spray.

Your indoor coil might also need cleaning, even though you can't easily see it. If your air conditioner's filter or blower is dirty, then your indoor coil is probably dirty, too. This is usually a job for professionals, unless you have easy access, as with a central heat pump. To help keep your indoor coil clean, make sure your filter fits well, is easy to change, and that you change it regularly. Have your air conditioning contractor make improvements to the filter, if needed, so it is easy to get to. Change the filter often to help keep your indoor air conditioner coil clean and reduce energy consumption.—*Source: John Krigger, Saturn Resource Management, www.residential-energy.com* ■

Central Air Incentive Program

To help reduce the demand for electric power during the summer season, Clark Electric Cooperative offers an Air Conditioner Load Management Program Incentive.

Each central air conditioner (AC) unit being managed during a period of high demand is shut off for approximately 20 minutes and then allowed to resume cooling for 20 minutes. This means the units are still cooling about half of the time. Many members say they don't even realize the cooperative is managing the unit because they don't notice any temperature change inside the home.

If you have a central air conditioning unit and it is not part of the load management program, consider trying it for a summer. You will receive a one-time \$25 bill credit after the load management switch is installed on the AC, and then you will see an \$8 credit on your electric bill for the consumption months of June, July, and August.

Call Clark Electric Cooperative at 1-800-272-6188 for questions or to sign up. Certain restrictions may apply.

\$8/month credit on your electric bill during the summer cooling season



Energy Efficiency

Tip of the Month

Does your home have a window air conditioner? Make sure that your window unit is properly weatherstripped, and clean the filter monthly. Keep "fresh air" vents on window A/C units closed.

Source: Touchstone Energy® Cooperatives



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Your Touchstone Energy® Partner



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