



**Tim Stewart**  
CEO/Manager

# Finding the Value of Electricity

Electricity. 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 mind. Just about every periodical or news broadcast talks about energy issues ranging from energy efficiency to green power to smart grid technologies. As you may recall, last year we saw significant economy and energy policy debates with our elected officials. Most of this year seems to be more focused on regulatory compliance requirements (such as EPA rule-

*"I can't think of one other item that enhances our quality of life as much as electricity does."*

makings) and adding environmental controls. This month, I want to focus on the value of what electricity does for us in relation to the cost. When you stop and think about it, I can't think of one other item that enhances our quality of life as much as electricity does.

Electricity cools and heats our homes, cooks our meals, pumps and heats our water, powers our computers, provides lighting, cleans our clothes, and offers a host of other labor-saving applications. Talk about entertainment; electricity powers items such as TVs, VCRs, DVDs, stereos, shopping centers, restaurant, and casinos. When you stop and think about what all electricity does, I believe electricity provides great value for the cost. Did you know that through the years, the price of electricity has remained an outstanding value, especially compared to the rising prices of other commodities?

For example, over the past 10 years, gasoline has shot up 10.9 percent on average every single year, according to the U.S. Bureau of Labor Statistics. A loaf of white bread has increased 4.2 percent annually, and a dozen eggs 6.5 percent per year.

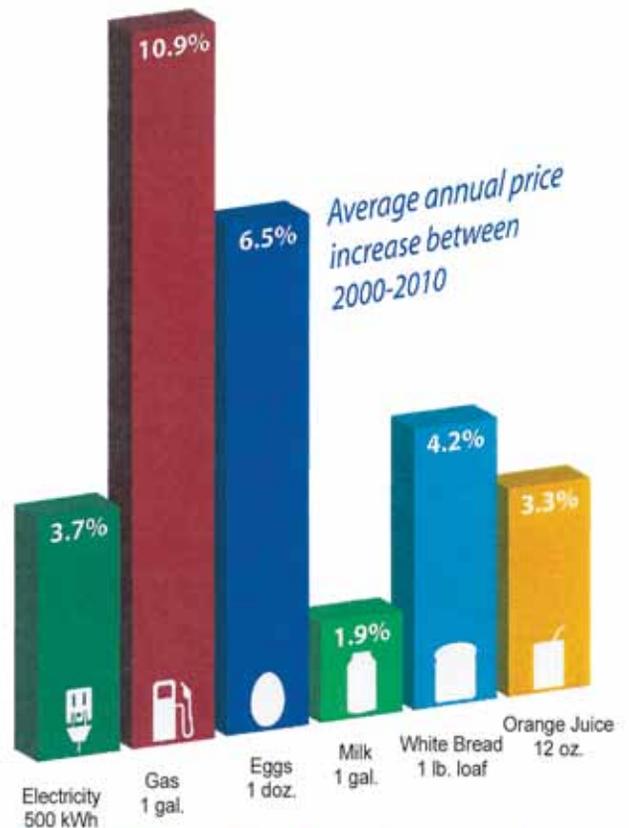
In comparison, electricity has increased just 3.7 percent a year nationally for the past decade. When you consider how reliable electricity is, the value goes up even more. Clark Electric Cooperative members experience an

overall system average of 99.95 percent reliability. That is something we're proud of, considering electricity is a 24-hour-a-day commodity. System reliability is labor and capital intensive. There are no shortcuts in delivering the reliability our members have come to expect.

Even though we are entering an era of cost escalations and increasing demand for energy consumption, Clark Electric Cooperative is committed to providing safe, reliable, and affordable electricity at the lowest possible cost. Electricity...where would we be without it? ■

### Electricity Remains a Good Value

Electricity continues to be a bargain, especially when compared to other consumer goods. As demand for energy rises and fuel prices increase, your electric cooperative is committed to providing safe, reliable electricity and keeping your electric bill affordable.



Sources: U.S. Bureau of Labor Statistics; Mainstream Graphics



## Dairy Farm Rewiring Loan and Grant Program

Clark Electric Cooperative, along with other electric cooperatives in Wisconsin, offer dairy farmers the Safety First! Farm Rewiring Program. The purpose of this program is to assist dairy farmers with the cost of rewiring projects and to promote safety.

This loan/grant combination is available up to \$25,000. Grants are available for 20 percent of the project cost, up to \$5,000; low-interest loans may be available for 80 percent of the project cost, up to \$20,000. Only existing structures are eligible for this grant and /or loan.

A pre-wiring inspection, paid for by Clark Electric Cooperative, is required to identify wiring deficiencies; the farmstead wiring must pass a post-wiring inspection to receive funding.

Requirements of the program are:

- Dairy farms only
- Existing farmstead
- Pre-program inspection
- Master electrician or Certified Farm Wiring Electrician's estimate
- Service agreement for length of loan
- Credit eligibility requirements
- Other restrictions may apply

Contact Clark Electric Cooperative's Operations Department for more information, or visit our web site, [www.cecoop.com](http://www.cecoop.com). ■



## Underground Enclosure Inspections Underway

Every year Clark Electric Cooperative inspects approximately a third of the system's underground enclosures to ensure public safety and reliability to its members.

Jeff Selk with Utility Inspection Services visually inspects the underground enclosure to ensure that the cabinet is in good overall condition and all the warning labels are in place. Once he is done inspecting the outside of the cabinet, he then opens it up to look over the wires, check all connections, and make sure no unwanted critters have moved in.

Please remember that our crews need room to work on these devices. Keep all trees and shrubs at least 12 feet away from the front cover of the enclosure (the side with the lock) and at least 4 feet from the sides.

Remember to always call Diggers Hotline at least three working days before you do any digging. ■



## WAYS TO PAY

### Clark Electric Cooperative Offers Several Fast, Convenient, and Secure Ways to Pay Your Electric Bill

**U.S. Mail:** A return envelope is enclosed with your bill. A portion of your bill (noted on your statement) should be sent along with your payment to ensure credit on the correct account. Payments sent through the mail should be made with a check or money order.

**In Person:** You may bring your payment into the cooperative office in Greenwood. Our hours are listed on the Contact Us page on our website at [www.cecoop.com](http://www.cecoop.com), and they are also listed on the back of the billing statement. We also have a payment deposit box at the office, which may be used at any time.

**Pay Station:** You can pay your bill at one of 20 pay stations located throughout our service area. To locate a pay station in your area, visit our website at [www.cecoop.com](http://www.cecoop.com) and click on the Billing/Payment Tab and then click on Pay Stations. They are also listed on the back of your billing statement.

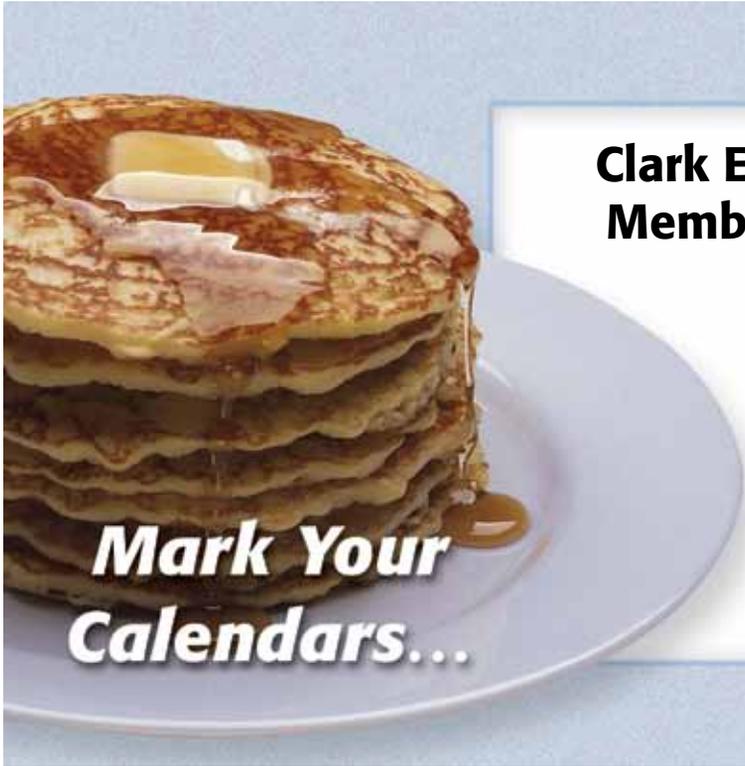
**Automatic Payment Plan – ACH:** Having your payment deducted automatically from your checking or savings account is easy, reliable, and it can help you save time and money. There are no checks, stamps, or trips to the office. We offer this service FREE of charge. To sign

up, go to our website, [www.cecoop.com](http://www.cecoop.com), click on the Billing/Payment Tab, and then click on the Paying Your Electric Bill link. Complete the form and return it (along with a voided check if you choose to have it deducted from your checking account) to our office for processing.

**E-Bill:** This option alerts you by e-mail when your bill is available online. You can access your account information by clicking a link in the e-mail notification or by clicking the link on our website, [www.cecoop.com](http://www.cecoop.com), which takes you to a secure site. Then by simply submitting your e-mail address and password, you can view current and historical billing information, payment history, and usage history graphs.

E-bill allows you, the member, to decide how and when you would like your payments processed. Payments can be withdrawn from your checking or savings account or charged to your American Express, Discover, Visa, or MasterCard account online. When you sign up for E-Bill, you still receive a paper bill in the mail for your records.

If you have any questions or would like more information about the options available to pay your bill, contact our electric billing office at 715-267-6188 or 1-800-272-6188. ■



**Mark Your  
Calendars...**

**Clark Electric Cooperative's  
Member Appreciation Day**

**PANCAKE  
BREAKFAST**

**Saturday, October 1  
7 to 11 a.m.**

**CECO Building, west of Greenwood**  
*Keep watching for details!*

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**Energy Efficiency**

*Tip of the Month*

Is your washing machine more than 10 years old? According to the U.S. Department of Energy, families can cut related energy costs by more than a third—and water costs by more than half—by purchasing a clothes washer with an ENERGY STAR label. Choose a front-load or redesigned top-load model.

Source: U.S. Department of Energy



**Clark Electric Cooperative**

Your Touchstone Energy® Partner



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