



Tim Stewart,
CEO/Manager

The Cost of Electricity is Rising

Wholesale Power Cost Impacts Prices

As you are all aware, we have experienced significant increases in wholesale power costs since 2006. Last year we experienced a 2.8 percent increase in rates from the 2010 level. In 2012, we again experienced an increase in the wholesale charges that Clark Electric Cooperative pays for power of approximately 3 percent. This went into effect on May 1, 2012. Wholesale power costs accounts for approximately 72 percent of the total cost of providing your electrical service and is a major cost driver of your bill. The new wholesale rate not only showed a price adjustment, but also had a new restructured format that mirrors the energy use patterns in the regional power grid. It takes into account the added financial burden of meeting summertime peak demands for electricity.

Clark Electric Cooperative's source of power generation, Dairyland Power Cooperative, joined the Midwest Independent Transmission System Operator (MISO) in June 2010. A regional transmission organization, the MISO ensures safe, cost-effective, reliable power and equal access to electric generation and transmission across 12 U.S. states and Manitoba. As a member of the MISO, Dairyland is able to provide Clark Electric Cooperative and all of its other member distribution cooperatives the benefits of regional grid reliability and flexibility. However, there are some changes. The cooperative owners of Dairyland Power Cooperative used to share a winter energy demand peak. Our greatest energy demand was required for winter home heating, water heating, and

rural lifestyle needs. Now that our energy comes through the MISO system, collectively we experience the greatest demand for electricity from 11 a.m. to 7 p.m. in the summer, especially on weekdays. In an effort to curb the impact of peak demand periods and future capacity costs on Clark Electric Cooperative, the board of directors has authorized a cost-of-service study to be completed this year that would restructure our retail rates to more closely align with DPC's wholesale rate. Clark Electric Cooperative has not adjusted base rates since 2007.

Cool Off Electric Bills With TogetherWeSave.com

Scorching temperatures and high electric bills don't need to arrive hand in hand this summer. At Clark Electric Cooperative, we are committed to providing you with not only safe and reliable electric service, but also with information you need to save energy, and keep electric bills affordable, when the heat is on.

One of the most powerful tools in the energy-saving arsenal is TogetherWeSave.com. The website offers nine applications focusing on different actions that, once completed, show an actual savings calculation. For example, in the "Lower Your Water Heater Temperature" application, you can virtually adjust the temperature setting on the water heater dial to see a projection of how much money you could save by doing just that.

Take the Virtual Home Tour on TogetherWeSave.com to find even more ways to cut costs. You will "walk" through a home's family room, kitchen, laundry room, bedroom, basement, and attic. Each area reveals at least two actions you can take to improve your home's energy efficiency. As you move through the room and complete the suggested changes, you will see a running tally of potential energy dollar savings.

We want to help you reach your energy-saving goal. So go ahead: Flip a switch, lower the blinds, raise the temperature on your thermostat, and visit TogetherWeSave.com to find out how little changes can cool off your electric bill. You can access TogetherWeSave.com through our website at www.ccecoop.com. ■



Congratulations to our 2012 Scholarship Winners!

We congratulate these 14 area students who have each been awarded a \$1,000 scholarship through Clark Electric Cooperative's Federated Youth Scholarship Program. Each year we offer scholarships to high school students whose homes are served by Clark Electric and who attend schools within our service area. These scholarships are financed through the Federated Youth Foundation Scholarship Program, which is funded from unclaimed capital credits. Federated Youth Foundation is a non-profit charitable foundation serving cooperatives across Wisconsin.

Concern for Community is one of the co-op principles; helping our youth further their education is one way we demonstrate that principle. Clark Electric is proud to help these fine young people meet their educational goals. ■



*Sabrina J. Orth
Abbotsford High School*



*Mariah A. Stange
Colby High School*



*Emily V. Piller
Medford Area Senior High School*



*Alyssa L. Lawrence
Spencer High School*



*Catherine B. Jensen
Columbus High School*



*Callie S. Blakey
Granton High School*



*Jennifer M. Baker
Greenwood High School*



*Rebecca Jo Stiemann
Home-Schooled*



*Megan M. Roedel
Loyal High School*



*Aaron W. Scheets
Marshfield
High School*



*Lindsey A. Kuhn
Neillsville High School*



*Katlin I. Rau
Owen-Withee
High School*



*Anna I. Schwanebeck
Pittsville High School*



*Kimberly R.
Benzschawel
Thorpe High School*

MOMENTS IN TIME

A History of Clark Electric Cooperative

Cooperative Complex in Greenwood Grows

At the November 1961 Board of Directors meeting, the board voted to purchase the Lex Dusso residential property south of and adjacent to the headquarters building site located in Greenwood. The price was \$7,500, with Mr. Dusso required to raze and remove the residence and garage located on the property. The plan to build a separate building within the cooperative's complex had already been discussed and approved. The new building would contain a community auditorium and give much-needed space for the constantly growing appliance merchandising business.

During the October 6, 1962, board meeting, the directors voted to engage the services of Donn Hougen Architects, Inc., of Marshfield to prepare and present to the board plans for a separate building to house an auditorium, garage, appliance display area, and storage space for appliances and line materials. Later, the board approved a change in plans that would strengthen the substructure



"To W.A. Dallman in recognition of his distinguished and faithful service as manager of Clark Electric Cooperative, Greenwood, Wisconsin, October 25, 1937 – July 1, 1964" was the inscription on the silver tray presented to Dallman (right) by veteran director Vern G. Howard at the 1964 annual meeting, upon announcement of Dallman's retirement.

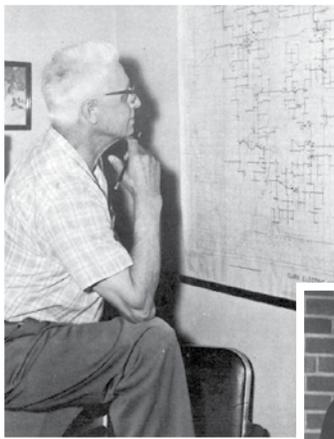


The second structure in the co-op complex in Greenwood contains the auditorium, appliance display and storage space, and garage area, with the basement designed as a fall-out shelter. At left is the public's main entrance to the auditorium, completed in 1964. The auditorium proved to be one of the co-op's best investments in community relations. A 1967 tally counted some 20 local and county organizations using the auditorium for a total of 129 specific events, in addition to co-op events.

to provide a fall-out shelter in the entire basement area (keep in mind this was at the height of the Cold War). At a special board meeting held on July 15, 1963, final plans and specifications for the new building were submitted, discussed, and approved by the directors. The architects were authorized to advertise for bids.

Manager Bill Dallman and his key personnel were charged with the responsibility of supervising the extensive project. In the meantime, Bill Dallman was rounding out 25 years of service to Clark Electric Cooperative and its membership. He set his retirement date for July 1, 1964. During the June 9, 1964, annual meeting, a well-earned tribute was paid to Bill by the membership and guest speakers attending that meeting. Tributes to his enviable record as manager of the cooperative, through its infancy into one of the largest and strongest electric cooperatives in the state, were spoken by Vern Howard, on behalf of the board. High tribute was also paid to him by

Clark Electric Cooperative



Above: Bill Dallman studies a system map on the wall of his office as he reflects on his 25 years of service to Clark Electric.

Below: Governor Gaylord Nelson (left), later a U.S. senator, was the main speaker at the 1962 annual meeting, at which the co-op's 25th anniversary was observed. Here, he looks over the 25th anniversary booklet with Manager Bill Dallman.



new building through to its completion. It was most appropriate that the first use of the new auditorium section of the building was for the farewell party to honor Bill and Lucille Dallman. The cooperative's gift to Bill was an electric welder, which he put to immediate use in his workshop that was built along with the Dallmans' new home on the banks of the Mississippi at Buffalo City. His retirement, however, was not to be a fixed pattern of life for him. When Buffalo Electric Cooperative, located at Alma just upstream a few miles from the Dallman home, needed a new acting manager, the directors prevailed upon Bill to take over the job temporarily.

Yes, I Remember

By Bill Dallman

For the 25th anniversary booklet, Manager Dallman shared some memories of the 25 years of service he gave to Clark Electric Cooperative. Mr. Dallman served as Clark Electric Cooperative's first general manager from 1937–1964. The following is an excerpt from that 1962 article.

“..... I feel certain that some of you present day members can remember what farming was like prior to that historic date of March 22, 1938. If you do remember, then only you can tell the youth of today what coopera-

Floyd D. Wheeler, the cooperative's attorney and veteran legal counselor for electric cooperatives throughout the state; Tom Gray, assistant general manager of Dairyland Power Cooperative; and Harvey Schermerhorn, director of public relations for Wisconsin Electric Cooperative.

In order to fulfill his commitments to Clark Electric Cooperative, Bill remained on the job until the following August 1, 1964, in order to supervise construction of the

1962-1969

October 6, 1962
– Board votes to engage Donn Hougen Architects to prepare plans for building to house auditorium, garage, appliance display area and storage.

July 15, 1963 – (Special Meeting)
Board approves plans for new building.

June 1964 – (Annual Meeting) W.A. (Bill) Dallman is honored for his many years of service as manager. Speakers include Attorney Floyd Wheeler, Madison, and Tom Gray, assistant general manager of Dairyland Power Cooperative, La Crosse. (Bill's retirement date was set for July 1 but he continued until August 1 to supervise construction of new auditorium building. His retirement at Buffalo City was to be interrupted by a stint as acting manager of Buffalo Electric Cooperative, Alma. He died May 22, 1971, at Brandon, Florida).

August 1, 1964 – H.M. Bergemann becomes cooperative's second general manager. Mr. Bergemann has been on staff since 1938 as bookkeeper and office manager. In Mr. Bergemann's first manager's report (September 1964 *Wisconsin Energy News*) he says, "All I can say is that I will try to maintain the same progress and to give the best service possible at the lowest possible cost. I hope that all members honestly feel this is their cooperative and will come in whenever they have a problem we can help with. We are here to serve you to the best of our ability."

July 1966 – Rate reduction on small commercial accounts announced in the *R.E.C. News*.

January 24, 1967 – Worst ice storm in 20 years hits area. Most of crew works 36 straight hours without sleep.

June 1967 – Cooperative offers \$200 on new electric heating.

February 1968 – Board authorizes an agreement with North Central Dairyman for a large power contract for their plant at Curtiss. Board approves use of auditorium for a post prom party sponsored by the Chamber of Commerce. (For March 7, 1968.) The NRECA long-range study questionnaire is filled out and sent in. (This was the study for the formation of the National Rural Utilities Cooperative Finance Corporation, which was to become an important source of supplemental loan funds for electric cooperatives).

March 1968 – Manager Bergemann reports that REA has suggested a possible rate reduction of between \$77,000 and \$106,000. Electric heating rate reduction (third in five years) is announced.

tive power has really done for agriculture and the rural families of America. Many of those young people are going to seriously doubt what you tell them. But if you can convince them that you are speaking of an era of farm life when electric service was actually unheard of by the vast majority of rural people, then perhaps they will gain some appreciation of the importance of this cooperative. The ranks of those who can remember and who are best qualified to tell this story to our upcoming generation is fast thinning. Today (1962) the Clark Electric Cooperative is servicing only 275 of the members who were among the 1,178 being served on December 31, 1938. Unless this story is told and retold by those who were a part of the darkness and drudgery, the time will come when these facts of history will be recited only as something out of a fictional past. That is why I think that our rural youth should hear from those who actually lived during that era when private power companies of this area really didn't give a hoot whether or not farm folks had central station electric service. They should also be told by you who know that it will become increasingly important to them to take a personal interest in this cooperative in order that good service and reasonable rates shall always remain within the control of their decisions.

Today, 25 years later (1962), your cooperative is serving over 5,000 members along 1,450 miles of line.



The Clark Electric Board of Directors posed for the last time with Bill Dallman, who had served as manager since Oct. 25, 1937. Front row, left to right: Ralph Woik (secretary-treasurer), Owen; Arnold Bakke (vice president), Curtiss; August Stremikis (president), Willard; Bill Dallman; and David Krutsch, Neillsville. Top row: Sidney Svenson, Withee; John Balcer, Thorp; Delmar Toburen, Greenwood; Vern Howard, Granton; and Gerhard Klein, Spencer.

Just how many of you who are living a life today that revolves pretty much around the flip of an electric switch realize that it was made possible through people working together? How many of you realize that even today, many of you would still be without electric power were it not for your Clark Electric Cooperative?

1962-1969

April 1968 – Board approves a donation from the Clark County 4-H Clubs for a piano to be kept in our auditorium. Board approves proposal for the manager and Don Fontaine to conduct small meetings with contractors to clear up any misunderstandings of installing or operating electric heating.

May 1968 – Board authorizes the manager and a director to attend a meeting in Sioux Falls, S.D. on June 10 to discuss the future financing needs of electric cooperatives in the United States. (This is further discussion on the formation of NRUCFC.)

June 1968 – Board authorizes efforts to secure the Midland Cooperative Feed Mill (to be built in the Spencer area) for the Clark Electric service area.

August 1968 – Board approves a 3-phase power agreement with Midland Cooperative Feed Mill to be located near Unity. Commercial 3-phase rate reduction is announced in *R.E.C. News*.

October 1968 – Board accepts bid for the purchase of the cooperative's first basket truck at a cost of \$25,182. (Today, a basket truck costs approximately \$175,000-\$200,000.)

November 1968 – Board authorizes the manager to hire additional apprentice lineman and digger operator, in order to keep up with the work load.

December 1968 – Meter deposit for all renters increased from \$25 to \$50 effective January 1, 1969.

February 20, 1969 – Board authorizes management to secure bids for a computer in the office.

March 1, 1969 – Delmar Toburen resigns from the board and Eldore Humke is selected to replace him. The board also approves the hiring of Delmar Toburen as a digger operator. Another electric heat rate reduction is announced in *R.E.C. News*.

April 5, 1969 – Board instructs management to purchase an NCR 500 Computer at a price of \$36,431. (This is the cooperative's first venture in electronic data processing).

May 3, 1969 – The anti-cooperative advertising by Wisconsin Power & Light Co. is brought to the attention of the board.

June 7, 1969 – The board approves a donation of \$200 to the cooperative rally to be held in Wausau during cooperative month.



Bill Dallman's retirement party was held, appropriately, in the auditorium. The co-op's gift to the longtime manager was an electric welder, presented by Board President August Stremikis, left, to Dallman and his wife, Lucille.

On this significant anniversary of your cooperative, I feel that it is highly important that you not only realize but let it be known far and wide that the Clark Electric Cooperative has brought much more than electric power to the rural areas of Clark and adjoining counties. It has brought much more than a higher standard of living to rural folks, more than an efficient and productive operation to farmers. It has brought buying power, the life blood of community progress, to the main streets that have made effort to keep pace with the requirements of an improved rural living in terms of merchandise and service.

The consumption of kilowatt hours, in rural areas as well as in urban centers, means the production and sale and the servicing of electric appliances and equipment, of water systems, new homes and remodeled homes, new barns and new milk houses, and all of the other products of labor and industry that go into living the better life. A part of that buying power comes from newly created jobs and increasing payrolls within our total operating structure, as well as jobs and payrolls that develop out of an expanding economy.

I shall continue to believe that Clark Electric Cooperative will continue to grow and prosper with the support of the membership into the future as in the past. I am confident that your directors will continue to provide facilities, equipment, and personnel to give you the very best in rural electric service at the lowest possible cost commensurate with sound business management and equal rights and privileges for all members.

With some concentration these many years later, I am mindful of the many problems we were required to solve, with no precedents to guide us. There were moments of impatience, moments of frayed faith, but they were all resolved by the cooperation of the vast majority. Problems will continue, but they will be solved best, in

the end, cooperatively. To me, it has all been for a very worthy cause. For me, a rich and rewarding experience. For those 25 eventful years I express my thanks to the membership, the boards of directors with whom I have worked down through the years, and to a staff of faithful employees who have joined with me in serving you as best we know how.”

H.M. Bergemann is Clark Electric Cooperative's Second General Manager

Four months after Bill Dallman was hired as Clark Electric Cooperative's first general manager, Harland Bergemann joined the organization as its first bookkeeper. He also joined Bill Dallman in the formation of a team that worked together down through the years in a common purpose. The result was one of the largest and strongest cooperatives in Wisconsin.

In time, added responsibilities were created by the growth of Clark Electric Cooperative. To meet them the board created the position of office manager. Harland stepped into that role, with the major parts of the internal operation placed in his hands. The cooperative's accounting and records supervision continued as his major responsibility. There was hardly a transaction that involved Clark Electric with its hundreds of associated contacts and contracts, and with its thousands of members, that Harland was not closely in touch with. This had been the natural development out of his experiences, which dated from the very beginning of the cooperative. With Mr. Bergemann's promotion to general manager, these responsibilities were now placed in other hands, subject to his direction and never far removed from his continuing knowledge of what was happening in all department of operation.



Harland Bergemann was hired as Clark Electric Cooperative's first bookkeeper in January 1938, four months after Bill Dallman was hired as the co-op's first manager. Upon Dallman's retirement in 1964, Bergemann was named general manager of Clark Electric.

(Continued on page 29 ►)



Geothermal and Me

Ground Source Heat Pumps offer great benefits:

- Provides forced air heating and cooling and/or radiant heating system
- Can save you up to 50% on your water-heating bill by using a preheat tank for hot water
- The earth loop is constructed of high-grade components that are buried in the ground and usually carry a 75 year warranty
- Takes up about the same space as a traditional heating/cooling unit
- Cuts energy consumption by 75% and reduces maintenance costs
- Provides consistent temperature throughout the home, eliminating the hot and cold spots common with other systems
- No outside unit to cause a noisy, unpleasant environment outside the home
- No exposed equipment outdoors; children or pets cannot injure themselves or damage exterior units
- No open flame, carbon monoxide, carbon dioxide, flammable fuel, or potentially dangerous fuel storage tanks

Ground Source Heat Pumps are environmentally friendly:

- Conserve natural resources by providing climate control efficiently and thus lowering emissions
- Minimize ozone layer destruction by using factory-sealed refrigeration systems, which will seldom or — never have to be recharged
- Uses underground loops to transfer heat, with no external venting or air pollution
- Reduces carbon footprint

Contact us for more information. We will size your home and present a firm bid for your review. We have certified technicians who will handle the installation and service of the system.



THERM GEO.COM
email: Sales@thermgeo.com
phone: 507-463-0506
fax: 507-463-3215

Ground Source Heat Pumps offer great savings:

- The most efficient residential heating and cooling systems available today (according to EPA)
- By using the earth energy to provide 70% of your home's heating needs, most systems have efficiencies of 350%
- Cooling efficiencies are 20% to 40% higher than available air conditioners
- Save money in operating and maintenance costs
- Investments recouped in only a few years
- Positive cash flow; energy savings usually exceed the cost of the system
- Some utilities offer rebates or incentives to their customers who purchase ground source heat pumps

CLARK ELECTRIC APPLIANCE & SATELLITE INC.
866-279-6544 or 715-267-6544

Activation Fee Reduced to \$49.99

There's fast.
And then there's,
"Holy cow this is from a satellite?"
fast.

Introducing ExedeSM by ViaSat.
3 Plans. All with super fast 12 Mbps* speed.

STARTING AT
\$49.99
PER MONTH

Think what you could do with that.

exedeSM
by ViaSat

Clark Electric Appliance & Satellite, Inc.
(866) 279-6544 • (715) 267-6544

Contact us for service availability in your area. Service not available in all areas.
Minimum commitment term, early termination fee and/or unreturned equipment fee may apply.
One-time set up fee and month equipment lease or service fee may apply. Speeds are "up to" and are not guaranteed.
Actual speeds may vary. Requires a clear view of the southern sky. Exede is a service mark of ViaSat, Inc.

Electrical Safety is Everyone's Concern

We take certain things for granted, like air, water, food—and power to turn the things we use for entertainment, home maintenance, and work. That power is electricity, and it's both a blessing and a hazard.

As daily hazards go, electricity is uniquely unforgiving. Even the smallest mistake can result in death or traumatic injury. Each year, hundreds are killed and thousands more injured in preventable electricity-related accidents, whether through electric shock or electrocution or in electric fires. And yet our dependence on electricity grows. Worse, as safety engineering in our products improves, our complacency grows as well.

Whether we get our power from sun, wind, water, coal, or oil, the end product—electricity—needs to be respected. Here are a few tips to help prevent an electrical accident from happening in your home:

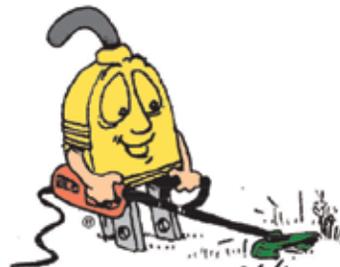
- Always have a trained professional work on your electric service; look for a licensed electrician. If you live in an older house, consider having an electrical inspection done.



- Make sure electric cords are in good condition, not frayed or cracked.
- Place lamp, extension, and telephone cords out of the flow of traffic.

- Don't run electric cords beneath furniture and under rugs or carpeting.

- When working outdoors, make sure power tools are intended for outdoor use. They should be used with a GFCI, either permanently installed or a plug-in type that is plugged into a grounded three-pronged outlet. ■



Serving on the board of directors in the co-op's 30th year (1967) were, standing, left to right, Vern G. Howard, Neillsville; Sidney Svenson, Withee; William Bayuk, Willard; and Herman Klein, Spencer. Seated, left to right, are John Balcer, Thorp; David Krutsch, Neillsville; Arnold Bakke, vice president, Curtiss; Ralph Woik, president, Owen; Delmar Toburen, secretary-treasurer, Greenwood.

Moments in Time

(Continued from page 16d)

In Mr. Bergemann's first manager's report to the membership (September 1964 *Wisconsin R.E.C. News*), he said, "All I can say is that I will try to maintain the same progress (as Mr. Dallman) and to give the best service possible at the lowest possible cost. I hope that all members honestly feel this is their cooperative and will come



in whenever they have a problem we can help with. We are here to serve you to the best of our ability." ■

Three key employees of Clark Electric Cooperative in 1967 were, seated, veteran employee Elmer Learman, line superintendent, and "newcomer" Richard Adler, left, office manager, and Donald Fontaine, sales manager.



Clark Electric Cooperative

Your Touchstone Energy® Partner



Tim Stewart, CEO/Manager

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

e-mail us at info@cecoop.com or tnelson01@cecoop.com

www.cecoop.com