



A message from Jo Ann Emerson, NRECA CEO

'All-of-the-Above' Energy Strategy Needed

Climate-Change Plan Will Harm Rural America

In late June, President Obama announced a series of actions to combat climate change. For electric co-ops, the outline hammered one point that has us ready to do battle: reducing the volume of greenhouse gases—primarily carbon dioxide—emitted from fossil fuel-burning power plants, both new and existing.

To that end, the president has instructed the U.S. Environmental Protection Agency (EPA) to regulate carbon emissions under the federal Clean Air Act, a law last updated in 1990 that contains not a single line mentioning carbon dioxide. Under the sweeping mandate set forth, the White House risks shuttering the nation's entire coal fleet—roughly 37 percent of generation capacity—and driving up electric bills for all consumers. **(Wisconsin is approximately 63 percent coal and Dairyland Power Cooperative, our power supplier, is approximately 75–78 percent coal).**

NRECA and its member cooperatives oppose using the Clean Air Act to regulate greenhouse gases and will engage the administration at every turn to inject common sense back into policy discussions. Whether you agree with the president's underlying concerns about global warming or not, the basic fact is that short of closing all coal-fired power plants there are no economically viable tools currently available to accomplish his goals.

For several years, electric co-ops have warned the Obama administration that employing the Clean Air Act to curb power plant carbon dioxide emissions is badly misguided. Without significant modifications, co-ops feel the president's proposal will jack up electric bills for those who can least afford it—our consumer-members.

Rural residents already spend a greater chunk of their income on energy than those in urban communities. One of our first missions as not-for-profit electric co-ops remains keeping rates affordable—an important consideration since household income in our service territories

runs 11 percent lower than the national average and one person in six served by a co-op lives in poverty.

Forcing electric co-ops to shut down coal plants and switch to other fuels amounts to levying a punitive, regressive tax on rural America. History shows us this bad idea was tried once before, with bad results.

In the late 1970s policymakers were concerned the U.S. would soon run out of natural gas, the main energy source for heating and cooking in many parts of our land. Congress's solution to the issue was passing the ill-conceived Powerplant and Industrial Fuel Use Act of 1978, which prohibited burning natural gas to generate elec-

tricity. To meet growing demand for power, utilities were forced to choose either coal or nuclear power facilities.

For electric co-ops the timing couldn't have been worse. The measure kicked in just as generation and transmission co-ops (G&Ts) were in the middle of a major power plant building cycle. In the end, many found

themselves shifting generation strategies midstream—an expensive proposition—and either partnering with investor-owned utilities in nuclear reactors or constructing state-of-the-art coal stations equipped with scrubbers and other pollution-control technologies.

Thanks to the Fuel Use Act, power costs soared, and with them, cooperative electric bills. Realizing its mistake, Congress repealed the act in 1987. Yet because of the legislation, many electric cooperatives became deeply invested in coal. Today, coal accounts for about 74 percent of the power produced by G&Ts and 55 percent of all electric cooperative electricity requirements.

Just like 35 years ago, the president's call for action has co-ops once again faced with shifting fuels—in this case, choosing natural gas or renewables over coal. However, in regions without access to natural gas pipe-

Forcing electric co-ops to shut down coal plants and switch to other fuels amounts to levying a punitive, regressive tax on rural America.

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These Energy Tools Are Just a Click Away

Clark Electric Cooperative's website offers a host of energy information. If you are looking for information on energy efficiency or tools to help you control costs, check out the Energy Info tab on our home page at www.cecoop.com. Our website is a great source for useful tools and links to other websites on efficiency and renewable energy.

Here are a few of the topics you will find under the Energy Info tab:

Together We Save

Clark Electric Cooperative is a Touchstone Energy Cooperative® and has been committed to making the lives of every member better, not more expensive. We do our best to control costs, but it's just a fact of life that costs do go up. Yet through responsible innovation and new technology, we're doing everything we can to keep your electricity just as affordable as it is dependable.

Incentives

We offer incentives for Efficient Lighting, ENERGY STAR Appliances, HVAC, Water Heaters, Motors, Fans, and Commercial. Checkout the incentives and contact our office if you have any questions about whether or not your purchase or project will qualify for a money-saving incentive today.

Focus on Energy

Clark Electric is now a member of Focus on EnergySM, which helps

Wisconsin residents lower their energy consumption and costs by making their homes more energy efficient. There are many programs available through Focus on Energy, including the Residential Rewards Program that offers hundreds of dollars in Cash-Back Rewards for heating and cooling equipment, water heating equipment, and air sealing and attic insulation. Enhanced rewards are also available for income-qualified participants. Focus also offers free pickup and recycling of old refrigerators and freezers, and a \$50 reward for each working appliance you recycle.

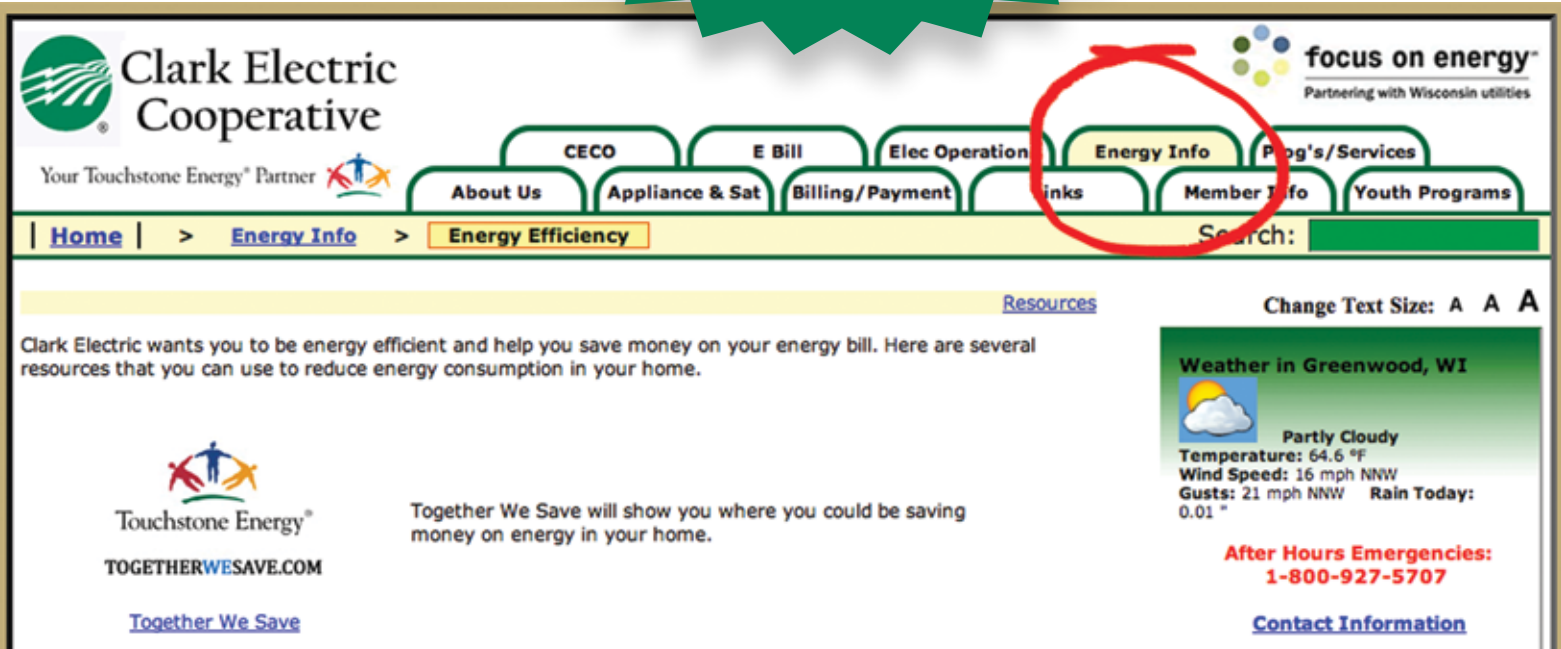
Lighting Efficiency

Lighting accounts for 20 percent (1/5) of the average home's electric bills. Use this link to see how much money you can save by using a compact fluorescent lamp (CFL) bulb compared to its incandescent counterpart. You will also find information on how to properly dispose of broken or used CFL bulbs.

Renewable Energy

Clark Electric Cooperative supports several different forms of renewable energy, including Distributed Generation and the Evergreen Program. We participate with programs through Focus on Energy and Dairyland Power Cooperative to meet the needs of various consumer groups. ■

Check out our interactive outage map on our website. www.cecoop.com This map will display up-to-date information regarding outages in our service areas.



The screenshot shows the Clark Electric Cooperative website interface. At the top left is the logo for Clark Electric Cooperative, with the tagline "Your Touchstone Energy® Partner". To the right is the "focus on energy" logo, with the tagline "Partnering with Wisconsin utilities". Below these are navigation tabs: "CECO", "E Bill", "Elec Operation", "Energy Info" (circled in red), and "Prog's/Services". Underneath these are sub-tabs: "About Us", "Appliance & Sat", "Billing/Payment", "Links", "Member Info", and "Youth Programs". A search bar is located on the right side. Below the navigation is a breadcrumb trail: "Home > Energy Info > Energy Efficiency". The main content area features a "Resources" link and a "Change Text Size: A A A" option. On the left, there is a message: "Clark Electric wants you to be energy efficient and help you save money on your energy bill. Here are several resources that you can use to reduce energy consumption in your home." Below this is the Touchstone Energy logo and the text "Together We Save will show you where you could be saving money on energy in your home." At the bottom left is the website address "TOGETHERWESAVE.COM" and the slogan "Together We Save". On the right, there is a weather widget for Greenwood, WI, showing "Partly Cloudy", "Temperature: 64.6 °F", "Wind Speed: 16 mph NNW", "Gusts: 21 mph NNW", and "Rain Today: 0.01". Below the weather widget is the "After Hours Emergencies: 1-800-927-5707" and a "Contact Information" link.

MARK YOUR CALENDARS!

Clark Electric
Cooperative's
Member
Appreciation Day

PANCAKE BREAKFAST

Saturday, September 28
7 to 11 a.m.

Watch for
Details!

CECO Building, west
of Greenwood



Back to School!



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EXEDE SATELLITE INTERNET
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**2004 Chevy
1500 4X4 Ext.
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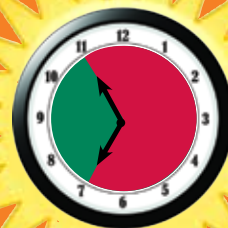


This unit has A/C, cruise, tilt, 40/20/40 split-bench cloth seats, power windows, power locks, automatic transmission, 5.3 liter V-8 motor, and 239,000 miles. Motor was replaced by GM-certified shop at 90,000 miles. This truck can be seen in the parking lot at our office located at 124 N. Main Street, Greenwood. Please return sealed bids to Mike Ruff, director of operations, by 4 p.m. Friday, August 23. Truck is being sold as is with no warranty implied.

**1997
Oldsmobile
Regency**



This vehicle has 3.8 liter V-6, A/C, cruise, tilt, power windows, power locks, leather seats, and 144,000 miles. This car can be seen in the parking lot of our office located at 124 N. Main Street, Greenwood. Please return sealed bids to Mike Ruff, director of operations, by 4 p.m. Friday, August 23. Car is being sold as is with no warranty implied.



**DO THE
SUMMER SHIFT
11 am - 7 pm**

Electricity costs more during the summer, especially 11 a.m. to 7 p.m. weekdays. Taking an electric timeout together helps keep electric rates affordable for everyone.

- Delay the dishwasher.
- Turn up the thermostat.
- Shift the start of laundry

It's so simple! Do the summer shift 11 a.m. to 7 p.m. weekdays.

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Inside, it's perfectly comfortable.

For more than a century, American Standard Heating & Air Conditioning has been a name you can trust for exceptional comfort and peace of mind. Continually responding to calls for greater efficiency, dependability and versatility, American Standard has become one of the largest and most respected manufacturers of innovative home comfort systems—consistently recognized for quality and value by leading consumer-rating magazines.

Our heritage heat pump family builds on the history of American Standard Heating & Air Conditioning by offering innovative features that provide families like yours with consistent, quality home comfort for years.

Greg will be happy to meet with you to analysis your home and comfort needs. Based on that information he will be able to recommend a system that works best for your home.

Contact Greg Shaw at:

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Cleaner Air
High Efficiency
Quiet

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Climate Change Plan

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lines, changing from coal to natural gas isn't feasible. On the renewables front, co-ops have emerged as leaders, adding "clean and green" power systems where it makes economic sense—such as solar photovoltaic arrays in the Southwest and wind farms across the Great Plains and Midwest. But the sun doesn't always shine (clouds) and the wind doesn't always blow, especially during periods of peak demand on hot, humid summer weekday afternoons or cold winter mornings below minus 22 degrees Fahrenheit, when power is needed most. Keeping the lights on 24 hours a day, seven days a week requires traditional baseload generation—namely coal, nuclear, and hydro—as well as a full mix of fuels.

The National Rural Electric Cooperative Association, on behalf of America's electric cooperatives, will continue to urge the president and his administration to work with cooperatives on a real "all-of-the-above" energy strategy to keep electric bills affordable for rural Americans.—NRECA ■

Energy Efficiency

Tip of the Month

Like homes and other businesses, farms of all types can lower their electricity bills by turning off or reducing use of lights and small equipment in out-buildings. Timers and sensors can help, too. Regular cleaning, maintenance, and seasonal tune-ups help keep larger equipment running at top efficiency.

Source: E Source

Clark Electric Cooperative

Your Touchstone Energy® Partner

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