



Tim Stewart,
CEO/Manager

OCTOBER IS CO-OP MONTH



Clark Electric
Cooperative

Your Touchstone Energy® Partner

October is National Cooperative Month. This is the month during which Americans celebrate cooperatives to raise awareness about the many benefits that cooperatives bring to our communities.

Cooperatives exist in many forms and deliver a host of products and services such as financial services, grocery/food, dairy, grain, and of course energy. As I was preparing for this month's article, I thought you might be interested in how the cooperative business model started.

According to an article in the September 2013 issue of *Rural Electric*, the cooperative movement we know today traces its roots to a set of business guidelines drawn up by Charles Howarth, one of 28 weavers and artisans who founded the Rochdale Society of Equitable Pioneers in Rochdale, England, on December 21, 1844. The tradesmen had banded together to open a store selling food items they could not otherwise afford, starting out with a meager selection of butter, sugar, flour, oatmeal, and a few candles but soon expanding to include tea and tobacco. Eventually, the enterprise was so successful the group was able to open a cooperative factory and textile mill.



When introduced in the United States by the National Grange in 1874, these "Rochdale Principles" fueled a cooperative explosion. After being formally written down by the International Cooperative Alliance (ICA) in 1937 (and last updated in 1995), they evolved into the seven cooperative principles used today. Although stated in many ways, the seven cooperative principles hold that a cooperative must provide:

- 1. Voluntary and Open Membership:** Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.
- 2. Democratic Member Control:** Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The

- elected representatives are accountable to the membership.
- 3. Members Economic Participation:** Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative.
- 4. Autonomy and Independence:** Cooperatives are autonomous, self-help organizations controlled by their members.
- 5. Education, Training, and Information:** Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. They inform the general public about the nature and benefits of cooperation.
- 6. Cooperation Among Cooperatives:** Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.
- 7. Concern for Community:** While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

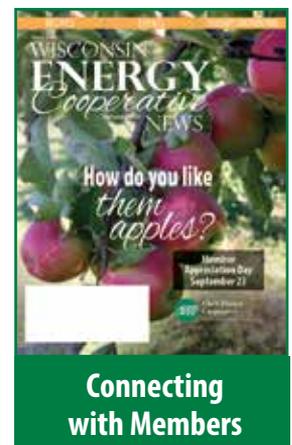
These seven principles are underpinned by six ideals — the values of Self-Help, Self-Responsibility, Democracy, Equality, Equity, and Solidarity.

Above and Beyond: Electric co-op membership offers value far beyond affordable, reliable electricity

Here at Clark Electric Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 9,000 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing real value to you and the communities we serve.

So what exactly does real value mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Wisconsin Energy Cooperative News* in your mailbox every month, which keeps you informed about Clark Electric Cooperative, the electric industry as a whole, and what's happening at the state and federal levels. It's also providing the best possible service at the best possible price, returning capital credits on an annual basis, and always remembering that members own this organization.

Real value also means getting





the lights back on as quickly as possible and communicating with you as to how outages are progressing. Over three and a half years ago, the cooperative unveiled our outage information map on our website that allows you to see outages and track our progress. If you are traveling away from home you can even see if you are part of a predicted outage.



Keeping the Lights On

The application works with smart phones, tablets, and computers. All you need is access to the Internet.

Real value can also be seen with cooperatives helping cooperatives. Electric cooperatives nationwide have executed a mutual-aid agreement that brings line crews in from other co-ops

to help us restore power in the event of major storms. You may recall seeing our cooperative principles in action when cooperatives from Wisconsin sent line crews to the Gulf Coast in response to Hurricane Katrina. As of this writing, we are sending crews to Florida to assist in the cooperative efforts to restore power in the aftermath of Hurricane Irma.

Real value is commitment to community. In addition to providing opportunities for our youth through scholarships and leadership training, in 2004, Clark Electric Appliance and Satellite Inc. established the Adler-Clark Electric Community Commitment Foundation to support programs and events which enrich the lives of people of Clark County and the surrounding area communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations fund projects that will enhance



Supporting the Community

the quality of life of local residents of this area. To date, the Foundation has awarded \$418,230 for community enrichment projects.

October marks National Cooperative Month, when we take time to celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the



Cooperating with Other Cooperatives

communities we serve—is just one way we set ourselves apart. To learn more about cooperatives, please visit www.cecoop.com or cooperative.com.

FOCUS ON ENERGY OFFERS FREE ENERGY SAVINGS PACKS

Saving money and reducing energy waste can be as simple as screwing in a LED lightbulb or plugging your television into an advanced power strip.

Clark Electric Cooperative strongly urges our members take advantage of this FREE OFFER and to contact Focus on Energy to order your FREE Energy Savings Pack.

Choose which of the six energy packs best suits your home at focusonenergy.com/simple. The packs can be ordered online or by calling 1-800-230-4701. There is no cost to the member.

You will need to have your Clark Electric Cooperative account number available when ordering. There is a limit of one pack per household. Participants must be residents of single-family homes or multi-family residences of three or fewer units.

Clark Electric is a member of Focus on Energy, and as such, our members have access to all Focus on Energy programs.



START SAVING MONEY AND ENERGY TODAY!

Focus on Energy is offering a variety of FREE packs with energy saving products for your home. Please visit focusonenergy.com/simple to select which pack is best for you!*

Packs contain a variety of products, such as:

- ENERGY STAR® qualified Light Emitting Diode (LED) Light Bulbs
- High-Efficiency Showerhead
- Water-Saving Bathroom Faucet Aerator
- Advanced Power Strip
- Pipe Insulation

Live in an apartment or condo with 4+ units? You will be eligible to receive your FREE pack as of January 1, 2018!

*One pack per household. Multifamily residents in 4+ units do not qualify. Visit our website for full eligibility requirements.

To order your FREE pack, visit focusonenergy.com/simple

Please have your electric and gas utility account number available prior to ordering. If you have any questions, please call 800.230.4701.



REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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ENERGY ASSISTANCE AVAILABLE FOR QUALIFYING MEMBERS

The winter heating season has now begun. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people.

Certain government organizations can offer heating assistance or point you in the direction of a group that can help.

The Wisconsin Home Energy Assistance Program (WHEAP) administers the federally funded Low Income Home Energy Assistance Program (LIHEAP) and Public Benefits Energy Assistance Program. LIHEAP and its related services help more than 230,000 Wisconsin households annually.

Eligibility

You may be eligible for weatherization services if:

- You received benefits from WHEAP or your gross income for the last three months is equal to or less than 60 percent of Wisconsin's state median income (SMI) for your family size.
- Your dwelling/apartment has not been weatherized before.
- Your household meets certain priorities that may include a high energy burden or use, an elderly or disabled member or a child under six.

For more information and application details, please contact your local office:

WHEAP Income Guidelines for the 2017–2018 Heating Season

Household Size	3 Month Income	Annual Income
1	\$6,650.25	\$26,601
2	\$8,696.25	\$34,785
3	\$10,742.50	\$42,970
4	\$12,788.75	\$51,155
5	\$14,835.00	\$59,340
6	\$16,881.25	\$67,525
7	\$17,264.75	\$69,059
8	\$17,648.50	\$70,594

Clark County 715-743-5233
Department of Social Services

Chippewa County 715-726-7862
Department of Human Services/
Economic Support

Marathon County 715-842-3111
Energy Services, Inc.

Taylor County 715-748-6123
Human Services Department

Wood County
Department of Social Services
Wisconsin Rapids office ... 715-421-8600
Marshfield office..... 715-387-6374

Jackson County 715-284-4301
Department of Health & Human Services

To learn more or to locate your local agency, call toll free 1-866-HEATWIS (432-8947) or visit homeenergyplus.com.

wi.gov. Other Resources for Energy and Weatherization Programs—**CEC Website:** www.cecoop.com, click the Bill Payment Tab and then the energy assistant link; **Focus on Energy Targeted Home Performance with ENERGY STAR®:** 1-800-762-7077 or visit www.focusonenergy.com; **Keep Wisconsin Warm Fund – Bill Pay Assistance:** 1-800-981-WARM (9276) or visit www.kwwf.org. (Source: Wisconsin Department of Administration Brochure)



SMARTHUB: An easy way to manage your energy bill

SmartHub means you have options when it comes to managing your energy bill at Clark Electric Cooperative. Have you ever wondered when your highest electric usage takes place? Have you wondered why your energy bill is what it is? SmartHub helps you determine those answers. If you have not signed up, you're missing out on a lot of smart benefits including:

- Pay your energy bill online
- Set up your energy bill for automatic payments
- View your billing history
- View and manage your electric usage
- Identify ways to lower your energy bill
- And, even report an outage

Sign up for SmartHub online. It's Clark Electric Cooperative's FREE and mobile online payment system that allows you to monitor your daily energy usage.



\$20 DISCOUNT on PACKAGES for 3 MONTHS!

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Speed, dependability and savings are all yours with EXEDE

*Prices revert to actual after 90 days, 2-year commitment required, \$5.95 lease fee additional. Free installation for roof mount and connection to modem. Additional charges may apply for additional work. See store for complete details.

exede
INTERNET

YOUR FAMILY'S NEED FOR SPEED HAS JUST BEEN ANSWERED

CLARK ELECTRIC APPLIANCE & SATELLITE INC.
1209 West Dall-Berg Road, Greenwood, WI 54437
866-279-6544 or 715-267-6544 • Hours: M-F 8 a.m.-4:30 p.m.

MY CO-OP



OVERHEAD vs UNDERGROUND

What's the difference?

In the electric utility industry there are two very different methods of delivering electricity to our members, overhead and underground. "What's the difference?" you may ask, or "Why don't you just bury all those lines?" These are common questions/comments we hear at the cooperative. Let's start by distinguishing the two.

Overhead construction is typically cheaper to build and usually faster to construct. It's easier to identify damage and make repairs. It is much easier to add a new line or service by simply attaching to the nearest pole or structure, and it can be constructed almost anywhere.

The down side to overhead construction is that it is very susceptible to Mother Nature. Wind, ice, and wet heavy snow can bring trees and debris in contact with the distribution lines, causing blinking lights and power outages. Speaking of blinking lights, another common annoyance with overhead construction is that small animals such as squirrels, raccoons, birds, and other critters can get into places they shouldn't, causing blinking lights and outages.



All that being said, probably the biggest issue with overhead lines is maintenance of trees and vegetation. Every year Clark Electric Cooperative spends hundreds of thousands of dollars on tree clearing and herbicide applications to maintain adequate clearance to provide safe, reliable electric service to our members.

Underground construction is far less susceptible to wind, ice, and wet heavy snow. Typically you do not have issues with animals and critters that can cause blinking lights and outages in underground transformers and cabinets. Underground is more aesthetically appealing as there are no overhead poles and wires to look at. This is especially nice in cities, towns, subdivisions, and lake property.

Even with all of that, probably the biggest benefit to underground construction is there is very little need for tree clearing



and herbicide use. This saves hundreds of thousands of dollars each year and can be much more member friendly to those who don't want their trees trimmed or cut.

The downside to underground construction is that it is typically more expensive up front to construct and sometimes takes a little longer to install. It can be much harder to add a new line or service. Unlike overhead construction where there is a pole every couple hundred feet, underground cabinets tend to be much farther apart. That sometimes requires a new cabinet to be cut in to add a line or service to it. This means the line has to be shut down, dug up, spliced into, and a new cabinet added. This can be time consuming and expensive as well as an inconvenience to the members who are out of power while the cut-in takes place.

So... you ask which one is better? The answer is "it depends!" Every time our line stakers go out to stake a new line, they weigh the pros and cons of overhead vs. underground. They look at things like trees, vegetation, or other obstructions that could hamper overhead construction. When it comes to underground, things like swamps, creeks, wetlands, and terrain all need to be considered, not to mention other utilities like phone, gas, fiber optic, or other underground utilities that may already be buried within the same right-of-way.

Another common question, especially during tree trimming and clearing operations, is "Why don't you just bury all those lines?" Constructing new line is expensive whether it's overhead or underground. Clark Electric Cooperative has both short-term work plans (three to five years) and long-range plans (20 years) that help identify system improvement needs.

In summary, a lot of variables go into striking the right balance between overhead and underground.

GEOTHERMAL

When COMFORT Matters



Looking for an efficient, cost-effective and environmentally friendly heating and cooling system? A geothermal heat pump is the greenest system available. Geothermal systems don't emit carbon dioxide, carbon monoxide, or other greenhouse gases that can be harmful to the environment or, more importantly, your family. Save money and rest easy knowing your family will be comfortable and safe.

Contact Greg today for your heating system check-up at our SPECIAL FALL RATE

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