



**Clark Electric  
Cooperative**

Your Touchstone Energy® Partner 



Tim Stewart,  
CEO/Manager

## ANNUAL MEETING POSTPONED

*Watch for announcement of  
rescheduled time and place*

**B**y now you should have received the 2019 Annual Report. That report contained the official notice of the Annual Meeting; however, in an attempt to fight COVID-19 and in compliance with the CDC, Wisconsin Department of Public Health, and the World Health Organization guidelines regarding attendees at large events, the cooperative will be postponing our April 14, 2020 Annual Meeting until a later time. The cooperative will provide notice of the time and place of the rescheduled meeting. Please call with any questions you may have.

### Lineworker Appreciation Day is April 13

I would be remiss if I didn't highlight Lineworker Appreciation Day. National studies consistently rank power line installers and repairers among the most dangerous jobs in the country, and for good reason. Laboring high in the air wearing heavy equipment and working directly with high voltage creates the perfect storm of a dangerous and unforgiving profession. But electric lineworkers are up to the task. These brave people are committed to safety, as well as

the challenges of the job.

When the weather gets nasty and most of us hunker inside, our linemen head out, no matter the time of day, or day of the week it might be. Our lineworkers are the first responders of our electric distribution system, and they work around the clock on high-voltage lines. Clark Electric Cooperative's lineworkers are responsible for keeping power flowing day and night, regardless of national holidays, vacations, birthdays, weddings, or other important family milestones.

Beyond the years of specialized training and apprenticeships, it takes internal fortitude and a mission-oriented outlook to be a good lineworker. In fact, this service-oriented mentality is a hallmark characteristic of lineworkers. The job requires lineworkers to set aside their personal priorities to better serve their local community.

### Family Support System

To perform their jobs successfully, lineworkers depend on their years of training, experience, and each other to get the job done safely.

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**APRIL 13 IS LINEWORKER  
APPRECIATION DAY**



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Equally important is their reliance on a strong support system at home. A lineworker's family understands and supports their loved one's commitment to the greater community during severe storms and power outages.

This means in times of prolonged outages, the family and their lineworker may have minimal communication and not see each other for several days. Without strong family support and understanding, this challenging job would be all the more difficult.

### Community Commitment

At Clark Electric Cooperative, our lineworkers' mission-focused mentality of helping others often extends beyond their commitment to their work at the co-op. Lineworkers are often familiar figures in the community. They can be found coaching youth sports teams, serving as local first responders, and serving on fire departments and local boards.

### Thank You

On April 13, 2020, when you flip a light switch, power up your computer, turn on your TV, or perform any of the countless tasks that electricity enables you to do, take a moment to appreciate the hardworking lineworkers who make that possible.



Left to right: Allen Jicinsky and Charles Lindner

## DIRECTORS EARN COOPERATIVE CREDENTIALS

For electric cooperatives to thrive in this time of change and uncertainty, it is vital that directors have a solid understanding of the electric cooperative business model, a diverse set of knowledge and skills, up-to-date knowledge of industry changes, and a commitment to learn throughout their service on the board of directors. The National Rural Electric Cooperative Association's Director Certificate Programs are specifically designed to help electric cooperative directors understand the complexity of a very challenging industry. The certification requirements consist of three parts as follows:

### Credentialed Cooperative Director Certification (CCD) –

The CCD is a set of five courses that focus on basic governance knowledge and the essential skills required of cooperative directors. The CCD prepares directors to fulfill their fiduciary duty as elected officials serving on behalf of their membership.

### Board Leadership Certification (BLC) –

After completing the CCD, and as directors continue their board service, they need to stay current on industry issues and evolving expectations for governance. The BLC courses have been grouped into specialty areas such as power supply, finance, risk management, technology, and governance.

### Director Gold Certification (DGC) –

This credential recognizes directors who have earned their CCD and BLC credentials and are committed to continuing their education throughout their service on the board. For a director to earn the DGC, they must hold the CCD and BLC and earn additional credits from the Board Leadership Certificate series of courses.

Congratulations to Directors Charles Lindner and Allen Jicinsky for achieving the Director Gold Program Re-Certification.

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# ATTENTION HIGH SCHOOL STUDENTS!

*Don't miss the chance to join us for the 2020 Youth Leadership Congress*

It's that time of year when Clark Electric Cooperative is looking for students from local high schools to represent us at the Youth Leadership Congress, to be held this year on the campus of UW-River Falls July 14–16, 2020.

The WECA Youth Leadership Congress (YLC) is a great opportunity for students to develop and enhance their leadership potential. The event is sponsored by UW-River Falls and Wisconsin electric cooperatives and is designed to help students develop leadership skills while learning the purpose, operation, and scope of cooperative business.

The event features leadership seminars led by nationally acclaimed speakers and presenters. Sessions focus on the structure of the cooperative business, developing leadership skills, team-building exercises, and many other fun activities. Join students from your neighboring schools and learn what makes the cooperative business model different and successful.

**Get a glimpse  
of college life at  
UW-River Falls**



Clark Electric 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 at the previous year's conference to serve on the WECA Youth Board.

There is no cost to the student for attending. The registration and travel expenses will be covered by the cooperative. If you are going to be a sophomore or a junior in high school this coming fall and would like to be a sponsored representative for Clark Electric Cooperative, contact your FFA or FBLA advisor. You may also contact Tracy Nelson, administrative assistant, at 715-267-6188 or 1-800-272-6188.



*Happy Easter*

**Clark Electric's office  
will be closed April 10  
for Good Friday.**



**CALL FIRST!**

**Call Diggers Hotline at 811 at least three working days before you start digging. It's a free, one-stop source for locating underground utilities.**

## MEMBER ATTENDEES NEEDED FOR DAIRYLAND ANNUAL MEETING JUNE 3

### Eleven attendees, four alternates needed

Representing your cooperative and your fellow members at the Dairyland Power Cooperative Annual Meeting is an opportunity that we ask our members to participate in every year.

The Dairyland Power Cooperative Annual Meeting will be held on Wednesday, June 3, 2020, in La Crosse. We are seeking 11 attendees and four alternates for this meeting.

By attending this meeting you will learn more about Dairyland Power Cooperative and the electric industry.

If you would like to represent Clark Electric Cooperative at Dairyland Power's annual meeting, please contact Tracy Nelson, administrative assistant, by Monday, March 23, 2020.

Tracy can be reached by calling the cooperative office at 715-267-6188 or at 800-272-6188.



# HEAT PUMPS: HOW THEY WORK

Given all the attention being paid to wind and solar energy these days (even by us at Clark Electric—see the facing page), you might be surprised to learn that one of the most promising solutions to high energy costs isn't up in the sky but buried deep under your lawn. Superefficient geothermal heat pumps provide clean, quiet heating and cooling while cutting utility bills by up to 70 percent.

A heat pump, as part of a central heating and cooling system, uses the outside ground (ground source) or air

(air source) to both heat a home in winter and cool it in summer.

In a ground source heat pump, it's taking the year-round temperature of 54 degrees and either heating or cooling it from that point to condition the air in your home. Think of a heat pump as a heat transporter constantly moving warm air from one place to another, to where it's needed or not needed, depending on the season. High-efficiency heat pumps also dehumidify better than standard central air conditioners, resulting in less energy usage and more cooling comfort in summer months.

If you think about it, there's a lot less heating and cooling of air at 54-degrees to get to a comfortable temperature in your home, than say getting from

0 degrees in the winter or 90 degrees in the summer to a comfortable temperature. According to *This Old House*, geothermal systems are twice as efficient as the top-rated air conditioners and almost 50 percent more efficient than the best gas furnaces all year round.

For homes without ducts, air-source heat pumps are also available in a ductless version called a mini-split heat pump. In addition, a special type of air-source heat pump called a "reverse cycle chiller" generates hot and cold water rather than air, allowing it to be used with radiant floor heating systems in heating mode.

No matter your situation, there's a heat pump that can fill your heating and cooling needs.



**GEOTHERMAL**  
It's all about the SAVINGS

Geothermal heat pumps don't create energy—they move the energy that's already there. That's how a geothermal heat pump can be 300–500% efficient! With a THERM GEO ground source heat pump, you can harvest the sun's energy stored in the earth and save big dollars on your heating and cooling bills.

- Save up to 70% on your energy costs
- Increase the resale value on your home or business
- Additional \$750 Focus on Energy Rebate may be available to qualifying existing homes while funds are available.

Check out our heating and cooling maintenance programs at a special rate




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tthermgeo.com  
Call for all of your alternative heating needs today!

## HVAC Rebates

- Geothermal Heat Pump ..... \$850/ton
- Air Source & MiniSplit Heat Pump ..... \$350/ton

## Appliance Rebates (Energy Star)

- Clothes Dryer ..... \$25
- Heat Pump Clothes Dryer ..... \$50
- Clothes Washer ..... \$25
- Dehumidifier ..... \$25
- Dishwasher ..... \$25
- Refrigerator ..... \$25
- Freezer (minimum of 10 cubic ft.) ..... \$25
- Inductive Range ..... \$25

## Appliance Recycling

**Must purchase new replacement appliance from Clark Electric & Satellite**

- Recycling – Freezer ..... \$25
- Recycling – Refrigerator ..... \$25
- Recycling – Room Air Conditioner ..... \$25

**\*\*Visit our website at [www.ccecoop.com](http://www.ccecoop.com) for all rebate forms and qualification criteria. Rebate information can be found on the Welcome page under the News/Events at the bottom of the page or the Rebates/Incentives listing under the Billing & Rate Information page.**

## Tim Stewart, CEO/Manager

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