



Dick Adler
CEO/General Manager

"OH, WHAT A CAREER"

Some Final Thoughts (*the first of two parts*)

As I look to retirement and begin the process of cleaning out my desk—yes, I too am a pack rat—I have to reminisce at what an amazing career I've had here at Clark Electric Cooperative.

Seeing an ad for a bookkeeper led to an interview with then Office Manager Harland Bergemann. I guess I was intrigued by Mr. Bergemann, who convinced me that if he wanted me, I would say yes. Although I was just out of high school, this was really the beginning of higher education in my life. Being an office clerk and learning the basics, a 16-month tour of duty with the Wisconsin Army National Guard, and numerous correspondence courses gave me the push forward.

During the 16 months away, there were also a bookkeeping correspondence course, hours and hours of administrative school, and 10 months of being company clerk to our commander at Fort Lewis, Washington. Although we had thoughts of war and some displeasure of being called to active duty, little did I realize the training I was getting for my future.

Oh yes, after returning, Mr. Bergemann thought I should have some construction experience, so out on the line crew I went and served time as a grunt. Here again, I learned about construction and maintenance of the electric system and of course the language of a real lineman. Yeah, like Bob Schneider,

Leon Kuester, Ted Poznanski, Jerry Sowieja, Tom Thornton, Alfred Zillmer, Harold Blasch, Tony Rychnovsky, Ed Degenhardt, to name a few.

In 1964, Manager Bill Dallman retired, Mr. Bergemann was promoted to general manager, and I was promoted to office manager. Yes, I was the young guy in the group of management, with Elmer Learman as line superintendent and Don Fontaine as sales manager. It didn't take me long to realize I had to work hard to learn how to direct people, understand the members, and help guide this organization. This was also the beginning of my association with the board of directors as part of management staff.

About this time my wife, Colleen, came into my life. We were married in April 1967; had a son, Scott, in August 1968; had another son, Mark, in May 1971; and yet one more son, Mike, in December 1977. Currently I have two daughters-in-law, Sarah and Jamie, and a grandson, Joey. My thanks to Colleen for the many times I was gone and she kept the home front well organized. I am very proud of my family.

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Holiday Closings

Clark Electric Cooperative and Clark Electric Appliance & Satellite, Inc.
announce its holiday hours for your convenience.

Friday, December 24, Christmas Eve
8:00 a.m until noon

Closed Saturday, December 25, Christmas Day

Friday, December 31, New Year's Eve
8:00 a.m until noon

Closed Saturday, January 1, New Year's Day

PLANNING FOR YOUR NEEDS



Tim Stewart
CEO / General Manager

Directors, Management, and Staff All Involved

During the fourth quarter each year, the cooperative's management and staff prepare a series of planning documents that will provide the tools for financial planning for the cooperative in the upcoming year. The board of directors meets with cooperative staff to review various department activities and the upcoming Business Plan.

Besides providing short-term goals and objectives, the Business Plan must also be consistent with the cooperative's long-range planning studies and documents. It is vital that short-term goals and objectives are established to reach long-term objectives such as equity management plans, Rural Utilities Service requirements, and the member needs and service requirements. The board of directors and management are aware of the need

for consistently analyzing costs to maximize the value of each expenditure and containing costs where appropriate and feasible. I will be providing more precise budgetary and work plan information in the upcoming months.

In closing, as Christmas is almost here, it seems appropriate to share a few thoughts about the holiday season. The holiday season brings to mind all sorts of memories about experiences and days gone by, such as decorating and lighting the Christmas tree, anticipating the aroma of home-baked Christmas cookies, or sharing it together with our families and friends. Whatever memories you have from the past, it's the time of year when our actions can become part of warm memories for others and ourselves in the future. Sometimes we forget that it's those little things we do for others that can mean a lot. All of us at Clark Electric Cooperative hope you and your family have a very joyful holiday season. ■

Tim Stewart
CEO / General Manager

COOPERATIVE LUNCHEON

Co-op Month is a Time to Celebrate Our Cooperative Roots



Part of the success of the Co-op Luncheon is due to the great help from employees of the different cooperatives that help put this function on.

The weather was perfect; the food was great, of course; and a chance to see old and new members is always a pleasure. New General Manager Tim Stewart was very impressed with the Co-op Luncheon and can't wait until this year's annual meeting. "What a neat event this was," he said, "and the brats, they were awesome!"

Hosting this member event with Clark Electric was Land-O-Lakes, Heartland Cooperative, and North Hendren. More than 525 members of the cooperatives came by to visit and enjoy lunch at the Greenwood American Legion Hall.



Cooperative Month is important for remembering why we have an electric cooperative (or any other type of cooperative). A cooperative is owned and controlled by you, with the local interest of our communities at its heart. Thanks for being a member of Clark Electric Cooperative. ■

Dick Adler...

They Don't Make Them Like Him Anymore!

**A Career That Has Spanned 44 years at
Clark Electric Cooperative**

THEN

And

NOW



A Young Dick Adler, circa 1967. This is when Dick's career started to take off. He was Clark Electric's office manager at this time.



One of the fun jobs that Dick has performed over the years is serving as "The Milk Man" at our annual Cooperative Luncheon. When a job needed to be done, whether it was for Clark Electric or the community, Dick has always been called and has stepped up to the challenge.

MORE LOCAL NEWS



Three generations of generations. The first was Bill Dallman; his son Dick followed for his knowledge; the new generation works closely with Dick over the last 20 years. Dick, who has been at the helm for

One of many highlights over Dick's career was the awarding of the Wisconsin Electric Cooperatives' highest honor, the Ally of Cooperative Electrification (ACE) Award. From left to right are his son Mike; daughter-in-law, Sarah; his wife, Colleen; and his grandson, Joey. Behind Dick is his son Mark; and to the right of Dick are Dawn, a friend of the family; and Dick's son Scott.



Keeping informed of what's new in the system and learning how our linemen operate are accomplished through our yearly board tours. Journeyman Lineman Kevin Sterland is explaining to Dick about the wire the crew is using on this particular job.



Above: Working for the communities that Clark Electric serves—Dick presents an economic development check to Our Lady of Victory Hospital in Stanley, Wisconsin. This loan was an important incentive in the building of this hospital.



Clark Electric Cooperative



General managers—Clark Electric has had four general managers; the predecessor was Harland Bergamann, left, who Dick always credits as general manager, Tim Stewart, center, who has been working for several months to learn about Clark Electric; and Dick Adler, right, for the last 26 years.



Dick began his career at Clark Electric as an office clerk but soon moved up. Pictured with Dick here are, front row: Dawn (Winter) Schmidt, Donna Abel, and Mary Lou Logue. Back row: Dick Adler, Marilynn Auman, Linda McAley, and Marty Hillert.



Above: Dick is pictured here with the current board of directors. Seated in the front row: Clarence Hoesly, Tony Jarocki, and Ron Schmidt. In the back row: Dick, Chuck Bena, Wilmer Grientpentrog, Vern Kowalewski, and Howard Schultz.



Left: Dick presiding over his first annual meeting after taking over as general manager.



In preparation for his retirement Dick has been working on his game, but he's got a long way to go before he's ready for the senior tour!



Thanks, Dick!

**We Will All Miss You...The Employees and Directors of
Clark Electric Cooperative**

Public Service & Co-ops Go Hand and Hand

(Continued from page 4)

During these years there was some public service involved to help fill in the spare hours I had, such as the Greenwood Chamber of Commerce, Greenwood Industrial Development Corp. (developed Greenwood Homes building now occupied by Weathershield Corp.), Greenwood City Council (temporary mayor for four months out of seven years), St. Mary's Parish (chair of the finance committee), St. Mary's Memorial Fund, Inc., Greenwood Festivals, Inc., and development of Greenwood Clinic.

You should realize that when I was in high school I thought living in Marshfield was pretty boring, and then moving to little Greenwood I questioned "what in heck I'm doing here." Well, it turned out to be anything but boring and the land of opportunity for me. In a small town, you only have to help out once, and then the invitations are endless, to the point where you look for more help and volunteers. That's what keeps small towns going and active. They are only small in size, not ideas.

The years as office manager were quite the challenging years. The electronic age came and forced us to leave our simple lives of doing everything by hand. I like to relate the story of our first printing calculator. Nineteen hundred dollars gave us a machine with an electronic keyboard. You could enter the next problem while the previous one was still calculating, and it had adding machine tape to print answers so you could go back and check if you entered the wrong numbers or wrote the answers down wrong. WOW, we



had it made. The machine was big enough to almost fill a bushel basket. Now you can buy a better printing calculator with more functions, more speed, and much smaller for about \$50.

But we entered the electronic age with a huge computer and magnetic stripes on ledger sheets so they could be automatically read. There were long nights during the conversion of systems. Following that in the late '70s, we went to a full in-house system with monitors at each desk, and things really started to move. Now we use individual personal computers, networked together and to the world. Information for billing is sent to Dairyland Power Cooperative to process, print, and mail. Yes, we are in the electronic information age.

It was somewhat difficult for me to leave the hands-on records and to trust the electronics, but when the world starts to pass you by, your confidence grows and you move forward. ■

Dick Adler
CEO/General Manager

Continued next month: "No Good-byes"



**Clark Electric
Cooperative**

**Federated Youth
Scholarship Award**

**\$750
Scholarship**

Application forms will be available at your local high school guidance counselor or at www.cecoop.com.

All scholarship applications must be returned to Clark Electric Cooperative no later than Friday, March 4, 2005.

Remember there is now a category for home-schooled graduating students.

Merry Christmas



Clark Electric Appliance & Satellite, Inc.

Annual Open House December 13-18

Stop in for Coffee, Hot Chocolate & Cookies...and

Discount on All Major GE Appliances in Stock

Free Two-Room DirecTV Satellite Systems to New Subscribers

Check Our Econar and Steffes Heating Displays

Because of the recent deployment of many of our young men and women, we will be accepting donations for care packages to send to those serving abroad. Our goal is to collect items throughout the coming year and package and ship them each month.

Some items that are being welcomed by our servicemen and women are: Powdered Gatorade, anti-bacterial soaps, wet wipes, toothpaste and toothbrushes, vitamins, hand lotions, sunscreen, coffee, creamer, snack foods, paperback books, puzzle books, playing cards.

