



PREPARING FOR SUCCESS

Short-Term & Long-Term Goals



Tim Stewart
CEO / General Manager

During the fourth quarter of each year, the cooperative's management and staff begin to 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

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

In closing, as Christmas will soon be 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 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 so very much. All of us at Clark Electric Cooperative hope you and your family has a safe and a very joyful holiday season. ■

Tim Stewart
CEO / General Manager

First Two Directors Get Board Leadership Certification



In this era of ever-increasing complexity of the electric utility industry, it is more important than ever for cooperative directors to have the knowledge and skills to govern today's cooperative. The National Rural Electric Cooperative Association has designed the Credentialed Cooperative Director program and the Board Leadership program to address educational needs of electric cooperative directors. The curriculum for the Credentialed Cooperative Director certification includes information on board governance, financial decision-making, strategic planning, and current and emerging issues. The Board Leadership certification is a more in-depth study of the issues facing the industry and is attained after successfully completing the required credits and the CCD program. Congratulations to Clark Electric Cooperative President Wilmer Griepentrog and Secretary/Treasurer Clarence Hoesly for successfully completing the Board Leadership training. ■



Clarence Hoesly, secretary/treasurer of the board of directors, and Wilmer Griepentrog, board president, with the Board Leadership Certificates they were presented with at the Region V meeting this past fall.

EDUCATION IS KEY TO SUCCESS

Michele Stewart Receives National Recognition

Teachers are in a special class all by themselves. Michele Stewart, wife of Clark Electric's General Manager Tim Stewart, was recently awarded the Milken National Educator Award. Michele is one of only two teachers in the State of Wisconsin to win the award this year.

But the real winners are the students of the Colby school system. Michele says teaching is what it is all about—giving that extra effort to help our kids succeed. That extra effort includes Before School Reading Club and other extracurricular activities designed to help the kids become better students and people. Michele has been with the Colby School District for the last two years. ■



Michele Stewart along with her Colby fifth-graders, who are very excited to have Mrs. Stewart as their teacher.

Congratulations

HOLIDAY SAFETY

While Using Electricity

The Electrical Safety Foundation International (ESFI) is reminding those at home and in the workplace to keep electrical safety in mind when decorating for the holiday season:

- Before decorating, read and follow the manufacturers' instructions concerning installation and maintenance of all decorative electrical products.
- Use lights and other electrical decorations certified by a recognized independent testing laboratory such as CSA, UL, or ETL.
- Outdoors, use lights and other electrical decorations certified for outdoor use.
- Carefully inspect each decoration before plugging into an outlet. Cracked, frayed, loose or bare wires, as well as loose connections may cause electrical shock or start a fire. Replace damaged items.
- Always unplug electrical decorations before replacing light bulbs or fuses.
- Do not mount or support light strings that might damage the cord's insulation.
- Never nail or staple light strings or extension cords.
- Do not connect more than three light string sets together.
- Light strings with screw-in bulbs should have no more than 50 bulbs connected together.
- Do not overload extension cords—they can overheat and start a fire. Keep all outdoor extension cords and light strings clear of snow and standing water.
- Never use electric lights on a metallic tree. The tree can become charged with electricity from faulty lights.
- Do not allow children or pets to play with electrical decorations. Even small light decorations can produce a fatal shock if they are misused.
- Turn off all electrical decorations before leaving home or going to bed.
- Plug outdoor electric lights and decorations into circuits protected by ground fault circuit interrupters (GFCIs). Portable GFCIs can be purchased wherever electrical supplies are sold. ■

NEW FACES AT CLARK ELECTRIC

Busy Apprentices

Clark Electric has hired two new apprentice linemen to fill the voids left by recent retirements.

Kent Weigel and Jarred Martens started working this summer for Clark Electric as part of the 1,000 hours of on-the-job training required through the apprentice line program at Chippewa Valley Technical College.

Because of their hard work, they were hired as permanent staff to fill two vacant positions.

Mike Ruff, director of operations, said, "These two young men will be an added asset to the cooperative as they learn the trade of being a journeymen lineman, and most important, learn the Clark Electric distribution system."



*Kent Weigel
Apprentice Lineman*

As new employees of the operations department, Kent and Jarred will continue their lineman training through the apprentice training program in which the cooperative participates.



*Jarred Martens
Apprentice Lineman*

The cooperative welcomes these two young men on board and looks forward to their great future here at Clark Electric Cooperative. ■

9th Annual

CHRISTMAS WISH PROGRAM

During the holiday season, thoughts often turn to those who need their spirits lifted. WIGM 1490 AM/WKEB 99.3 FM, along with Dairyland Power Cooperative and members of other area cooperatives, are again sponsoring a Christmas Wish Program. In following with our theme "Concern for our Community," the contributors to Christmas Wish have undertaken a mission to bring holiday cheer into the lives of those around us. Central Wisconsin listeners will be asked to send or call the radio station with names of area people and the wishes they would like us to grant. Past wishes have been granted for a variety of things, including food baskets, utility bill payments, toys, plants, along with other requests for specific items. Do you know of someone who needs a holiday wish?

The 9th Annual Christmas Wish is brought to

you this year by the Dairyland Power Cooperatives, which include Taylor Electric, Clark Electric, Price Electric, and Jump River Electric Cooperative. Also sponsoring the program are Peoples Choice Credit Union, Farmers Union Co-op Transport, Heartland Co-op, FCS Financial Services, Sheldon Co-op, Taylor Credit Union, Harmony Country Cooperative, Lakewood Credit Union, The Medford Co-op, and WIGM 1490AM and WKEB 99.3FM Radio.

Wish requests for area residents may be directed to WIGM/WKEB Radio, P.O. Box 59, Medford. Phone (748-2566), fax (748-2752), or e-mail (k99@dwave.net) your request. Please include your name, address, and phone number as well as the name, address, and phone number of the individual you're requesting a wish for and the wish you would like granted. ■

Dec. 11 to Dec. 22 A Christmas Open House

At Clark Electric Appliance & Satellite Inc.

111 East Miller, Greenwood

Our Christmas showroom is stocked full of clearance priced  **APPLIANCES** for your home.

For peace of mind - Give Mom or Dad the gift of the **MAIN STREET MESSENGER** monitoring system.



The teenager in the house will enjoy the speed of a **WILDBLUE** internet satellite system.

Clean safe water for your family with **WATER RIGHT** water conditioner systems.



At night, sit back and relax with **DIRECTV**. Add a DVR and record your favorite movies.

Don't forget to join us in the celebration of the season with coffee, hot chocolate & cookies

CLARK ELECTRIC APPLIANCE & SATELLITE INC.



111 East Miller Street, PO Box 220
Greenwood, WI 54437

Call (715) 267-6544 or
1-866-279-6544

HOURS: Monday-Friday: 8 a.m.-5 p.m.; Saturday: 8 a.m.-12 Noon

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