



Member Appreciation Day

A beautiful morning set the stage Saturday, October 2, for the Annual Member Appreciation Day Pancake Breakfast. The pancake and sausage breakfast was just the beginning of the many activities that were available for members of all ages.

The kids enjoyed giant inflatables, face and pumpkin painting, and picture frame crafting (including their own picture to put in it). Memorial Medical Center participated with a bike safety demonstration, which included several door prizes for the kids. They also had health-screening information available for the adults.

The Fire Department was there with a Smoke House for the kids to go through to demonstrate how to react in case of a fire, and EMS volunteers performed blood-pressure checks.

Focus on Energy was on hand to give out energy-efficiency information, and Clark Electric Appliance and Satellite was there with HVAC information as well as information on other products offered through their department.

A running video presentation was enjoyed by many members, some remembering how the cooperative concept came to be.

Thanks to everyone who joined us for this year's Appreciation Day Breakfast, and we hope to see you again next year! ■



Energy Assistance Resource Information

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.

Emergency energy assistance is sometimes available in addition to energy assistance because some winters are worse than others, and emergencies in certain regions may require additional funds in meeting needs beyond the levels established under the program authorization.

During the past years, funds have provided heating assistance to offset extreme cold; offset price spikes in heating oil, propane, and natural gas; and cover the additional cooling costs in the Midwest during a prolonged summer heat wave. To find out if emergency energy assistance is available, contact your county social services department.

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 100,000 Wisconsin households annually.

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	

In addition to regular heating and electric assistance, specialized services include:

- Emergency fuel assistance
- Counseling for energy conservation and energy budgets
- Proactive co-payment plans
- Targeted outreach services
- Emergency furnace repair and replacement

Services are provided locally through:

- County social services offices
- Tribal governments
- Private non-profit or other government agencies

For more information or to locate your local agency, call toll free 1-866-HEATWIS (432-8947) or visit homeenergyplus.wi.gov. Source: Wisconsin Department of Administration Brochure

Other Resources for Energy and Weatherization Programs:

Focus on Energy Targeted Home Performance with ENERGY STAR®: 1-800-762-7077 or visit www.focusonenergy.com. Source: Wisconsin Department of Administration Brochure

Keep Wisconsin Warm Fund – Bill Pay Assistance: 1-800-981-WARM (9276) or visit www.kwwf.org. Source: Wisconsin Department of Administration Brochure ■

**Daylight Saving Time
Ends November 7** 

Remember to Change Your Time Clocks

If you are on our Time-of-Day Rate, you probably have a time clock controlling devices. Remember to switch the time clock on these devices back one hour as Daylight Saving Time ends on Sunday, November 7. It is important that your time clocks are reset to avoid using electricity during peak times, resulting in a higher-than-normal electric bill.

Clark Electric Cooperative's Time-of-Day Rate can save you money on your electric bill; however, you must be willing and able to shift your electric use around so you can utilize the lower-cost electricity.

For more information on incentive rates such as Time-of-Day or special heating rates, contact our office or visit our website at www.cecoop.com.

Move your clock back one hour on November 7. ■

Portable Electric Heaters

Understanding How They Work is the Key to Using Them Effectively

A number of portable and hard-wired electric heaters have been introduced to the marketplace in response to high home heating fuel costs. Don't be misled by cleverly worded ads that suggest one heater may be more efficient than a competitor's. All electric heaters, except ultra high-efficiency heat pumps, provide 100 percent efficiency, and watt for watt, cost the same to operate.

Three Main Heater Designs

The first step is to understand that there are three main heater categories. The first category is the high-temperature radiant style. They are characterized by the glowing red heating elements and shiny mirrored reflector behind the coils. Radiant heaters don't attempt to heat the air, but rely on "beaming" their warmth directly to people or objects in the room. Just like the sun's warmth, it can be a very pleasing form of heat.

The second category is the natural convection style, which transfers heat differently. Instead of using red-hot coils, these heaters distribute the same amount of heat over a wider surface of the heater. This allows the flow of air over their surface (natural convection) to transfer heat to the air. Often seen in a long, slender baseboard design, these heaters are warm to the touch but not hot enough to burn you. Other convection heaters are shaped like old-fashioned cast iron radiators, as found in historic buildings. An oil-like fluid inside spreads the heat around the surface. On a watt-for-watt equivalent, natural convection heaters put out just as much warmth, but you don't feel the intense heat as from a radiant design.

The third category, fan-forced heaters, relies on a blower to push air over the heating coils. Designed like a "mini furnace," these heaters must warm the air in the room to increase comfort. Unlike the natural convection style, they don't rely on a large surface area to transfer their heat to the air. A quick clarification — small fans are sometimes used in radiant heaters too, as a way to circulate the air. Don't let the presence of the fan fool you; if most of the heat radiates out from visible glowing coils, it's a radiant heater.



What Does It All Mean?

Each of the three designs described here uses a process called "electric resistance heating." Because all electric heaters use this same process, they all have the same efficiency — 100 percent. There are no losses. Whatever the heater's shape or size, the amount of heat coming out is the same as the amount of electricity going in. Therefore, any two heaters with a rating of 1,500 watts on the nameplate will deliver the same amount of heat, no matter what they look like. To calculate the hourly cost of operating an electric heater, consider the following:

What is different about each heater is the method used to transfer the warmth from the heating elements to the person or objects that need it. Any of the three portable electric heater types can allow room-by-room variation in temperature. This zonal heating method can save energy, but only by lowering the setting on the home's central heating thermostat. Then in the occupied room, a space heater is used to boost the temperature to a comfortable level.

If you wish to utilize electric heat, we encourage you to employ our load management system to shift on-peak usage to off-peak usage. If you have an automatic backup heating source or storage heat system, you could qualify for a reduced dual fuel rate. By utilizing this approach, you not only save money, you also help keep costs down by avoiding peak times.—Source: National Food and Energy Council; Richard Hiatt, author ■

$$A \text{ (Amps)} \times V \text{ (Volts)} = W \text{ (watts)}$$

$$W \text{ (watts)} / 1,000 \times (\text{hours of use/day}) \times (\text{number of days used}) \times (\text{electric rate})$$

Example using 12.5 amp space heater

$$12.5 \text{ amps} \times 120 \text{ volts} = 1,500 \text{ watts}$$

$$1,500 \text{ watts} / 1,000 \times 4 \text{ hours per day} \times 30 \text{ days} \times .0925 / \text{kwh} = \$ 16.65 / \text{month}$$

Put a SHINE on Holiday Savings

Did you ever wonder what it costs to light up your home, business, or facility with that colorful cascade of twinkling holiday lights? Are you looking for ways to save money without sacrificing the spirit of the season? One bright and easy idea is to replace traditional holiday lights with high-efficiency LED (Light Emitting Diodes) lights.

“Compared to traditional light strands, LEDs are up to 10 times more efficient, reducing energy consumption by as much as 90 percent,” according to Tim Stewart, CEO/general manager.

“As LEDs go into wider use during the holidays, they have the potential to make a significant dent in the electricity consumed for lighting, which helps ease pressure on both the pocketbook and the environment.”

Traditional screw socket bulbs use either 5 or 7 watts per bulb, so that a 25-light string consumes between 125 to 175 watts, of which less than 10 percent is used to create light. The rest is wasted and lost as heat. Conversely, LEDs produce very little heat, which contributes to their efficiency and reduces the risk of fire, making them safer to use.

Even though LED light strands may cost a bit more,

Use LEDs This Holiday Season

the energy savings and increased life expectancy can really pay off. Since LEDs last about eight times longer than incandescent bulbs — burning brightly for up to 50,000 hours — you’ll replace your light strands less frequently. Constructed of weatherproof materials and lacking fragile filaments, they’re impervious to moisture and not easily broken or damaged.

In addition to working to get the word out, Clark Electric Cooperative is providing members with more than the promise of energy savings this holiday season, but also a cash incentive for the purchase of LED light strands. Why? Because we believe that working together we really can save money, energy, and the environment. ■

- ✓ Must be purchased, and/or installed in 2010 (January 1 – December 31, 2010).
- ✓ Rebates are in place through December 31, 2010, or until funds, by incentive or in total, are depleted. (limit 12)
- ✓ A copy of your receipt must be submitted by Jan. 15, 2011. However, members are encouraged to submit their receipts as soon as the lights are purchased to ensure a rebate.
- ✓ Rebate not to exceed cost of efficiency equipment.
- ✓ Other restrictions may apply; contact the cooperative or visit our website at www.cecoop.com under the Energy Info tab for details.



Our offices will be closed Thursday, November 25, and Friday, November 26, in observance of Thanksgiving. The Appliance and Satellite Department will be open on Saturday, November 27, for regular business hours.



Clark Electric Cooperative

Your Touchstone Energy® Partner 

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