



Tim Stewart
CEO/Manager

DPC Hits All-Time Peak Load in July

July certainly was a hot month! In fact, it was one of the hottest Julys on record. As the dog days of summer dragged on, my thoughts were centered on peak electrical load and the value of our load management system.

On July 20, Dairyland Power Cooperative, Clark Electric's power supplier, set an unofficial all-time peak high with an average load of 982.5 megawatts (mw). This compares to the 939 mw that was set just the previous month on June 30, 2011. The increase of 43.5 mw is a change of 4.6 percent in just under one month. While this doesn't seem like a large number, it is the rough equivalent of 43,000 homes coming on line in one month. To further illustrate just how hot July was, the DPC hourly load exceeded last year's peak 49 times. Fortunately, as the extremely hot weather left the area, loads returned to more normal levels.

Once again, the DPC load management system proved extremely valuable in curtailing load during peak periods. The load management program helps balance electrical supply and demand. We estimate the system saves approximately 70 mw in the summer and 160 mw in the winter — the equivalent size of a small power plant. Through the load management program, DPC saves money and resources, which helps keep our power costs as low as they can be for everyone on our system.

I would like to thank all of our members who participate in the load management system and urge members who currently do not participate to consider doing so. By allowing the cooperative to install a load control device on your electric water heater or heat pump, you can help keep your costs down. Just call the office for more information.

Power of Membership

As many of you are aware, October is Cooperative Month. In preparation of next month's event, I would like to raise awareness about the many benefits that cooperatives bring to the marketplace. As you are probably aware, 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. This

month, I would like to highlight some of the benefits of being a member of cooperatives.

Cooperatives are locally owned and controlled by you, our members. As such, they are locally run to serve your needs. While many Wisconsin electricity consumers pay power bills to companies that answer to far-away stockholders who demand a healthy profit every quarter, local members govern the affairs at electric cooperatives like ours. Cooperatives aren't under pressure to keep rates high enough to generate big profits to satisfy shareholders. Instead, cooperatives try to keep your bill as low as possible while providing high-quality service. Cooperatives invest money in excess of operating costs back into the business locally or return the excess (known as margins) to you in the form of capital credits.

Unlike the boards of directors of investor-owned utilities that keep an eye on generating profits for people living far away, your cooperative's directors (fellow members like yourself) have only one thing in mind: keeping lights on safely, reliably, and keeping costs affordable.

You may know the history of the electric cooperative movement, how seven decades ago rural residents banded together to bring the conveniences of electricity to the rural areas when investor-owned utilities would not extend service. The cooperatives and associations they formed, on the same democratic principles as this great nation, are as strong and relevant today as they were back then. However, we're not just products of a proud past. Today, people from all walks of life have come to recognize the cooperative approach—members working together to achieve price and service benefits—can work for other needs just as effectively as it delivered affordable power to rural areas.

The seven principles upon which electric co-ops were founded—voluntary and open membership; democratic member control; members' economic participation; autonomy and independence; education, training, and information; cooperation among cooperatives; and concern for community—are as meaningful today as they were when electric co-ops began in the 1930s.

The board of directors, management, and staff at Clark Electric Cooperative share the same concerns as you, our members. We are accessible. You can give us a

(Continued on page 29 ►)

**COOPERATIVES:
STRONGER
TOGETHER**

*Celebrate Cooperative Month
with your local cooperatives*

**A FREE Pancake &
Sausage Breakfast**

Activities for kids of all ages



MEMBER APPRECIATION DAY
Saturday, October 1

7 a.m. to 11 a.m. at the CECO Building,
west of Greenwood on CTH G



Clark Electric Cooperative

124 N. Main St., P.O. Box 190, Greenwood, WI 54437
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Electronic Recycling Drive, 7–11 a.m.

(More information about the Electronic Recycling Drive on page 29)



**Inflatables for the Kids • Health
Screenings • Pumpkins Face Painting
Fire Department Smokehouse**



Greenwood Fire & EMS
will provide free
blood pressure testing.



Memorial Medical Center
will be here to provide community health information and
certain health screenings — free of charge.

Youth Leadership Congress Teaches Cooperation, Leadership

This year six students from area high schools represented Clark Electric Cooperative (CEC) at the Youth Leadership Congress (YLC) held at UW–River Falls July 13–15. Savannah Brown and Katrina Strobush, Neillsville H.S.; Katherine Redmond, Pittsville H.S.; Ashley Hemann, Greenwood H.S.; and Olivia Verkilen and Aleesha Helgeson, Granton H.S. were among the 125-plus youth who attended the 48th Annual Youth Leadership Congress. The YLC provides youth with stronger leadership and team-building skills as well as a broader understanding of electric cooperatives.

The three-day agenda included professionals in the cooperative industry hosting workshops on leadership; team-building activities; learning sessions related to college life, alternative energy, careers in cooperatives, and a cooperative's role in the community; and establishing relationships with



Team-building exercises are a popular YLC activity.

other students from across Wisconsin.

Here are a few of the comments received from the students who represented CEC this year:

"This conference gave me many new experiences and I learned a lot about cooperatives and leadership skills that I will use in the future."

"We learned how valuable cooperatives are in today's economy and how the seven (7) Cooperative Principles are used in the operation of cooperatives."

The delegates left the conference with valuable leadership skills they can use in school and in their community. Each spring CEC contacts schools in our service area asking for students to represent the cooperative at the YLC. This is a great opportunity for students entering 10th or 11th grade. Watch next spring for your chance to participate. ■

Clark Electric Cooperative Crew Responds to Call for Assistance

Clark Electric Cooperative responded to a call to assist Bayfield Electric Cooperative after a storm ripped through northern Wisconsin on July 1. After working all night and most of the next day to restore power on Clark Electric Cooperative's system, linemen Jarred Martens and Matt Wiese volunteered to head north to Iron River to assist Bayfield Electric Cooperative crews in restoring power to their members.

Restoration Of Power in an Emergency (ROPE) is a very unique program of cooperatives helping cooperatives. It is administered by Dairyland Power Cooperative on behalf of all of its member cooperatives. When a major storm rolls through a cooperative's service territory and



Jarred Martens (right) and Matt Wiese (left)

causes extensive damage to its distribution system, that cooperative can call Dairyland power and activate the ROPE program. Dairyland Power Cooperative will then go to work to find crews from other cooperatives unaffected by the storm to help restore

power to the affected cooperative. Electric cooperatives typically have large service territories with a limited number of linemen to cover it, so it's nice to know help is just a phone call away through the ROPE program.

In recent years, Clark Electric Cooperative has sent crews to a number of other cooperatives, including Washington St. Tammany Electric Cooperative in Franklinton, Louisiana, after Hurricane Katrina. Director of Operations Mike Ruff stated that while Matt and Jarred were the most recent volunteers to respond to the call for help at Bayfield Electric Cooperative, every one of our linemen at Clark Electric Cooperative stands ready to assist another cooperative through the ROPE program when needed. ■

Manager's Column *(Continued from page 4)*

call or send us an e-mail and know someone here is listening. And at our annual meeting, in the spring of each year, visit with us in person and share insights on how you want your business operated.

In these days of economic turmoil, it is more important than ever to focus on our core business and membership. We approach the future with confidence and the knowledge that the commitment and dedication to service, membership owned, and not-for-profit operation will enable us to focus on you, our customer and owner.

That's the cooperative difference. ■

Electronics Recycling Drive

Clark Electric Cooperative, along with 5R Processors, will host an Electronics Recycling Drive Saturday, October 1, from 7 to 11 a.m., at the cooperative's headquarters in Greenwood. The event will be held in conjunction with our Member Appreciation Day. The following items are acceptable for recycling:

MONITORS/TERMINALS	CIRCUIT BOARDS	VIDEO BOARDS
CPUS	WIRE AND CABLING	C-PAP MACHINES
LAPTOPS	ALUMINUM CANS	GAME CONSOLES
DOCKING STATIONS	CASH REGISTERS	DVD AND VHS
PRINTER/TONER	KEYBOARDS/MICE	PLAYERS
CARTRIDGES	TELECOMMUNICATION	FAX CARTRIDGES
COPY MACHINES	EQUIPMENT	MAINFRAME
FAX MACHINES	AUDIO VISUAL	EQUIPMENT
PRINTERS	EQUIPMENT	NETWORKING
TVS	STEREO EQUIPMENT	EQUIPMENT
MP3 PLAYERS/iPODS	MICROWAVES	OTHER COMPUTER
CELLULAR AND HARD	UNINTERRUPTED	PERIPHERALS
WIRE PHONES	POWER SUPPLIES	GPS UNITS

Residents may also purchase data removal services from 5R for \$10/per drive or \$10 per system or laptop. Fileservers will be extra if there is more than one drive. Computers, laptops, or single hard drives can be unloaded for data erasure at the designated DOD Wipe area (DOD=Department of Defense approved software). Serial number tracking with the owner's information will be properly recorded. The process can take anywhere from 3 to 10 hours, depending on the size of the hard drive. For this reason 5R has to bring the units/drives back to their facility to perform the data destruction/erasure procedures.

This method is a proven procedure based on military standards that ensure 100 percent removal of all data on your hard drive. 5R Processors will provide residents with a certificate of destruction and all accompanying serial numbers as their official report that your drive was erased before the unit or drive is sent on to the recycling/refurbishing department.



Reinvest in your home. Reinvest in yourself.

The American Recovery and Reinvestment Act of 2009: Good News for Geothermal Energy. Good News for You.

There's good news for you and your pocket-book. Recent federal legislation is making a GeoSystems geothermal heat pump system an even easier choice for homeowners. The Energy Improvement and Extension Act of 2008 offered a 30 percent tax credit on geothermal systems. The American Recovery and Reinvestment Act of 2009 does even better and removes the previous \$2,000 cap on the tax credit. Now your tax credit gives you a FULL 30 percent back on your whole system. This tax credit can be used to offset regular income taxes and alternative minimum taxes. If the credit exceeds liability, the remaining balance can apply to the tax liability of future years. You can find this information in section 25D of the Internal Revenue Code.

How To Claim The Tax Credit

Use IRS Form 5695 (*you can find the form at www.irs.gov/pub/irs-pdf/f5695.pdf*) to claim the tax credit. Please consult with your local tax professional for more information.

Contact Clark Electric Appliance & Satellite at 866-279-6544 for a no-cost bid. We provide the sales, installation, and service after the sale.

Clark Electric Cooperative's office will be closed Monday, September 5, for Labor Day.

Have a safe and happy holiday weekend!



Clark Electric Cooperative

Your Touchstone Energy® Partner



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