



Tim Stewart, CEO/Manager

# Clark Electric Cooperative Asks Your Help in Easing Summer Demand

## It's About Community

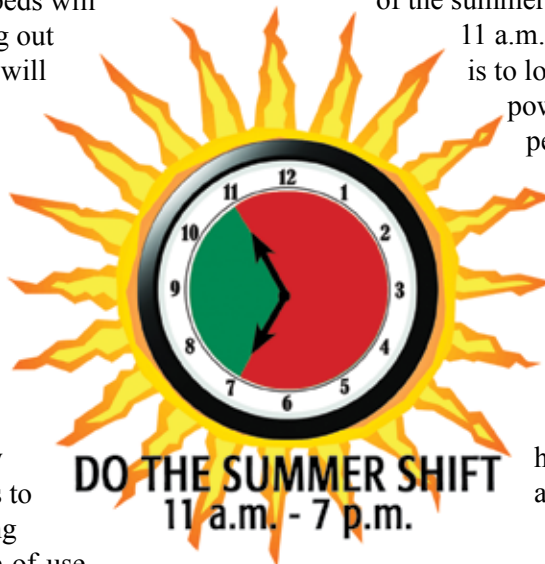
### Help Limit Rising Energy Costs This Summer

Summer 2013 will be much like summer 2012 in that there will be plenty of sunny warm days. Our gardens, lawns, and flower beds will grow, children will celebrate being out of school for the summer, and we will want to keep our homes comfortable with air conditioning.

Each year the total amount of electricity we use as a cooperative family has been increasing (as it has across the nation). With the electricity demand and the market's power prices in our region highest on weekdays between the hours of 11 a.m. and 7 p.m., we all have an opportunity to curb our use during those hours to prevent our cooperative from being charged expensive wholesale time-of-use charges and demand charges that we must pass on to our members. We call our summer campaign to shift the time of our energy use outside of the 11 a.m. to 7 p.m. hours Together We Save.

As we did in 2012, Clark Electric Cooperative is requesting your participation in Together We Save. We request your help in delaying summer peak period energy use as much as possible on those hot summer days to help us hold the line on our rates. We will need to use less electricity during the summer peak demand, especially on weekdays from 11 a.m. to 7 p.m., to accomplish this. We are asking for your help in shifting electricity use outside of this window of time as much as is reasonable and possible for your household.

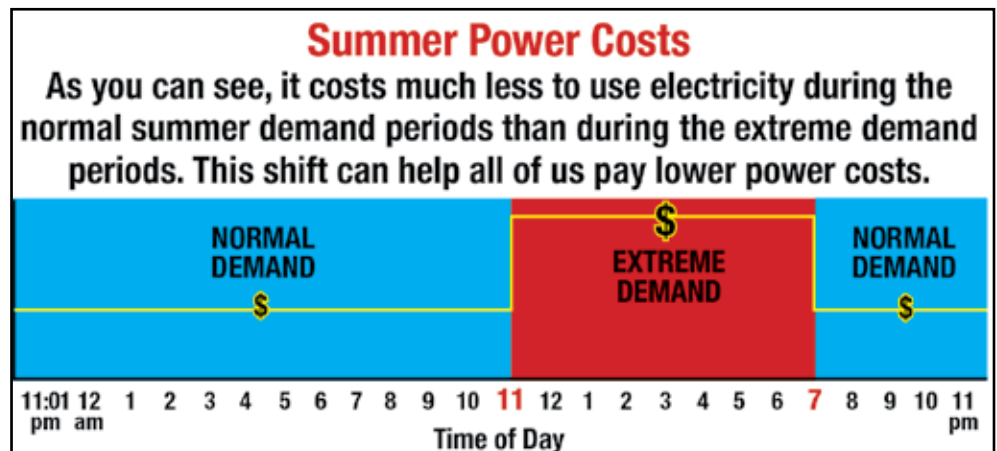
Together we can shift the time of our use of any non-essential electricity to avoid these peak hours, which can limit additional charges assessed back to the cooperative. Please plan to move optional power use outside of the summer peak demand window, using it before 11 a.m., after 7 p.m., or on weekends. Our goal is to lower our entire cooperative's demand for power during these more costly summer peak demand hours to prevent higher energy charges from being passed along to you, our members. This also helps to delay Clark Electric Cooperative's need to contribute to building costly new power generation plants to handle our increasing electricity demand. It is our goal to provide reliable access to all the power your family needs and to help you use it most wisely to help manage our costs today and in the future.



### What Can You Do?

Shifting your family's electricity use to before 11 a.m. and after 7 p.m. especially on weekdays is the key. Do you have any electricity needs that can be done earlier in the day or later in the evening? Can you wait until after 7 p.m. to recharge portable electronics and cell phones?

*(Continued on page 28 ►)*



# Congratulations to our 2013 Scholarship Winners!

We congratulate these 13 area students who have each been awarded a \$1,000 scholarship through Clark Electric Cooperative's Federated Youth Scholarship Program. Each year we offer scholarships to high school students whose homes are served by Clark Electric and who attend schools within our service area. These scholarships are financed through the Federated Youth Foundation Scholarship Program, which is funded from unclaimed capital credits. Federated Youth Foundation is a non-profit charitable foundation serving cooperatives in Wisconsin.

Concern for Community is one of the co-op principles; helping our youth further their education is one way we demonstrate that principle. Clark Electric is proud to help these fine young people meet their educational goals. ■



**Marshal Kocian**  
Abbotsford High School  
Son of Robert & Jenny Kocian  
UW-Eau Claire, Business  
Management/Entrepreneurship



**Nathaniel K. Underwood**  
Colby High School  
Son of LeRoy &  
Amy Underwood  
UW-Madison,  
Biomedical Engineering



**Kylee A. Rasmussen**  
Granton High School  
Daughter of Bryan &  
Julie Rasmussen  
UW-Wood County,  
Pediatric Nursing/Music



**Maranda Degenhardt**  
Greenwood High School  
Daughter of Denis &  
Mary Degenhardt  
UW-River Falls,  
Biology/Chemistry



**McKenzie R. Rowley**  
Loyal High School  
Daughter of Donald H. &  
Brenda Rowley  
UW-Madison, Marketing/  
Communications



**Caroline E. Wolf**  
Loyal High School  
Daughter of Dale M. &  
Kathleen M. Wolf  
UW-River Falls,  
Dairy Science



**Benjamin T. Kind**  
Neillsville High School  
Son of Thomas Kind &  
Pamela Travis  
UW-Madison, Biomedical  
Engineering/Internal Relations



**Haley R. Ovyn**  
Owen-Withee High School  
Daughter of William D. &  
Tanya D. Ovyn  
UW-Eau Claire,  
Pharmacy/Business



**Amanda R. Seefeldt**  
Spencer High School  
Daughter of Mark &  
Vicky Seefeldt  
UW-Superior, Mathematics  
& Music Education



**Duane Szczech**  
Stanley-Boyd High School  
Son of Kris &  
the late Don Szczech  
UW-La Crosse,  
Physical Therapy



**BreeAnna Rose Kulesa**  
Thorp High School  
Daughter of John V. Jr. &  
Linda Kulesa  
UW-Eau Claire,  
Music Education



**Call A. Inman**  
Columbus Catholic High School  
Son of Christopher &  
Saville Inman  
University of Minnesota,  
Biomedical Engineering



**Rachel Heier**  
Gilman High School  
Daughter of Stuart Heier &  
Laura Potaczek-Heier  
UW-La Crosse, Pre-dental/  
Biomedical Sciences

## Summer Shift

(Continued from page 4)

Can you delay washing clothes until after 7 p.m., or move some of the laundry to the weekend? Perhaps closing your drapes and windows during the day so your air conditioner runs less is a possibility for you. You may decide it is time to try either raising the temperature a couple of degrees on your air conditioner or switching to cycled air conditioning.

More specific suggestions for how you can continue to participate in Together We Save by shifting flexible electricity use outside of these more costly hours is available on our web site at [www.cecoop.com](http://www.cecoop.com) or by following this link for energy efficiency suggestions from the U.S. Department of Energy: <http://energy.gov/articles/resolve-save-energy-year>.

Thank you for your assistance in helping us keep your costs down. ■



## Energy Efficiency

### Tip of the Month

When shopping for a new appliance, consider lifetime operation costs as well as the up-front purchase price. Refrigerators last an average of 12 years, clothes washers about 11, and dishwashers about 10. Check the Energy Guide label for the appliance's estimated yearly operating cost, and look for ENERGY STAR units, which usually exceed minimum federal standards for efficiency and quality. To learn more, visit [EnergySavers.gov](http://EnergySavers.gov).

Source: U.S. Department of Energy

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Clark Electric Appliance & Satellite, Inc.  
111 Miller St., Greenwood, WI 54437  
715-267-6544 • 866-279-6544



## You Don't Have to Buy a Windmill – Just Join Evergreen!

Evergreen is a voluntary renewable energy (green power) program available to your home, farm, or business through Clark Electric Cooperative. The Evergreen program is for those who want to support renewable energy and are willing to help pay for the extra costs associated with its production.

Here's how it works: In addition to paying your normal monthly electric bill, you volunteer to pay a small, additional charge each month to offset the additional cost it takes to support renewable energy generation. Your investment in Evergreen results in the generation of renewable energy above and beyond state requirements.

By investing in Evergreen, you are investing in the future of the environment. The purchase of a one 100 kWh block of Evergreen renewable energy, for an additional \$1.50 per month on your electric bill, has the same environmental benefits as planting one-half acre of trees or not driving a car 2,400 miles.

To find out more about the Evergreen program, go to [www.cecoop.com](http://www.cecoop.com) or contact Clark Electric Cooperative, (715) 267-6188 or (800) 272-6188.



### Janezich Recognized for Years of Service

Board Chairman Wilmer Griepentrog (left) presents Henry Janezich with a plaque thanking him for his years of service on the Clark Electric Appliance and Satellite, Inc. Board of Directors. Henry began his career with Clark Electric Appliance in 1967 as an appliance serviceman; he retired in 1992. He was appointed to the Clark Electric Appliance and Satellite, Inc. Board of Directors in 2003 until he reached his term limit in 2013. Henry also served on the Clark Electric Cooperative Board of Directors from 1994 until 2002, when he reached his term limit. While on the cooperative board, Henry served as the Dairyland Power Cooperative director from 1997 to 2002.

**Clark Electric  
Cooperative's  
office will be closed  
Thursday, July 4,  
for Independence Day.**

**Have a safe and happy holiday!**



## Clark Electric Cooperative

Your Touchstone Energy® Partner



**Tim Stewart, CEO/Manager**

124 N. Main Street • P.O. Box 190  
Greenwood, WI 54437

e-mail us at [info@cecoop.com](mailto:info@cecoop.com) or [tnelson01@cecoop.com](mailto:tnelson01@cecoop.com)  
[www.cecoop.com](http://www.cecoop.com)