



Clark Electric Cooperative Asks Your Help in Easing Summer Demand

Tim Stewart, CEO/Manager

Help Limit Rising Energy Costs This Summer

Summer 2013 sure was hot, and I'm sure summer 2014 will bring 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 is 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 2013, Clark Electric Cooperative is requesting your participation in Together We Save. We request your help to delay 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 as much as is reasonable and possible for your household.

It's About Community

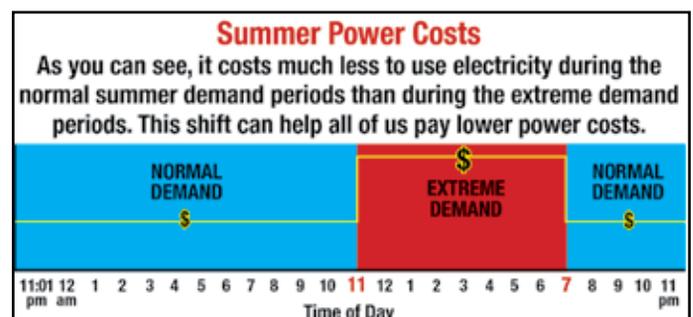
Together we can shift the time of our use of any non-essential electricity to avoid these peak hours, which can limit additional charges assessed back to the cooperative. Please plan to move optional power use outside of the summer peak demand window, using it before 11 a.m., after 7 p.m., or on weekends. 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? Can you delay laundry until after 7 p.m., or move some of it 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 conditioning 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 are available on our web site at www.cecoop.com or at this link for energy efficiency suggestions from the U.S. Department of Energy, <http://energy.gov/articles/resolve-save-energy-year>. ■



Congratulations



to our 2014 Scholarship Winners!

Congratulations to these 12 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. ■



Brody J. Wogernese
Abbotsford High School
Son of Joseph &
Lana Wogernese
UW-Stout, Manufacturing
Engineering



Jenna Goodwin
Colby High School
Daughter of Joseph &
Jill Goodwin
Winona State University,
Biology



Brennen Olson
Granton High School
Son of Jay & Lisa Olson
North Central Technical
College, Electromechanical
Technology



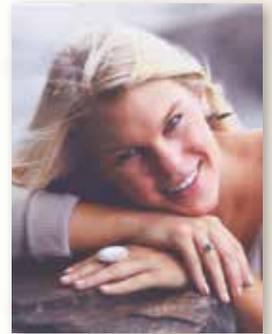
Tyler Volovsek
Greenwood High School
Son of Lee & Kris Volovsek
Carroll University,
Physical Therapy



Alison Nikolai
Loyal High School
Daughter of Todd &
Junitta Nikolai
Mid-State Technical College,
Medical Assistant



Ashleigh Sternitzky
Marshfield High School
Daughter of Patrick &
Lisa Sternitzky
University of Northwestern
St. Paul, Business



Bekkah Zickert
Neillsville High School
Daughter of Kevin &
Judy Zickert
UW-La Crosse,
Pre-Med or Psychology



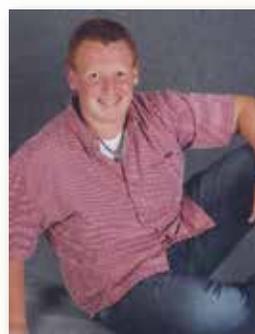
Albert Georlitz
Owen-Withee High School
Son of Al & Peggy Georlitz
UW-La Crosse,
Special Education/Early
Childhood



Sophia Schwanebeck
Pittsville High School
Daughter of Steve
Schwanebeck & Peggy Winters
U.S. Military Academy at
West Point, Civil Engineering



Alyssa Hannan
Spencer High School
Daughter of Peter &
Michele Hannan
Viterbo University,
Nursing



Kyle Stuttgen
Stanley-Boyd High School
Son of Dan & Kim Stuttgen
UW-River Falls,
Accounting



Brooke Noah
Thorp High School
Daughter of John &
Holly Noah
University of Minnesota-
Twin Cities, Undecided

Board of Directors Authorizes New Facilities

The Clark Electric Cooperative Board of Directors has been considering how best to update our facilities for some time. Clark Electric Cooperative was founded April 1, 1937, and moved into our existing facilities in 1948. Throughout the years an auditorium building (1964), two warehouse facilities, and a pole yard were added to help meet our needs.

In 1988, the cooperative purchase land west of Greenwood for the purpose of building a pole yard, warehouse space, and a possible industrial park. To that end, the park has had infrastructure installed including electrical, sewer, water, and the Dall-Berg Road.



The board's deliberations primarily have centered on three areas: 1) do nothing, 2) remodeling/expanding at the current sites, 3) relocating to new facilities. Facing the issues at hand, doing nothing cannot be viewed as a long-term option. Remodeling/expanding at the existing sites is also not a viable long-term solution, if for no other reasons than insufficient space and the age of facilities. The best long-term solution is relocating to the CECO business park already owned by the cooperative. A warehouse, pole yard, and existing utility infrastructure are already present.

Your board of directors continually reviews the cooperative's financial position. Fortunately, Clark Electric Cooperative is strong and well positioned, even in today's challenging energy environment. The cooperative has some cash reserves, including cash available from the proceeds of a very successful investment made by Clark Electric Cooperative's subsidiary, Clark Electric Appliance and Satellite, Inc. (DirecTV). In addition, interest rates have been historically low. Even though we may have seen the lowest of these rates pass, interest rates are still attractive. In addition, building costs, while escalating somewhat in recent months, are still relatively stable. All in all, this is a favorable time to invest in infrastructure that will benefit the cooperative for years to come.

The Clark Electric Cooperative Board of Directors assures you it carefully balances the facility needs of the cooperative against maintaining financial strength while minimizing future impact on rates. At Clark Electric Cooperative, our only goal is to meet the needs of our member-owners, both today and tomorrow. ■

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Promotional price of \$29.99/mo valid for 90 days, and after 90 days reverts to regular monthly price of \$49.99/mo. Offer expires 07/31/2014. Minimum 24 month commitment term. \$5.95/month equipment lease fee plus monthly taxes apply. Free installation is for basic installation of the system. Actual speeds may vary. Use of the Exede service is subject to data transmission limits measured on a monthly basis. Exede is a service mark of ViaSat, Inc. All offers available for a limited time and may be changed or withdrawn at any time.

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Have to Buy
a Windmill –*

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YOUR ENERGY CHOICE FOR THE FUTURE

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 learn more about the Evergreen program, go to www.cecoop.com or contact Clark Electric Cooperative, (715) 267-6188 or (800) 272-6188. ■

Clark Electric Cooperative

Your Touchstone Energy® Partner

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www.cecoop.com

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

Have a safe and happy holiday!