



**Clark Electric
Cooperative**

Your Touchstone Energy® Partner 



Tim Stewart,
CEO/Manager

THERE IS A COOPERATIVE DIFFERENCE

While all electric utilities offer the same product, where it comes from makes a difference.

Living in the United States in 2016, it is nearly impossible to imagine life without electricity.

So many of our modern conveniences that improve the quality of our lives are dependent on electricity as the “fuel” to make them work, from the alarm clock that wakes us up, to the refrigerator that keeps our food cold and fresh, the HVAC unit that keeps us cool in the summer and warm in the winter, the vacuum that lets us clean more efficiently, and all those kitchen appliances that save us time and physical energy. Of course, so much of our entertainment, whether it comes from the TV, radio, or computer, depends on kilowatt-hours to work. Just think, there would be no smartphones or cell phones if there

were no electricity.

In the United States, the vast majority of people receive their electricity from one of three types of utilities: investor-owned, municipal-owned, or through their electric cooperative, which is owned and controlled by the

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people who use it. Let’s take a closer look at these three types of ownership models and see why it matters to you.

In the investor-owned model, the corporation is owned by a great number of stockholders who may or may not be real customers of the utility. Investor-owned utilities tend to be very large corporations such as Alliant Energy or Xcel Energy. They typically serve large cities, suburban areas, and some rural areas, too.

In most cases, investor-owned utilities (IOUs) have outside investors whose sole motive is to make a profit on their investment, which generally tends to lead to less personalized service. Consumer surveys confirm that IOUs have the lowest customer satisfaction ratings. About 72 percent of the U.S. population is served by investor-owned utilities.

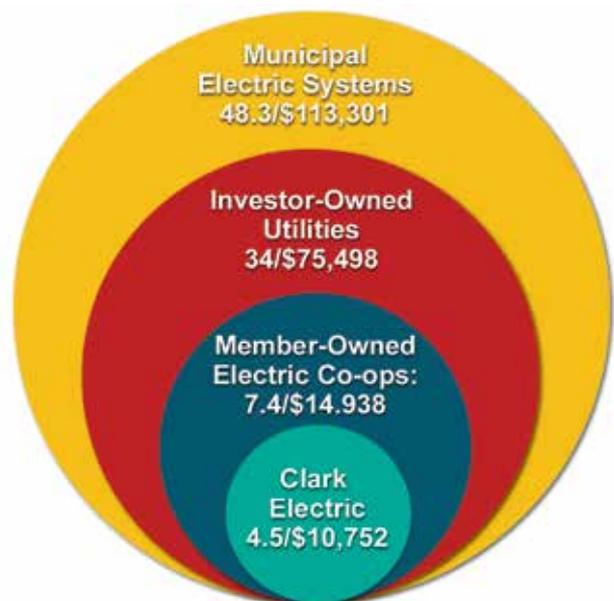
Municipal electric systems, as the name implies, are government owned. They can serve large cities, like Los Angeles, or smaller areas, like Medford or Marshfield, Wisconsin. In municipal systems, the city runs the utility. Nationally, approximately 16 percent of the market is served by municipal utilities.

Rural electric cooperatives serve the smallest number of consumers, about 12 percent of the national market, which equals 42 million people. Did you know that there are more than 800 other electric co-ops in 47 states in addition to Clark Electric Cooperative? While co-ops serve the fewest number of people, our electric lines cover more than 75 percent of the U.S. landmass. This is because we provide power where others once refused to go because of the low population density. Electric co-ops rank highest in member satisfaction among the three types of utilities. Clark Electric Cooperative received a score of 86, five points above even the cooperative market segment. We believe this is because we serve member-owners, not customers.

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What’s the difference?

Because we serve much lower population densities, electric cooperatives receive much less revenue per mile of line than investor-owned and municipal utilities do. This chart shows how many customers per mile of line each type of utility services, and how much corresponding revenue per miles of line each receives.



Source: National Rural Electric Cooperative Association



CLARK ELECTRIC ANNUAL MEETING SET FOR APRIL 6, 2016

Clark Electric Cooperative's annual meeting is scheduled for April 6, 2016, at the American Legion Hall in Loyal, starting at 9:30 a.m.

The annual meeting is an important event for the cooperative. Members will hear reports about the cooperative and the electric industry, review financials, conduct business, and elect their representatives to serve on the board of directors.

The members will be asked to elect two directors for three-year terms. Director terms expiring this year are those of Allen Jicinsky from the Town of Spencer and Charles Lindner, Town of Eaton. Both Jicinsky and Lindner are eligible for re-election. Nominations for the director positions are taken from the floor at the meeting.

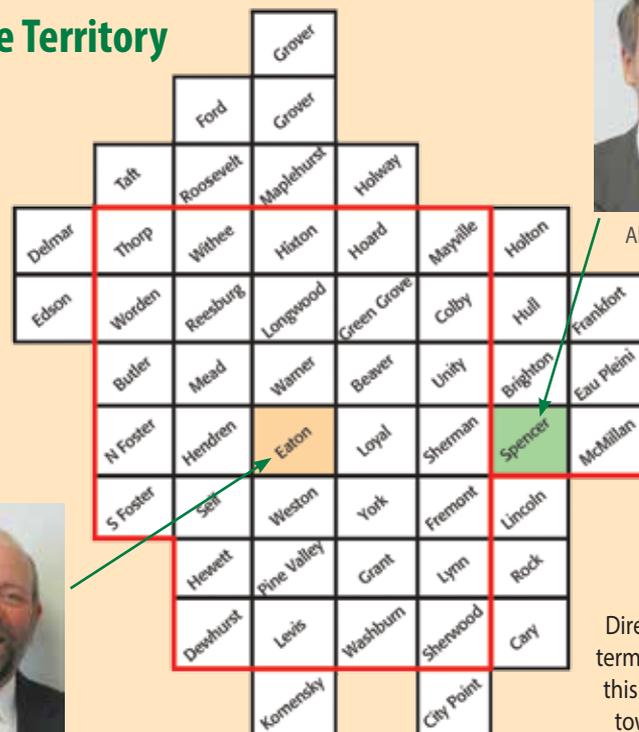
The cooperative's bylaws establish the minimum qualifications for being a director. A copy of the bylaws is available on the cooperative's website at www.cecoop.com or by contacting the business office at 715-267-6188. If you have any additional questions about becoming a director, please contact Tim Stewart, CEO/GM, at the business office.

Directors are expected to attend monthly board meetings; represent the cooperative in state, regional, and national affairs; and take advantage of NRECA educational opportunities such as classes, seminars, and workshops.

Directors need to read, study, and analyze a lot of information throughout the month to keep informed on the electric industry as a whole. Directors will spend approximately 20 to 35 days a year in performance of their duties.

Plan to attend the annual meeting, enjoy a nice meal, register for door prizes, and help conduct the business of your electric utility. Member involvement is critically important to the success of your cooperative.

Clark Electric Service Territory



Allen Jicinsky



Charles Lindner

Directors whose terms are expiring this year and the town in which they reside are shown here.

DAIRYLAND POWER COOPERATIVE'S ANNUAL MEETING SET FOR JUNE 8

We're looking for 11 delegates and four alternates

Representing your cooperative and your fellow members at various meetings is an opportunity that we ask our members to participate in every year.

The Dairyland Power Cooperative Annual Meeting will be held on Wednesday, June 8, 2016, in La Crosse. We are seeking 11 delegates and four alternates for this meeting.

By attending this meeting and serving as a delegate for your cooperative, you help keep Clark Electric Cooperative strong and prosperous.

If you would like to represent Clark Electric Cooperative



at Dairyland Power's annual meeting, please contact Tracy Nelson, administrative assistant, by Monday, March 28, 2016.

Tracy can be reached by calling the cooperative office at 715-267-6188 or at 800-272-6188.

KNOWING WHAT TO DO CAN SAVE YOUR LIFE

“When people are involved in a car accident, electricity is usually the last thing on their minds,” explained Molly Hall, executive director of the Energy Education Council’s Safe Electricity program. “We’re usually more concerned about whether anyone was injured or how badly the vehicle is damaged. We can forget that by exiting the vehicle, we’re risking exposure to thousands of volts of electricity from downed power lines.”

If you are in an accident with a utility pole, your vehicle may be charged with electricity. If this is the case and you step out of the car, you will become the electricity’s path to the ground and could be electrocuted. Loose wires and other equipment may be in contact with your car or near it—creating a risk for electrocution if you leave the vehicle.

While downed lines can sometimes reveal they are live by arcing and sparking with electricity, this is not always the



Pictured here are, left to right, Scott Bailen, lineman; Kent Weigel, lineman, and Pat Susa, warehouseman, putting on a hotline demonstration for the Dorchester and Colby Fire Departments.

case. Power lines do not always show signs that they are live, but they are just as lethal.

After an accident, stay in the car, and tell others to do the same. If you come upon an accident involving power lines, do not approach the accident scene.

If you see someone approaching, warn them to stay away. Call 911 to notify emergency personnel and utility services. Do not leave your vehicle until a utility professional has

told you it is safe to do so.

The safest place to be is almost always inside the car. The only circumstance when you should exit the vehicle is if it is on fire—and those instances are rare. If you must exit the vehicle, jump clear of it with your feet together and without touching the vehicle and ground at the same time. Continue to “bunny hop” with your feet together to safety. This will ensure that you are at only one point of contact and will not have different strengths of electric current running from one foot to another, which can be deadly.—Source: *SafeElectricity.org*.

Clark Electric Cooperative performs hotline demonstrations for many schools and community organizations throughout our service territory. If your organization is interested in scheduling a hotline demonstration, contact Mike Ruff, director of operations, at 715-267-6188 or 1-800-272-6188.

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CLARK ELECTRIC APPLIANCE & SATELLITE

1209 West Dall-Berg Road, Greenwood

(From Greenwood, west on CTH G, south on River Road, and west on Dall-Berg Road
866-279-6544 or 715-267-6544 • Hours: M–F 8 a.m.–4:30 p.m.)



DAYLIGHT SAVINGS TIME MARCH 13

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 forward one hour for Daylight Saving Time on Sunday, March 13, 2016. It is important that you reset your time clocks to avoid using electricity during peak times, resulting in a higher-than-normal electric bill.



Co-op Difference

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As the electric utility business continues to evolve, we are committed to being there for you, our member, to provide for your electric energy needs. Over the years, we have answered the call to provide additional benefits and services such as DirecTV, high-speed Internet, and HVAC and appliance sales/repair, because it is extremely important to us that our community thrives and prospers.

I would be remiss if I didn't mention our upcoming annual meeting scheduled for April 6, 2016. As members, you will hear reports about the cooperative as well as the electric industry, review financials, conduct business, and elect your representatives to serve on the board of directors.

Yes, there is a cooperative difference. You own us, and we are here to serve you!

Energy Efficiency Tip of the Month

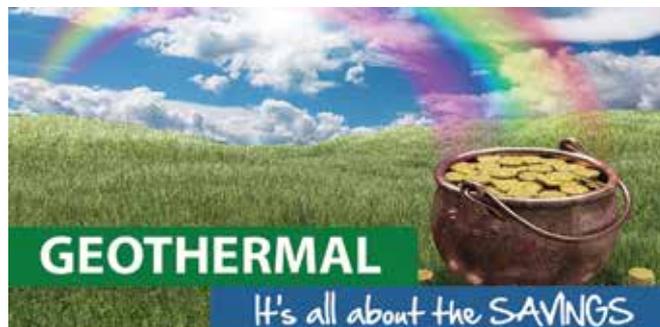


Periodically inspect your dryer vent to ensure it is not blocked. This will save energy and may prevent a fire. Manufacturers recommend using rigid venting material – not plastic vents that may collapse and cause blockages.

Source: energy.gov

Happy Easter!

Our office will be closed March 25 for Good Friday.



GEOTHERMAL

It's all about the SAVINGS

Geothermal heat pumps don't create energy—they move the energy that's already there. That's how a geothermal heat pump can be 300–500% efficient! With a THERM GEO ground source heat pump, you can harvest the sun's energy stored in the earth and save big dollars on your heating and cooling bills.

Stop by and visit with Greg about your heating and cooling needs at the Annual Meeting in April.

- Save up to 70% on your energy costs
- Receive a 30% Federal Tax Credit and additional utility incentives
- Increase the resale value on your home or business
- Additional \$650 Focus on Energy Rebate may be available to qualifying existing homes while funds are available.



Contact Greg to check out our heating and cooling maintenance programs

SPECIAL PRICING OF \$99 FOR A LIMITED TIME



tthermgeo.com

Clark Electric
Appliance & Satellite, Inc.

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Call for all of your alternative heating needs today!

1209 West Dall-Berg Rd., Greenwood, WI 54437 • 715-267-6544 • 866-279-6544

Tim Stewart, CEO/Manager

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