



**Clark Electric
Cooperative**

Your Touchstone Energy® Partner 



Tim Stewart,
CEO/Manager

CELEBRATING 80 YEARS OF SERVICE

For 80 years, our cooperative members have been connected by more than poles and wires. Our roots go deep because the most important connections have been between people.

Clark Electric Cooperative was organized and chartered on April 1, 1937. The first annual meeting of the newly formed cooperative was April 12, 1937. This year our annual meeting will be held 80 years to the day, on April 12, 2017. The following article is an excerpt of our 75th Anniversary book, "Moments in Time." I hope you enjoy it.

• • •

Prior to the 1930s, American agriculture had long been struggling. Very few farms had access to electricity. Rural life was extremely difficult and very labor intensive. Cows were milked and watered by hand. Milking was done by the dim light of kerosene lanterns. Water was pumped by hand, and food was cooked over wood stoves. Laundry was done outside with a large tub of water suspended over fire to heat it.

Children studied by the small circle of light cast by kerosene lamps. Outside the small circles of light, the rooms of a farmhouse were dark.

Seventy-five years ago, Americans were struggling to recover from the effects of the Great Depression. The lack of electricity made life an even greater struggle for rural citizens.



Many of the agricultural leaders of that era declared that widespread farm electrification would be a primary force in rural rehabilitation, both economically and socially. On May 11, 1935, by Executive Order 7037, President Roosevelt created the Rural Electrification Administration. The Administration was endowed with \$100,000,000 for rural electrification. It was expected that the electric industry—investor-owned utilities that electrified urban centers—would embrace the program and begin some sort of rural electrification program. Unfortunately, investor-owned utilities saw no profit in providing electricity to sparsely populated areas. So, when it became evident that the power companies held little or no

interest in building their lines into the rural community, farm folks began to talk in terms of organizing themselves into a cooperative corporation to do the job. This is where our story begins.

In the mid 1930s, three electric cooperatives were being organized in Clark County: Willard Electric Cooperative, in the Willard area; Big Four Cooperative Electrical Association, in the Spencer vicinity; and Clark Electric Cooperative.

Willard Electric Cooperative came first. The Articles of Incorporation were filed March 27, 1936, making it the second electric cooperative to be chartered by the state. The Big Four was third, just three days later on March 30, 1936. (The first electric cooperative in the state of Wisconsin was Richland Electric Cooperative, the only one of the three still existing today). ▶

MY CO-OP

1936–1937

January 10, 1936 – Meeting in Spencer to organize Big Four Cooperative Electrical Association is attended by 300 people.

March 19, 1936 – Willard Electric Cooperative organization meeting is held at Willard.

March 27, 1936 – Willard Articles of Incorporation filed with secretary of state. Signers are Martin Klarich, Frank Gosar, C.F. Baldwin, Frank Perovshek Jr., and Martin Matkovitch.

March 30, 1936 – Big Four Articles of Incorporation, signed by Otto Prechel, Spencer; Gustave Voight, Unity; Ed Klein, Spencer; Alfred Herrman, Colby; and Paul Daum, Marshfield, are filed with Wisconsin secretary of state.

March 24, 1937 – Clark Electric Cooperative organizational meeting held in the office of County Agent Wallace Landry in the courthouse in Neillsville. Articles of Incorporation are signed by Herman Blair, Spencer; Ed Luchterhand, Unity; Theodore Humke, Greenwood; Wallace Landry, Neillsville; and Milton Page, Neillsville.

April 1, 1937 – Clark Electric Cooperative Articles of Incorporation filed with the secretary of state.

April 12, 1937 – First annual meeting of Clark Electric Cooperative held in Loyal. Directors elected are Wallace Landry, L.T. Klein, C.F. Baldwin, Ed Klein, Rex Copper, Gustave Voight, Milton Page, Martin Klarich, and Vern Howard.

Board authorized to execute a loan contract of \$ 700,000 to build 674 miles of line to serve 2,078 members in Clark, Taylor and Marathon counties. During the first board meeting, Vern Howard is elected president; Martin Klarich, vice president; and Wallace Landry, secretary-treasurer.

JANUARY
FEBRUARY



Left: In 1927, office quarters were rented in the Hoehne Building in Greenwood to give first visible evidence that Clark Electric Cooperative was an established business. In August 1940, when this picture was taken, the office staff had grown to four. Left to right are Sylvia Kokley, Marie Kunce, Manager William Dallman, and Bookkeeper Harland Bergemann. Right: The first picture of record of a board of directors of Clark Electric Cooperative was taken June 11, 1940, following the annual meeting held on that date. Standing, left to right, are Wallace J. Landry, secretary-treasurer; William A. Dallman, manager; L.T. Klein; Rex Copper; Vern G. Howard, president; and John Barth. Seated, left to right, are Ed Klein; Martin Klarich, vice president; J.H. Langfeldt; and Gustave Voight. All except Langfeldt and Barth were elected as original members of the board on April 12, 1937.

In terms of unofficial organizational meetings, Big Four preceded Willard with a session at Spencer on January 10, 1936. The meeting, attended by some 300 farmers, was arranged by the leadership of the Big Four Co-op Oil Company. Willard's first unofficial organization meeting was held March 19, 1936, after a long period of person-to-person work by organizers. Cooperative organizers were handicapped by recent failures of a co-op elevator, a co-op packing company, and a farm machinery co-op.

Clark Electric Cooperative was organized independently and chartered on April 1, 1937. The first annual meeting of the newly formed cooperative was held April 12, 1937. Vern G. Howard was chosen as the first president of Clark Electric Cooperative. Martin Klarich was elected vice president, and Wallace J. Landry was elected secretary-treasurer. The remaining original directors were L.T. Klein, C.F. Baldwin, Ed Klein, Rex Cooper, Gustave H. Voight, and Milton F. Page.

Throughout this period of time, The Big Four and Willard Electric Cooperative retained their status and identity. However, it was becoming apparent to the leaders of the REA movements in the county that one large cooperative project would be more satisfactory than the numerous smaller cooperatives in each of several communities that had originally been visualized. On June 26, 1937, representatives of these two pioneering cooperatives, along with representatives of Clark Electric Cooperative, met at the village hall in Loyal. Representatives from the Big Four and Willard Boards of Directors quickly approved resolutions to sell their respective assets to Clark Electric Cooperative. The Clark board voted to purchase. Thus, it took only this brief session to consolidate the leadership of these three electric cooperatives into a more effective structure. The charters of the Big Four and Willard Electric Cooperatives, among the first three to be issued in Wisconsin, were forfeited to the secretary of state on January 1, 1938.

1936-1937

May 28, 1937 – Thirty charter members of Clark Electric Cooperative meet at Greenwood opera house to authorize joining with other cooperatives in Wisconsin Power Cooperative, the generation and transmission cooperative, which would be their first source of power. (\$150,000 loan previously approved for Clark's own generating plant goes instead to the new cooperative).

June 26, 1937 – At a meeting in Loyal village hall, members of Big Four and Willard Electric Cooperative vote to sell the assets of their cooperative(s) to Clark Electric Cooperative. Clark board votes to purchase.

July 15, 1937 – Director C.F. Baldwin hired to secure power line easements at the rate of 50 cents per hour plus 5 cents per mile.

October 1, 1937 – Board interviews 12 applicants for the job of manager. William A. Dallman is selected. Mr. Dallman becomes Clark Electric Cooperative's first manager.

December 1937 – By the end of 1937, an office building in Greenwood is rented and Harland Bergemann is hired as the cooperative's first bookkeeper.

CLARK ELECTRIC ANNUAL MEETING SET FOR APRIL 12, 2017

It sure seemed that 2016 just zipped by, and here we are already in the new year with the annual meeting scheduled for April 12, 2017, 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.

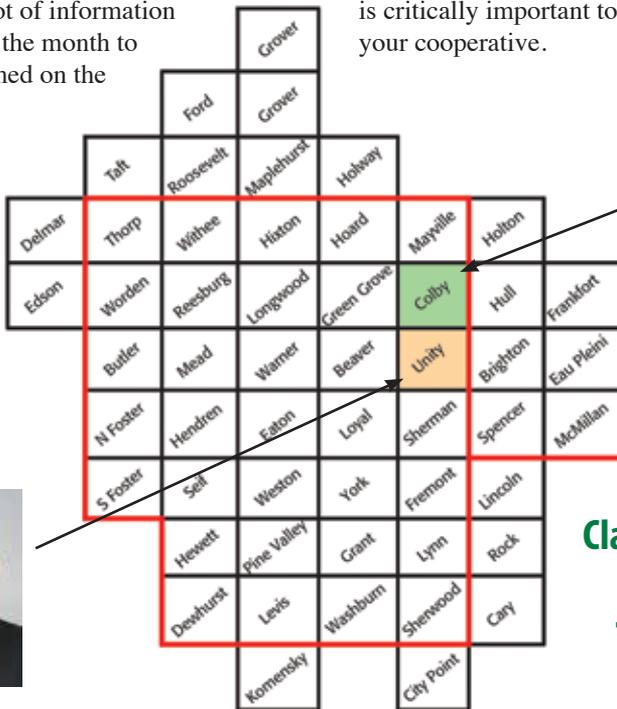
The members will be asked to elect two directors, for three-year terms. Director terms expiring this year are Jim Hager from the Town of Colby and Scott Johnson, Town of Unity. Both Directors Hager and Johnson are eligible for re-election. Nominations for the director positions are taken from the floor of 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.



Jim Hager



Scott Johnson

**Clark Electric
Service
Territory**

MY CO-OP

ADLER-CLARK ELECTRIC COMMUNITY COMMITMENT FOUNDATION AWARDS \$39,925

The Adler-Clark Electric Community Commitment Foundation recently awarded \$39,925 to 23 different community-based projects located throughout the Clark Electric Cooperative service area.

Tim Stewart, chief executive officer of Clark Electric Cooperative and one of the trustees of the Adler-Clark (ACE) Electric Community Commitment Foundation, indicated that "The purpose of the ACE-Community Commitment Foundation is to support programs and events which enrich the lives of people of Clark County and the surrounding area communities. Our mission is to invest in the future of the Clark County area by helping create opportunity for philanthropy and community enrichment. We are pleased to be a part of these community enrichment programs."

The ACE-Community Commitment Foundation was established in 2004 by Clark Electric Appliance and Satellite, Inc., to strengthen local communities by helping not-for-profit and community organizations fund projects that will enhance the quality of life of local residents of this area. To date, the foundation has awarded \$418,230 for community enrichment projects.

Clark Electric Cooperative is a not-for-profit electric utility that serves 9,100 members in Clark, Chippewa, Jackson, Marathon, Taylor, and Wood counties.



SCHOLARSHIP APPLICATIONS AVAILABLE

Clark Electric Cooperative is once again offering a scholarship opportunity to graduating students from participating high schools in our service area. One \$500 scholarship will be available for a student from each school or group of schools in our service area.



To be considered for the scholarship, the student's parent or legal guardian must be a member of Clark Electric Cooperative and currently receive electric service from Clark Electric Cooperative.

The Clark Electric Cooperative scholarship program began in 1995. Since its inception we have provided more than \$201,000 in scholarships to area students. An independent scholarship committee judges the applicants based upon merit.

Giving back to the community is one of the cooperative principals; furthering the education of our area youth is another. Clark Electric is proud to help these fine young people meet their goals.

Applications are available from your high school counselor, online at www.cecoop.com, and at our office located at 1209 W Dall-Berg Rd., Greenwood.

All applications must be returned to the cooperative office by 5 p.m. Monday, March 6, 2017.

Schools Eligible for Scholarship Consideration

Abbotsford High School, Colby High School, Granton High School, Greenwood High School, Loyal High School, Neillsville High School, Owen-Withee High School, Spencer High School, Thorp High School, Stanley High School

One Scholarship Between These Grouped Schools:

Group 1: Stratford High School, Columbus High School, Osseo-Fairchild High School, Abbotsford Christian Academy

Group 2: Marshfield Senior High School, Medford High School, Gilman High School, Pittsville High School, Home School Student

If you have any questions, please contact Tracy Nelson, administrative assistant at 715-267-7958 or 1-800-272-6188.

These scholarships are financed through the Federated Youth Foundation Scholarship Program, which is funded from unclaimed capital credits. Federated Youth Foundation (FYF) is a non-profit charitable foundation serving cooperative across Wisconsin.

Energy Efficiency Tip of the Month



A crackling fire in the hearth warms the house, but don't let it heat up your electric bill! Caulk around the fireplace hearth and keep the damper closed when a fire is not burning.

Source: U.S Department of Energy



THE HEATING SEASON IS HERE!

GEOTHERMAL

When COMFORT Matters

Looking for an efficient, cost effective and environmentally friendly heating and cooling system? A geothermal heat pump is the greenest system available. Geothermal systems don't emit carbon dioxide, carbon monoxide or other greenhouse gases that can be harmful to the environment or, more importantly, your family. Save money and rest easy knowing your family will be comfortable and safe.



Contact Greg to check out our heating maintenance programs
SPECIAL PRICING OF \$99 FOR A LIMITED TIME



THERM GEO

tthergeo.com

Clark Electric Appliance & Satellite, Inc. Call for all of your alternative heating needs today!
Your Touchstone Energy® Partner

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

Tim Stewart, CEO/Manager

1209 West Dall-Berg Road, P.O. Box 190, Greenwood, WI 54437
email us at info@cecoop.com or tnelson01@cecoop.com
www.cecoop.com



Clark Electric Cooperative

Your Touchstone Energy® Partner