



Tim Stewart,
CEO/Manager

OCTOBER IS CO-OP MONTH



Clark Electric
Cooperative

Your Touchstone Energy® Partner

October is National Cooperative Month. This is the month during which Americans celebrate cooperatives to raise awareness about the many benefits that cooperatives bring to our communities.

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. As I was preparing for this month's article, I thought you might be interested in how the cooperative business model started.

According to an article in the September 2013 issue of *Rural Electric*, the cooperative movement we know today traces its roots to a set of business guidelines drawn up by Charles Howarth, one of 28 weavers and artisans who founded the Rochdale Society of Equitable Pioneers in Rochdale, England, on December 21, 1844. The tradesmen had banded together to open a store selling food items they could not otherwise afford, starting out with a meager selection of butter, sugar, flour, oatmeal, and a few candles but soon expanding to include tea and tobacco. Eventually, the enterprise was so successful the group was able to open a cooperative factory and textile mill.



When introduced in the United States by the National Grange in 1874, these "Rochdale Principles" fueled a cooperative explosion. After being formally written down by the International Cooperative Alliance (ICA) in 1937 (and last updated in 1995), they evolved into the seven cooperative principles used today. Although stated in many ways, the seven cooperative principles hold that a cooperative must provide:

- 1. Voluntary and Open Membership:** Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.
- 2. Democratic Member Control:** Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The

- elected representatives are accountable to the membership.
- 3. Members Economic Participation:** Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative.
- 4. Autonomy and Independence:** Cooperatives are autonomous, self-help organizations controlled by their members.
- 5. Education, Training, and Information:** Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. They inform the general public about the nature and benefits of cooperation.
- 6. Cooperation Among Cooperatives:** Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.
- 7. Concern for Community:** While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

These seven principles are underpinned by six ideals — the values of Self-Help, Self-Responsibility, Democracy, Equality, Equity, and Solidarity.

Above and Beyond: Electric co-op membership offers value far beyond affordable, reliable electricity

Here at Clark Electric Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 9,000 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing real value to you and the communities we serve.

So what exactly does real value mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Wisconsin Energy Cooperative News* in your mailbox every month, which keeps you informed about Clark Electric Cooperative, the electric industry as a whole, and





what's happening at the state and federal levels. It's also providing the best possible service at the best possible price, returning capital credits on an annual basis, and always remembering that members own this organization.

Real value also means getting the lights back on as quickly as possible and communicating with you as to how outages are progressing. Over three and a half years ago, the cooperative unveiled our outage information map on our website that allows you to see outages and track our progress. If you are traveling away from home you can even see if you are part of a predicted outage. The application works with smart phones, tablets, and computers. All you need is access to the Internet.

Real value can also be seen with cooperatives helping cooperatives. Electric cooperatives nationwide have executed a mutual-aid agreement that brings line crews in from other co-ops to help us restore power in the event of major storms. You may recall seeing our cooperative principles in action when cooperatives from Wisconsin sent line crews to the Gulf Coast in response to Hurricane Katrina. As of this writing, we are sending crews to Florida to assist in the cooperative efforts to restore power in the aftermath of Hurricane Irma.



ELECTRIC COOPERATIVES

We help fellow co-ops with power restoration during major storms through a mutual-aid agreement called **ROPE (Restoral of Power in an Emergency)**.



COOPERATION AMONG COOPERATIVES

Energy Efficiency Tip of the Month

Cooler temps are just around the corner! Is your home's heating system ready? Remember to replace furnace filters once a month as recommended. If you heat your home with warm-air registers, baseboard heaters, or radiators, remember to clean them regularly to increase efficiency.—Source: energy.gov



Real value is commitment to community. In addition to providing opportunities for our youth through scholarships and leadership training, in 2004, Clark Electric Appliance and Satellite Inc. established the Adler-Clark Electric Community Commitment Foundation to support programs and events that enrich the lives of people in Clark County and the surrounding communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations fund projects that will enhance the quality of life for residents of this area. To date, the Foundation has awarded \$418,230.

October marks National Cooperative Month, when we celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the communities we serve—is just one way we set ourselves apart. To learn more, please visit www.cecoop.com or cooperative.com.

1 OF 900
We are one of more than **900 ELECTRIC CO-OPS** in the U.S. Together, we collaborate to solve complex challenges to meet the energy needs of our local communities.

OCTOBER IS NATIONAL CO-OP MONTH

NEW!
DISCOVER INTERNET WITHOUT LIMITS
UP TO **30Mbps** Download Speed

\$39.99 PER MONTH
\$59.99/mo. after 3 months

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After 150 GB of data usage, we may prioritize your data behind other customers during network congestion. Minimum 24-month service term. Equipment lease fee is \$7.95/mo. and taxes apply. Speeds are "up to," are not guaranteed and will vary. Service is not available in all areas. Offer may be changed or withdrawn at any time. Viasat is a registered service mark of Viasat, Inc.

ENERGY ASSISTANCE AVAILABLE FOR QUALIFYING MEMBERS

The winter heating season has now begun. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people.

Certain government organizations can offer heating assistance or point you in the direction of a group that can help.

The Wisconsin Home Energy Assistance Program (WHEAP) administers the federally funded Low Income Home Energy Assistance Program (LIHEAP) and Public Benefits Energy Assistance Program. LIHEAP and its related services help more than 230,000 Wisconsin households annually.

Eligibility

You may be eligible for weatherization services if:

- You received benefits from WHEAP or your gross income for the last three months is equal to or less than 60 percent of Wisconsin's state median income (SMI) for your family size.
- Your dwelling/apartment has not been weatherized before.

- Your household meets certain priorities that may include a high energy burden or use, an elderly or disabled member or a child under six.

For more information and application details, please contact your local office:

- Clark County**715-743-5233
Department of Social Services
- Chippewa County**715-726-7862
Department of Human Services/
Economic Support
- Marathon County**715-842-3111
Energy Services, Inc.
- Taylor County**715-748-6123
Human Services Department
- Wood County**
Department of Social Services
Wisconsin Rapids office ...715-421-8600
Marshfield office715-387-6374
- Jackson County**715-284-4301
Department of Health & Human Services

To learn more or to locate your local agency, call toll free 1-866-HEATWIS (432-8947) or visit homeenergyplus.wi.gov. Other Resources for Energy

WHEAP Income Guidelines for the 2018–2019 Heating Season

Household Size	3 Month Income	Annual Income
1	\$6,80.00	\$27,480
2	\$8,983.75	\$35,935
3	\$11,097.75	\$44,391
4	\$13,211.50	\$52,846
5	\$15,325.25	\$61,301
6	\$17,439.25	\$69,757
7	\$17,835.50	\$71,342
8	\$18,231.75	\$72,927

and Weatherization Programs—**CEC Website:** www.cecoop.com, click the Bill Payment Tab and then the energy assistant link; **Focus on Energy Targeted Home Performance with ENERGY STAR®:** 1-800-762-7077 or visit www.focusonenergy.com; **Keep Wisconsin Warm Fund – Bill Pay Assistance:** 1-800-981-WARM (9276) or visit www.kwwf.org. (Source: Wisconsin Department of Administration Brochure)

MY CO-OP

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 today for your heating system check-up at our **SPECIAL FALL RATE**




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Member Photo of the Month:

The winning photo for October in Clark Electric's Member Photo Contest is from Jessie Buchholz (Janine Buchholz) of Granton. You can still enter the 2018 Member Photo Contest—See our website for more information.



SMARTHUB: An easy way to manage your energy bill

SmartHub means you have options when it comes to managing your energy bill at Clark Electric Cooperative. Have you ever wondered when your highest electric usage takes place? Have you wondered why your energy bill is what it is? SmartHub helps you determine those answers. If you have not signed up, you're missing out on a lot of smart benefits including:

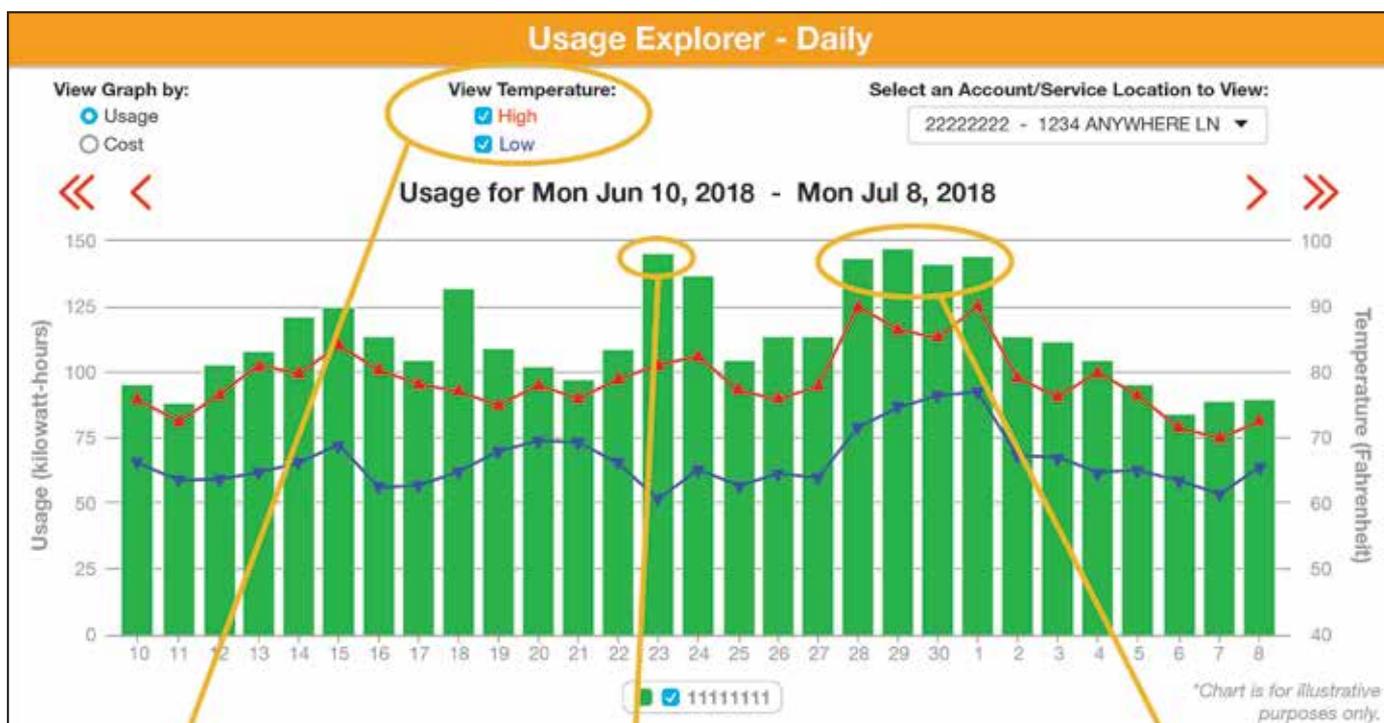
- Pay your energy bill online
- Set up your energy bill for automatic payments

- View your billing history
- View and manage your electric usage
- Identify ways to lower your energy bill
- And, even report an outage

After logging into your account, you'll find the Usage Explorer under the My Usage tab. If you turn on the View Temperature option, you'll see what the weather was like, by your zip code, for any billing period. It's one of the best

ways to see the effect the summer weather has had on your electric usage. This is especially helpful considering nearly 50 percent of a typical home's energy bill is due to heating and cooling costs.

It's easy to sign up for SmartHub. Just go to www.cecoop.com and click on the link. All you need is your electric account number, your last name, and an email address. Or, you can download the CEC version of the SmartHub app to your smart-phone or tablet from the Apple App Store or the Google Play Store.



Tip: Analyze your usage by selecting the View Temperature feature. It shows the daily highs (red) and lows (blue) along with your daily energy usage. This allows you to see the correlation between high temps and higher usage.

It's only natural for usage to go up when it's really hot or really cold outside. The greater the difference between the outside temperature and your thermostat setting, the longer and harder your AC or heating system will work to make up the difference—and the more it will cost. For example, if it's 102 outside and your thermostat is set to 78 degrees, that's a 24-degree difference. If you lower the setting to 72 degrees, the difference is increased by another 6 degrees. Tip: For every degree you raise your thermostat in the summer or lower it in the winter, you can save about 4 to 6 percent on your cooling and heating costs.

The number of hours that temperatures are high outside, and the number of consecutive days they stay high, affect energy consumption—it will take your AC longer to cool down your home after baking in the sun all day. When evenings remain warm, it takes even longer. Plus, your family may be using more electricity as they spend more time inside watching TV and playing video games.

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