



Tim Stewart,
CEO/Manager

SUMMER STORMS:

MORE THAN JUST A PASSING SHOWER



Clark Electric
Cooperative

Your Touchstone Energy® Partner

When the heat of summer builds and the skies begin to churn with energy, a sudden summer storm often rolls in with little warning. For many, these storms are seen as harmless — brief interruptions in an otherwise sunny day. Some even enjoy them: the cooling rain, the rhythmic patter on the roof, the occasional flash of lightning. But underestimating summer storms can be a dangerous mistake — both for individuals and the infrastructure that supports daily life.

Part of the reason summer storms are often taken lightly is their fleeting nature. A sudden downpour might last only 15 minutes before the sun reappears, giving the impression that it was just a dramatic hiccup in the weather. People may continue their outdoor activities with barely a pause, assuming that the worst has passed.

This illusion of harmlessness is especially common in places where summer thunderstorms are frequent. When something becomes routine, we tend to drop our guard — and storms are no exception.

What We Often Miss

Despite their short duration, summer storms can be surprisingly intense and dangerous. Here's what many people overlook:

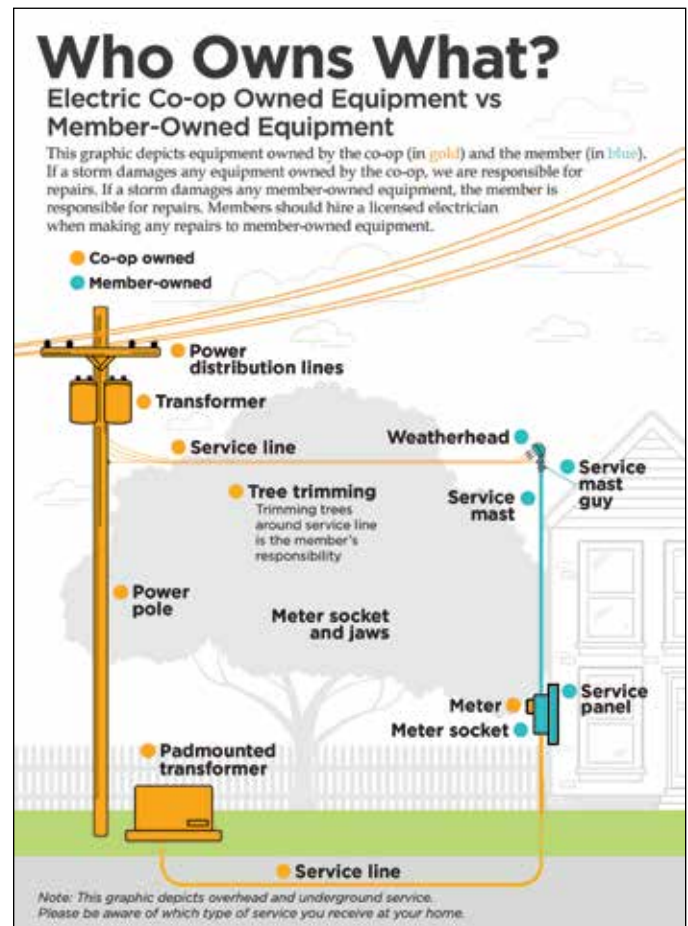
- **Lightning Strikes:** Lightning can strike miles away from a storm's center — sometimes out of a blue sky. It's responsible for dozens of deaths and hundreds of injuries every year in the U.S. alone. Just because you don't see rain doesn't mean you're safe.
- **Flash Flooding:** Warm air holds more moisture, and summer storms can dump several inches of rain in minutes. In urban areas, this overwhelms storm drains; in rural ones, it sends creeks and rivers spilling over. Flash floods are the number one cause of weather-related deaths in the U.S.
- **High Winds and Hail:** Straight-line winds from thunderstorm downdrafts can reach hurricane speeds, toppling trees and power lines. Hailstones can damage roofs, shatter windshields, and cause serious injury.
- **Tornadoes:** While spring is the peak season for tornadoes, summer storms — particularly those born from intense heat and moisture — can still spawn them, often with little warning.

Storms and the Strain on Electric Systems

Electric companies face a unique and growing set of challenges during summer storm season. While members often

see a temporary outage as a minor inconvenience, the behind-the-scenes impact is far more complex.

1. **Downed Power Lines:** High winds and falling trees are among the biggest culprits. Even a brief storm can knock out service to thousands of members in minutes. Restoring power requires not only repairing damaged lines but often navigating blocked roads and hazardous conditions.
2. **Heat + Storm = Grid Stress:** Summer already brings high electricity demand due to air conditioning. Add storm-related damage on top of peak usage, and the grid can become overburdened. Utilities must carefully manage load distribution to avoid cascading failures.
3. **Crew Safety & Accessibility:** Repair crews often face dangerous conditions in the aftermath of a storm — including active lightning, flooding, and unstable debris. In rural areas, reaching damaged infrastructure can take hours.
4. **Equipment Vulnerability:** Transformers, substations, and underground wiring systems can all be damaged by storm-related surges, floods, or debris. While many companies



are upgrading systems with smarter, more resilient technology, aging infrastructure still poses a major obstacle.

5. **Public Expectation:** Many members expect rapid restoration, but storms create unpredictable and widespread damage. Communication becomes a crucial, but difficult, part of storm response — with utilities needing to balance transparency with speed.

Members are encouraged to visit our website www.ccecoop.com and sign up for outage alerts with a few simple clicks.

You can also find outage maps listed under the Outages tab. From here you can see the Clark Electric outage map as well as the Wisconsin Statewide outage map.

A Shift in Perspective

Rather than dreading summer storms, we should simply respect them. This means paying attention to forecasts, taking warnings seriously, preparing in advance and knowing when to move to safety — even if the weather “doesn’t look that bad.”

Some simple safety tips:

- When thunder roars, go indoors.

- Avoid taking shelter under trees.
- Postpone outdoor activities if storms are in the forecast.
- Never drive through flooded roads, even if they appear shallow.
- Wait 30 minutes after the last clap of thunder before resuming outdoor activities.

Clark Electric Cooperative works around the clock during and after these storms to restore power, maintain safety, and keep modern life running. These challenges remind us that no storm is truly harmless.

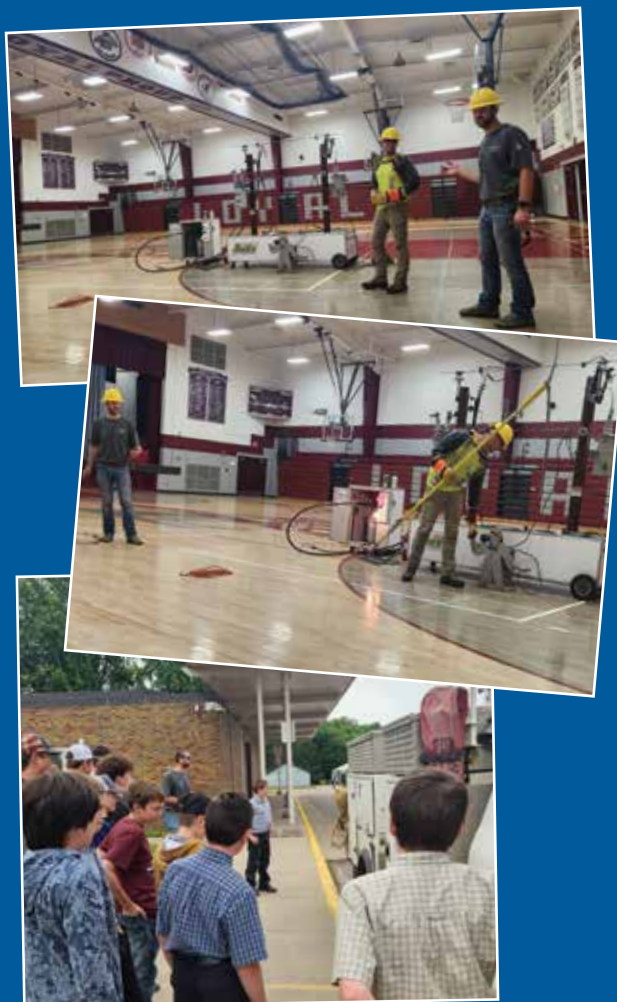
LINEMEN PRESENT HOTLINE SAFETY DEMONSTRATION

Clark Electric linemen Jeff Fellenz and Jared Jensen conducted a hotline safety demonstration and talked about farming safety around power lines with FFA students from the Loyal and Greenwood High Schools at a Tractor Safety Course held at the Loyal High School.

Farming is among the more dangerous occupations for several reasons, including potential for encounters with electrical hazards. Before taking to the fields, Clark Electric urges farm workers to be aware of overhead power lines and to keep equipment and extensions far away from them.

If you are on equipment that contacts a power line, do not exit the equipment. When you step off the equipment, you become the electricity’s path to ground and receive a potentially fatal shock. Wait until utility workers have de-energized the line and confirmed it is safe for you to exit the vehicle. If the vehicle is on fire and you must exit, jump clear of the vehicle with both feet together. Hop as far from the vehicle as you can with your feet together. Keep your feet together to prevent current flow through your body, which could be deadly.

Clark Electric conducts safety demonstrations for local schools and community clubs throughout the year. This is one of the ways Clark Electric incorporates the 7th Cooperative Principle, Concerns for Community, into the surrounding communities. If you would like a demonstration for your group, call our office at 715-267-6188 and ask for Tanya.





MEMBER APPRECIATION DAY & Kick-off to Cooperative Month

**A FREE Pancake, Egg
& Sausage Breakfast**
Activities for kids of all ages

Saturday, September 27

7 a.m. to 11 a.m. at the


Clark Electric headquarters,
just west of Greenwood on CTH G

Please Follow Detour for CTH G West as bridge is out



Clark Electric Cooperative

1209 W. Dall-Berg Rd. P.O. Box 190, Greenwood, WI 54437
715-267-6188 • 800-272-6188

Your Touchstone Energy® Partner 

River Country Co-op

331 Industrial Ave.
Owen, WI 54460
715-229-4613

"Take Back" Initiative 7-11 a.m.

Bring your unused, controlled, non-controlled, and over-the-counter medications in their original containers to be dropped off—free, with no questions asked.
Questions? Clark County Sheriff's Department at 715-743-3157.



Food Drive for Local Food Pantries

Help us demonstrate the 7th Cooperative Principle, Commitment to Community, by bringing a non-perishable, non-expired food item to be donated to your local food pantry.



Pumpkins • Crafts for Kids Giant Inflatables



Greenwood Fire & EMS

will provide free blood pressure testing.



Marshfield Medical Center & Clark County Health Department

will be here to provide community health information — free of charge.

SUMMARY OF 2025 ENERGY EFFICIENCY PRESCRIPTIVE REBATES

Appliances & Recycling		Incentive not to exceed appliance cost
All-in-One Washer/Dryer Combo	Must be ENERGY STAR, Must use Ventless heat pump drying	\$50/each
Clothes Dryer	Must be ENERGY STAR appliance	\$25/each
Clothes Washer	Must be ENERGY STAR appliance	\$25/each
Dehumidifier	Must be ENERGY STAR appliance	\$25/each
Dishwasher	Must be ENERGY STAR appliance	\$25/each
Freezer	Must be ENERGY STAR, Must be min. 10 cf	\$25/each
Inductive Range	All Quality	\$25/each
Refrigerator	Must be ENERGY STAR, Must be min. 10 cf	\$25/each
Heating & Cooling		Incentive not to exceed equipment cost
Load Control Sign-Up Rebate (one-time)	AC Only (summer)	\$25/once
Heat Pump—Air Source & MiniSplit	SEER2 14.3+, HSPF2 7.5+ or sEER 11.5+, HSPF 8.8+	\$300/ton
Heat Pump—Commercial Air Source & PTHPs	< 20 ton: EER 11+ 20 to < 60 ton: EER 10.5+ ≥ 60 ton: EER 10+	\$300/ton
Heat Pump—Geothermal		\$650/ton
New Furnace with Efficient ECM Blower Motor)	Must be primary heat source AHRI Certificate must state Variable Speed or kWh/yr (EAE) ≤ 670	\$35/unit
Smart Thermostat	Honeywell or Emerson Brand Must be controlled as defined by cooperative	\$25/unit
Lighting		Incentive not to exceed 50% of cost
LED Bulb	Minimum of 5, not to exceed 50 % of cost	\$.50/bulb
LED Exit Sign		\$5/sign
Occupancy Sensor	Does not include motion detector bulbs or fixtures	\$5/sign
LED Fixture	Fixture x Lumens = Quantity, Quantity/800, Not to exceed 50% of cost	\$.50/800 Lumens
Motors, Fans & Other		Incentive not to exceed equipment cost
Exhaust Fan	Fans < 36" must be ≥ 18 cfm/watt @ .05" SP Fans ≥ 36" and over must be ≥ 21 cfm/watt @ .05" SP AMCA/University of Illinois BESS Lab Rated	\$1/inch
Circulation Fan	Fans < 36" must be ≥ 18 pounds force/kW Fans ≥ 36" and over must be ≥ 21 pounds force/kW AMCA/University of Illinois BESS Lab Rated	\$1/inch
Dairy Plate Cooler/Well Water Pre-Cooler		\$500/each
Dairy Refrigeration Heat Recovery w/Electric Backup	Used with controlled electric water heater	\$300/each
Electric Forklift Battery Charger	Must be on load control as defined by the cooperative	\$200/each
Low/Zero Energy Livestock Waterer	500 watts or less, insulated tank	\$50/each
Scroll Refrigerator Compressor	Maximum rebate is \$1,000/compressor	\$30/HP
Variable Frequency Drive (VFD)	Maximum incentive is \$1,000/drive	\$30/HP
Water Heating		Incentive not to exceed equipment cost
Water Heater	50-80 gallons EF <.90, LM Program	\$50/each
Residential High Efficiency Water Heater	75-99 gallons, EF ≥.90, LM Program	\$300/each
Residential High Efficiency Water Heater	100 gallons +, EF ≥.85, LM Program	\$500/each
Commercial Water Heater	75-99 gallons, LM Program	\$300/each
Commercial Water Heater	100 gallons +, LM Program	\$500/each
Heat Pump Water Heater	Integrated, EF 2.00+	\$400/each
Audits/Assessments		Incentive not to exceed cost of improvements up to \$500
Audit Recommended Improvements	Up to cost of improvements, \$500 cap	varies—max \$500
Compressed Air Audit	Cost of audit, \$500 cap	varies—max \$500
Touchstone Energy – New Home		
Touchstone Energy Home Program	Program/Code Requirements, \$500 cap	\$500
EV Chargers		Incentive not to exceed cost of equipment
ZEF Smart Electric Vehicle Charging Station w/integrated metering. Must be on load control		\$800/each

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email us at info@cecoop.com or mwalde@cecoop.com
www.cecoop.com



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Office Hours:

7:00 a.m.—3:30 p.m.—May through October

7:30 a.m. —4:00 p.m.—November through April