



By Tim Stewart,
CEO/Manager

WISCONSIN ENDS SALES TAX ON RESIDENTIAL ENERGY BILLS

State Budget Changes to Save Households Millions in Utility Costs



**Clark Electric
Cooperative**

Your Touchstone Energy® Partner

Effective October 1, 2025 Wisconsin residents will no longer pay state sales tax on their home electricity bills. This change, passed as part of the state's biennial budget, makes the long-standing seasonal exemption permanent and year-round, offering meaningful financial relief for households across the state.

Previously, Wisconsin law exempted residential energy use from sales tax only during the colder months—typically November through April—when heating needs peak. Under the new legislation, that exemption will now apply all year long, including during summer months when air conditioning significantly drives up energy use and cost. The financial impact is substantial. The nonpartisan Leg-

islative Fiscal Bureau estimates that the expanded exemption will save Wisconsin households approximately \$178 million

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over the next two years. On an individual basis, one can expect to save around \$5.00 per month—more for homes with higher energy usage.

This change will occur automatically, and members won't need to reach out

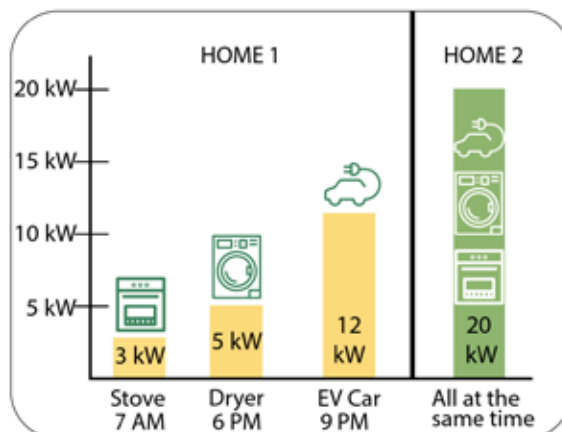
to us to benefit from the savings. Clark Electric Cooperative will be adjusting our billing system to stop collecting sales tax on qualifying residential accounts beginning with the October 2025 billing cycle. The exemption applies exclusively to residential use. The Wisconsin Tax Code states, "Residential use means use in a structure or portion of a structure which is a person's permanent residence but does not include use in transient accommodations, motor homes, travel trailers, or other recreational vehicles." Commercial, agricultural, and industrial accounts will not see changes unless they already qualify for separate exemptions under Wisconsin's tax code.

NEAR SYSTEM PEAK SET IN JULY

July 2025 was hot, really hot. In fact, Clark Electric Cooperative reached the third-highest summer peak on our electrical system on July 27, 2025, just 3.82% below the summer record. The highest summer peak recorded was on August 23, 2023. The all-time winter demand occurred in January 2025 on January 19 and was just 2.6% below the summer record. These peaks highlight the importance of our ongoing efforts to enhance reliability and expand our infrastructure to meet the growing needs of our members both in terms of energy and capacity. You may recall that in recent years the Cooperative has added two additional substations to the system, Hanson Sub, located near Spencer (2021), and Hull Sub, located in Hull Township (2015). We are also in the process of rebuilding the Longwood substation, which should be finished by year-end.

WHAT IS DEMAND?

Demand is the amount of power needed to supply every electrical device that is running in a home or business at a specific point in time.



HOME 1 spread out their electric usage, which caused their overall demand to be lower.

HOME 2 stacked their electric use all at the same time, which caused their overall demand to be higher.

*Diagram is for example purposes only. Actual kW usage will vary.

PROVIDING POWER AND SO MUCH MORE

OCTOBER IS CO-OP MONTH

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. 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

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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. The enterprise was so successful the group was able to eventually 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. 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.

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





HARVEST SAFETY TIPS FOR FARMWORKERS

- **Maintain a 10-foot clearance** around all utility equipment in all directions.
- **Use a spotter and deployed flags** to maintain safe distances from power lines and other equipment when doing field work.
- **If your equipment makes contact with an energized or downed power line, contact us immediately** by phone and remain inside the vehicle until the power line is de-energized. In case of smoke or fire, exit the cab by making a solid jump out of the cab, without touching it at the same time, and hop away to safety.
- **Consider equipment and cargo extensions of your vehicle.** Lumber, hay, tree limbs, irrigation pipe and even bulk materials can conduct electricity, so keep them out of contact with electrical equipment.

Source: Safe Electricity



ENERGY EFFICIENCY TIP OF THE MONTH

As winter approaches, now is the time to inspect your home for air leaks around windows. Leaks reduce indoor comfort and lead to higher heating costs.

If you can see daylight around the edges of a window frame or if a window rattles slightly when touched, air is likely leaking.

Caulking and weatherstripping are simple, effective methods for sealing windows. These materials are available in a variety of compounds and forms, each designed for different types of surfaces. Choose the right product and apply it properly to reduce heat loss, improve comfort and lower energy bills.



HOW DO WE CONTACT YOU?

Help us help you by keeping your contact information up to date

Every now and then we may need to contact you, whether it's because we have a billing question, we have to take your electrical service out of power for a maintenance reason, or we just simply have a question regarding your account. We have a handful of phone numbers on file that bounce

back as disconnected, changed, or it's altogether the wrong person. We list your phone number that we have on file on the bottom portion of your electric bill below your name and address. Please take a moment to verify that the number we have on file is still the best contact number to reach you at. If it is

not the correct number, you can make the correction on the stub and mail it in with your monthly payment. Or you can always call the office at 715-267-6188 or 800-272-6188 to notify us of a change. If you utilize SmartHub, you can also change your contact information through the app or desktop site.



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See your daily electric use on SmartHub through the purple button on our website or through the SmartHub app. Why wait to see your bill and THEN make changes? See your daily use and make changes RIGHT AWAY to lower your next bill.



SIGN UP FOR PAPERLESS BILLING AND AUTO-PAY.

You can sign up for paperless billing and auto-pay on SmartHub.

Get a notification by text and/or email that your bill is available to view in SmartHub rather than get a paper bill in the mail.

If you would like to have your payment drafted from your checking/savings account or credit card every month, sign up for the auto-pay program on SmartHub.

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**Clark Electric
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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