



THEN & NOW: CLARK COUNTY'S PIED PIPER OF SOCIAL JUSTICE

By Tim Stewart, CEO/Manager

When we talk about the cooperative difference, it's worth remembering the people who made it possible in the first place. In the February 19, 2026, issue of RE Magazine, a national publication on rural electrification, the story of Wallace Landry reminds us that rural electrification was driven by leaders who believed access to electricity was essential to opportunity and quality of life. His vision and persistence helped shape Clark Electric Cooperative and laid the groundwork for the cooperative system we rely on today. Take a moment to read the story below written by Frank Gallant that appeared in the RE Magazine.

County agricultural extension agents show up again and again in the American rural electrification story. One that stands out is Wallace Landry in Clark County, Wisconsin.

He “was immediately attracted to the opportunity of bringing electricity to the farmers,” say the authors of Moments in Time, the 75th anniversary book published in 2012 by Clark Electric Cooperative in Greenwood. “Where he could find an audience or call a meeting, he carried the message about the rural electrification program to the farmers from one corner of the county to the other, night after night...”

“Rural electrification was more to Landry than simply part of the agricultural extension work to which he was normally assigned. He made it into a crusade for social justice for farm people.”

That’s why he called a meeting when a power company started building a spite line near Greenwood and spreading the propaganda that Clark Electric would never get off the ground. A number of farmers revealed that night that the power company had offered to rebate their \$5 co-op membership fee (\$113 today).

Clark Electric was incorporated on April 1, 1937, and elected Landry, one of the incorporators, secretary-treasurer at its first annual meeting 11 days later. That June, two other electric co-ops in the county sold their assets to Clark Electric, reasoning that one large system would have a better chance at success than three small ones. Landry was at the center of that decision, because he knew the most about what REA was looking for in its borrowers.

Almost immediately, Clark Electric faced the thorny issue of finding a power supplier in a state where the investor-owned utilities saw co-ops as intruders on their turf. Moments in Time described the situation this way: “...it became apparent the power company strategy was to strangle young co-ops to death with exorbitant wholesale rates.”

Clark Electric discussed with REA the idea of building its



Wallace Landry reviews a newspaper announcing approval of an REA loan for Clark County, a major milestone in bringing electricity to rural farm families.

own power plant, and the federal agency put \$150,000 behind the project. But then Clark Electric and eight other co-ops in northwestern Wisconsin turned their attention to a proposal to band together to form the first generation and transmission co-op in the nation and build a diesel plant near Chippewa Falls. Again, the Clark County co-op turned to Landry, electing him as its representative on the Wisconsin Power Cooperative’s board of directors.

Locking down power supply “speedily eliminated the log jam that had been blocking progress toward actual electrification of the farms for many months,” Moments in Time explains. “In March 1937, REA announced approval of a \$700,000 loan for the ‘Clark project.’ This was the biggest single loan that had been authorized by REA up to that time.”

The first section of the co-op’s distribution system was energized on March 22, 1938, two weeks after the Chippewa plant went into operation.

Landry was the point man for another power supply initiative a little over four years later. Wisconsin Power Cooperative (WPC) had merged with Tri-State Power Cooperative, and he was asked to represent Clark Electric on the joint board of directors. Tri-State served member distribution systems in southwest Wisconsin, southeast Minnesota and northeast Iowa, and operated a steam plant in Genoa, on the banks of the Mississippi River south of LaCrosse. This plant and WPC’s Chippewa plant were linked by a transmission line.

Health problems forced Landry to give up his co-op work in June 1943. The authors of Moments in Time regarded him as one of the greatest contributors to ‘the social and economic welfare of farm families in Clark County history,’ all while performing his duties as the country’s agricultural extension agent.

ATTENTION HIGH SCHOOL STUDENTS!



Don't miss the chance to join us for the 2026 Youth Leadership Conference. You will get a glimpse of college life at UW-Stout!

It's that time of year when Clark Electric Cooperative is looking for students from local high schools to represent us at this year's Youth Leadership Conference to be held on the campus of UW-Stout **July 14-16, 2026**.

The WECA Youth Leadership Conference (YLC) is a great opportunity for students to develop and enhance their leadership potential. The event is sponsored by Wisconsin electric cooperatives and is designed to help students develop leadership skills while learning the purpose, operation, and scope of cooperative business.

The event features leadership seminars led by nationally acclaimed speakers and presenters focusing on the structure of the cooperative business, developing leadership skills, team-building exercises, and many other fun activities. Join students from your neighboring schools to learn what makes the cooperative business model different and successful.

Clark Electric has sponsored students to this event since its inception. We believe in developing the potential of tomorrow's leaders. The YLC is a fun and educational event, designed by students who were elected by their peers at the previous year's conference to serve on the WECA Youth Board.

There is no cost to the student for attending. The registration and travel expenses will be covered by the cooperative. If you are going to be a sophomore or a junior in high school this coming fall and would like to be a sponsored representative for Clark Electric Cooperative, contact your FFA or FBLA advisor for a co-op registration form by **May 13, 2026**. You may also contact Michelle Walde, administrative/member services representative, at 715-267-6188 or 1-800-272-6188.

SAVE THE DATE



**Clark Electric Cooperative's
Annual Meeting**

May 20, 2026

Neillsville American Legion

Business meeting starts
at 9:30 a.m.

Happy Easter!

**Clark Electric Cooperative's office
will be closed April 3 for
Good Friday.**



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of your home. That is what we provide. Call us today to
have your 24/7 personal emergency response
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CLARK ELECTRIC APPLIANCE & SATELLITE INC.

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 7:30 a.m. – 3:30 p.m.



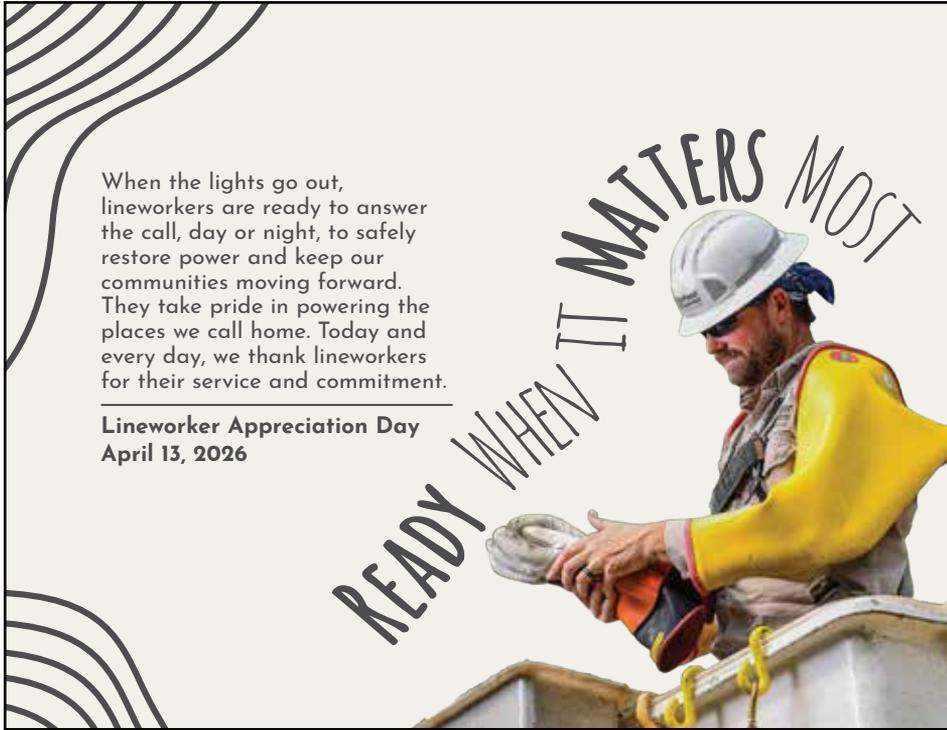
DO YOU KNOW ANY OF THESE PEOPLE?

The following members received electric service from Clark Electric Cooperative several years ago, and the capital credit funds are still being held in their names. We have been unable to return this money because we do not have a current address for these members or their heirs. If you know any of these people, please ask them to contact our office at 715-267-6188 or 800-272-6188 or write to us at Clark Electric Cooperative, P.O. Box 190, Greenwood, WI 54437.

To Claim these funds, you must contact Clark Electric Cooperative and provide satisfactory evidence of your right to receive them. If we cannot locate these people, the unclaimed funds will be forfeited to the cooperative, pursuant to Wisconsin Statutes Section 185.03(10). These forfeited funds are used to provide scholarships and other educational purposes funded through Clark Electric Cooperative's association with the Federated Youth Foundation.

Part 2 of the unclaimed funds listing continued from last month.

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| NEITZEL DOUGLAS | PAUTZ DAVID A | RAUCH DENNIS R | SCHJONEMAN MARK | ROXANNE ERICKSON | SZYMANSKI JASON & KIM | WASHBURN RICHARD & CARA |
| NELSON PHILIP & PERSIS | PAUTZ VERNON | RAUCH MIKE | SCHLEY JAMES | SLADE KORENE | TALLEDGE MICHAEL | WATSON DAVID & RAMONA |
| NELSON ROBERT L | PAWLICKI RYAN & TAMMY | REBMAN CLAYTON | SCHLIESMAN JEFFREY A & KAREN | SLUSSER ROGER D | TALUC PETER | WATSON KEITH R |
| NEMEC DONNA J | PAYNE ROBERT L | REDIG CHERYL L | SCHMID SALLY | SMAGLIK ROBERT & BONNIE | TATE THOMAS JJR. | WEAVER CALEB & ANGELA |
| NERAD FRANK | PEABODY JOHN | REDIG SHERYL R | SCHMIDT JEROME J | SMASAL ELIZABETH | TATROE JENNIFER & RAY | WEBER MARY |
| NERDRUM NANCY L | PECHA DEBBIE | REEDY JAMES R | SCHMITT BRAD & JODIE | SMILEY GEORGE & LORENE | TAYLOR GAY | WEICHEL SETH R |
| NESS KENNETH R | PELESCHAK NEIL & GERI | REGALL BEN F | SCHMITT JASON | SMILEY GEORGE | TAYLOR-IMBACH DAWN | WEILER KIM D |
| NETT ARLYN V & LOIS J | PENNOCK THOMAS JR & DEANNA | REICHENBACH JAMES & DEBRA | SCHMITT KERRY P & JACLYN | SMITH BERT C & MARTHA | TEMYB TODD M & MARY | WEILER MELISSA A |
| NEUBAUER JAMES & JUDITH | PERKINS JENNY | REINEKING RICHA | SCHMITZ RONALD W & JERI | SMITH CHARLOTTE | TENNANT VICTORIA | WEINFURNER MARY ANN |
| NEUBERGER LAVERNE F & VIDA | PERKINS SYLVANT & KATHY | RESEBURG JACK & SANDRA | SCHOELZEL SHEILA | SMITH HINU | THAO SAUL C & CHOUA | WELSH TIMOTHY |
| NEWBERRY PATRICIA | PETERSEN SCOTT | REUTER BRENDA K | SCHOEN FRANKLIN J & LILA V | SMITH LAWN CRAFT | THARP PAUL | WENGER WILLIAM |
| NEWMAN LABERTA | PETERSON BONNIE & S. MARCOTT | REUTER BRENDA K | SCHOENBECK DARLENE B | SMITH MICHAEL | THEXTON JOHN P & LYNN | WESENBERG BRIAN |
| NEXTEL COMMUNICATIONS INC | PETERSON EDDY | RICE JOHN | SCHOFIELD JAMES R & WANDA | SMITH NANCY | THIEDE ERWIN | WESTABY KENNETH R & THELMA |
| NIELSEN LOUISE M | PETERSON SHERRI | RICHLAND TOWERS | SCHRADER MARGARET H | SMITH STEPHEN | THOMPSON KEVIN J & CHRISTA | WESTEMEIER EDWARD & PATRICIA |
| NIEMAN KARI L | PHILLIPS BRETT B | RIDDLE RONALD & TESSA | SCHREIBER AUGUST & EILEEN | SMITH TIMOTHY C & ROBYN | TIGHE MIKE | WESTLUND RODNEY & KATHLEEN |
| NIKOLAI CINDY | PHILLIPS LEE A | RIEDEL STANLEY | SCHUH THOMAS L & TRUDY | SMITH WESLEY & KATRINA | TIGHE PATRICK A | WESTPHAL GORDON |
| NIKOLAY JOHN | PIERCE TREE FAR / PIPPIN DENNIS | RINEHART CAROL | SCHULTZ ANNETTE R & ALAN | SMOCZYK YVONNE | TILSON LISA L | WESTRICH ENOLA |
| NOAH ARTHUR | PLASZKIEWICZ JAMES L | RINEHART RICHARD & CAROL | SCHULTZ CONNIE | SNIFF WILLIAM | TILSON OEN E | WESTRICH ENOLA |
| NOBLE JOHN H | PODOLAK TYRONE M & KAREN M GINGRAS | RITTER GORDON O | SCHULTZ GARY JR | SOCHA STEVEN E | TIRY VIRGINIA M | WHITE JERRY |
| NORDIN RONALD | POESCHEL BERNARD B & KAY | ROBERTS RENEE | SCHULTZ MICHAEL A | SOCKNESS DANA & DANIELLE | TISCHENDORF JIM | WHITTIER JAKE & SHANNON NATZKE |
| NORDLOF ROBERT | POGODZINSKI LISA & TRAVIS TRYBULA | RODRIGUEZ PABLO & JEANETTE | SCHULTZ WILLIAM M | SOLBERG RUTH | T-M CUSTOM SAWING & MILLWORK | WIDERBORG EMILY |
| NORDMAN JACOB | PONCEK BARBARA | ROEHL CARL | SCHULTZ JUSTIN & JESSICA | SOLE TRACY | TOBAGO TERRY & MARY | WIECHERS MARK |
| NORDSTROM TERRI | PONTER HOWARD D | ROEHL JERALD & RUTH | SCHULZ KIM & GEORGE | SOLECKI STEPHANIE | TODD MARK E | WILCOX DEBORAH |
| NORLIGHT | POPPLER RIVER DAIRY | ROHLAND GREG | SCHUMAN CHERI | SORENSEN RONALD & LINDA | TOMASZEWSKI JOHN | WILD DONALD L |
| TELECOMMUNICATIONS | PORTER CLIFFORD | ROHLAND GREGORY | SCHWARTZ PAULETTE | SPHON DENNIS & JENNIFER | TOMKUS CHARLES A & VERONICA | WILGER DONALD F |
| NORTHWEST HOMES OF ABBOTSFORD | PORTER DEBORAH | ROHLAND RICHARD | SCHWARZ DUANE & SHIRLEY | STACE KAREN | TOMLINSON MICHAEL K | WILKINSON MARIE |
| NOWAK GALEN G & JUDITH | POST JERRY S | ROLFS RANDALL | SCHWIESO DEAN & KIMBERLEY | STACHYRA KENNETH | TRAINOR CHRIS | WILLIAMS STELLA |
| NYBERG CLARENCE L & ISABEL C | POST SID | ROSEMEYER JUSTIN | SCHWERTZ FRANCIS & VIRGINIA | STANKE RONALD C & CHRISTEL | TRAMMELL RONALD D & MARY | WILSON DAVID R & MARYANN |
| OBERLE STEVE & CHRISTINE | POWELL CHRISTOPHER | ROSEN BUSH SHARON | SCOTT ESTATE RUEL | STARCK BRENDA | TROIBER PHILLIP J | WILSON MAURICE |
| O'BRIEN DANIEL & TERRY | POWELL LISA & EUGENE | ROSHELL ELECTRIC | SCOTT ROGER | STARCK RUSSELL & BRENDA | TROWBRIDGE DEBRA K | WINCENTSEN ROBERT & MITCHELL |
| O'BRIEN ERIN | POZEGA FRANK JR | ROSS KAREN & DENNIS | SE INC CLOVERLEAF CHEE | STARBUCK NORMA | TROYER TITUS | WINN TRUST HARRY L |
| O'CALLAGHAN T. | PRICELLULAR CORPORATON | ROSSBACH HERMAN | SEBOLD ORRIN E | STARBUCK PHILLIP | TUCKER ANN | WINTERS CHERYL |
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| OLSON BONITA & DARRELL ERTZ | RAETHER BARBRA | SAGE MAVIS | SHATWELL JOEY | STEPHENS PATRICIA | VAN CANNEYT ALFRED | WOLF MIKE J |
| OLSON SAMUEL | RANDOW GREGG & CONNIE | SAMPSON DOUG R | SHAW JESSICA A | STIEMSA VIRGINIA | VAN HOOF PETER | WOLFGAM DENNIS & CHRISTINE |
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| OLSON SCOTT N | | SAYLES SUSAN A | SHEDA DEBRA L | STOIBER JANET E | VAN DERBERG SHARON A | WOOD PETER L & BETSY |
| OLSON SHEILA R | | SCALICI MICHAEL J & CLAUDIA LANZA | SHORT SHELBY A | STOLTZFUS ISAAC E | VANDERHOOF LOIS F & MARK | WORTMAN MICHAEL T & CINDY K |
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| | | | | SUSA LEVI & KARI | VOTAVA IRMA | YODER MICHAEL & MARY |
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| | | | | SWENSEN PATRICIA | WAGNER MICHAEL | ZARLING STEVEN J & DEBBIE |
| | | | | SYDOROWICZ FRANK M | WAGNER SUSAN R | ZEMAN JOHN |
| | | | | SYKORA-LINDER SANDRA F | WALLER OSCAR G & VIOLET | ZENKE BETTY |
| | | | | SYRUCZUK MELISSA | WARREN SHAWN MSR. | ZOLLNER CHRIS |
| | | | | SYTH EVELYN | | ZOOK LEVI |
| | | | | SZEMRAJ GERALDINE | | ZOROMSKI DIANE M |



When the lights go out, lineworkers are ready to answer the call, day or night, to safely restore power and keep our communities moving forward. They take pride in powering the places we call home. Today and every day, we thank lineworkers for their service and commitment.

Lineworker Appreciation Day
April 13, 2026

BEHIND ON YOUR BILL?

We encourage all members who may have fallen behind on their electric bill to contact our office before April 17, 2026.

ENERGY EFFICIENCY TIP OF THE MONTH

As we prepare for the seasonal shift, remember to set your ceiling fan rotation accordingly. In winter months (or whenever your home heating system is running), fan blades should rotate clockwise, which produces an updraft that pushes warm air down. In summer months (or whenever your home cooling system is running), blades should rotate counterclockwise, which produces a downdraft or windchill effect that makes you feel cooler. When used correctly, ceiling fans can boost comfort and allow you to adjust the thermostat a few degrees for energy savings.

Source: energy.gov

Safety Tip

Keep plants and fences away from green transformer boxes—especially the padlocked side. Utility crews need at least 10 feet in front and 4 feet on the sides to work safely and quickly during outages.

Keep a clear path to the transformer—even if it's in your yard, it's technically on an easement, and they still need access!

Safe Electricity.org®

Tim Stewart, CEO/Manager

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

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



Clark Electric Cooperative

Your Touchstone Energy® Partner

Office Hours:

7:00 a.m. – 3:30 p.m. — May through October
7:30 a.m. – 4:00 p.m. — November through April