



SHIFT TIMING, SHIFT SAVINGS

Tim Stewart, CEO/Manager

As we settle into the heat of July, our homes naturally use more electricity. Air conditioners run longer, refrigerators work harder and daily routines—from cooking dinner to doing laundry—often overlap during the warmest parts of the day. That’s also when the demand for electricity is at its highest.

At Clark Electric Cooperative, our mission is delivering safe, reliable, and affordable power whenever you need it. But during peak energy hours, from 2 p.m. to 6 p.m., there’s added pressure on the grid as homes and businesses require larger amounts of electricity, all at the same time. On the hottest days, that strain can be significant.

The good news is that small changes at home can make a meaningful difference.

Think of our electric grid like a highway system. During rush hour, traffic is heavy, congestion builds and everything slows down. But when drivers adjust their schedules, even

slightly, it helps ease the bottleneck. The same principle applies to energy use.

By shifting some of your high-energy activities to off-peak hours—like doing laundry later in the evening, running the dishwasher before you go to bed or cooking meals earlier in the day—you’re helping spread out demand. That reduces pressure on the grid during those critical peak hours.

Here are a few simple steps you can take to lower energy use during peak hours.

Smart technology can be a valuable partner in saving energy. A programmable or smart thermostat can automatically adjust your home’s temperature when demand is highest, helping you stay comfortable while using energy more efficiently. Even a small adjustment of a few degrees during peak hours can make a difference.

In the kitchen, simple swaps can help, too. Using a slow cooker, air fryer, or outdoor grill instead of the oven keeps your home more comfortable and reduces the need for additional cooling

during the warmer parts of the day. And when it comes to laundry, air-drying clothes or spacing out loads can cut down on both energy use and indoor heat.

Don’t overlook the power of ceiling fans, either. They can help you feel several degrees cooler, allowing you to raise your thermostat setting without sacrificing comfort.

These actions may seem small on their own, but together, they add up. When many members make mindful choices about when and how they use electricity, it helps reduce peak demand, eases strain on the grid, and supports more stable energy costs. Every effort you make contributes to a stronger, more resilient system.

This summer, I encourage you to take a closer look at your daily routines. A few simple shifts can go a long way in keeping your home comfortable, your energy use efficient and our grid running smoothly—no matter how high the temperatures climb.

Same Energy. Different Impact.

The demand for electricity is typically highest in the late afternoon during peak energy hours. You can help lower demand by shifting when energy-intensive activities happen.



Shift appliance use to off-peak hours.

- Run the dishwasher before you go to bed.
- Use the oven earlier or later (during off-peak hours).
- Space out use of major appliances.



Use a programmable or smart thermostat.

- Automatically adjust the temp setting during peak hours.
- Schedule home cooling cycles for efficiency.



Opt for low-energy alternatives during peak hours.

- Use small appliances like slow cookers or air fryers—or fire up the grill—instead of the oven.
- Air-dry clothes instead of using the dryer.
- Use ceiling fans for additional cooling.

ENERGY EFFICIENCY TIP OF THE MONTH

Running multiple major appliances at the same time—like your dishwasher, laundry machines and oven—can spike energy demand and strain the electric grid, especially during peak hours (typically late afternoon to early evening). Instead of stacking appliance use, spread it out throughout the day or shift chores to off-peak hours when energy demand is lower. This not only helps improve overall efficiency but can also reduce your energy costs. A simple habit change, like doing laundry in the morning and running the dishwasher overnight, can make a meaningful difference for both your wallet and energy reliability.

CLARK ELECTRIC COOPERATIVE HOSTS 89TH ANNUAL MEETING

Gathered on a beautiful sunny morning, Clark Electric Cooperative Board President Herman Seebandt opened the 89th annual meeting on May 20 at the American Legion Hall in Neillsville. Director Thomas Odeen reported that a quorum was present to conduct business.

Seebandt presented recently retired board director Marvin Verkuilen with



Board President Herman Seebandt (standing) presents former director Marvin Verkuilen with a plaque honoring him for his years of service to the cooperative.

a plaque recognizing his 14 years of service to the cooperative as a board director.

Attorney Jessica Shrestha from Fredrikson Law informed the attendees that District Seats 1 and 3 were up for election for a three-year term. Incumbent Jim Hager from District 1 and incumbent Scott Johnson from District 3 went unchallenged and were reelected. Both directors, elected at the same time 12 years ago, briefly addressed the members and thanked them for their support.

Seebandt welcomed Greenwood FFA officers to discuss the success of the Clark Electric Cooperative Land Plot Project that allows students to grow a plot of crops with the assistance of the FFA Alumni and charitable contributions from local businesses and individuals. The FFA students reported that last year's crop was very good and allowed them to once again raise funds to give scholarships to students interested in agriculture.

In the president's report, Seebandt focused on Clark Electric's ability to keep rates relatively low compared to most other utilities in the state. He then went on to explain to the members



Clark Electric General Manager and CEO Tim Stewart delivers his presentation to the members at the annual meeting.

what makes up the fixed charge costs on their utility bills. He also stressed what the cooperative does in terms of scholarships for local area kids, all funded with unclaimed capital credits that are administered by the Federated Youth Foundation.

General Manager and CEO Tim Stewart focused his remarks on the financials of the cooperative over the last year. He reported that, "Last year the cooperative had a solid financial performance, setting an all-time sales record for electricity sold, with revenue increasing by 7.3%." Stewart indicated power costs represent about 70% of



Left: Clark Electric Cooperative members listen to presentations during the cooperative's 89th Annual Meeting on May 20 in Neillsville. Right: Members of the Greenwood FFA give a presentation on the results of their land plot project on the co-op's property.

members' bills, and in 2025 total revenue per kilowatt hour sold increased about 2.5% from 2024.

"However, given the level of annual inflation," he noted, "we've really experienced a pretty stable rate over time."

Expounding beyond just the financial condition of the cooperative, Stewart also touched on a few updates that occurred in 2025, including the retirement of \$1.1 million in capital credits back to the members, board approval of a \$19.7 million work plan, successful implementation of a \$600,000 grid reliability grant from the Department of Energy, completion of

the rebuild of the Longwood Substation with Dairyland Power Cooperative, continuation of the Charter fiber buildout that contributed nearly \$4 million to the cooperative, and the One Energy solar array project that will add about 4.5 megawatts once finished.

WECA President and CEO Rob Richard gave the attendees a brief background on what WECA is and what they do for their cooperative members, focusing on education, advocacy, communication, and compliance services. He also mentioned the good work that Clark Electric does for local charities and local youth with scholarships via the Federated Youth

Foundation, which Richard serves as Executive Director. He closed out his remarks talking about the fall elections and how he sees them playing out in the state, making note that in January of 2027 for the first time in our state's history we will have a new Governor, new Assembly Speaker, and new Senate Majority Leader.

Director of Operations Mike Ruff closed out the meeting talking about the maintenance programs at Clark Electric, discussing everything from pole replacements, vegetation management, substation and grid connectivity, operational costs, worker safety initiatives, rights-of-way, and more.



Left to right: Clark Electric Cooperative members gather at the American Legion Hall in Neillsville for the cooperative's 89th annual meeting. Clark Electric directors Jim Hager and Tom Odeen converse before the start of the co-op's annual meeting. Clark Electric Board President Herman Seebandt welcomes members to the annual meeting.

FROM APPRENTICE TO JOURNEYMAN



Congratulations to Oscar Poehler on achieving a major career milestone. Oscar recently earned his Journeyman Line Worker certification after completing Wisconsin's rigorous four-year Electric Line Worker Apprenticeship program through Northeast Wisconsin Technical College in Green Bay.

This accomplishment reflects years of dedication and hard work. To earn this certification, apprentices must complete 7,360 hours of on-the-job training, along with 640 hours of classroom instruction — a total of 8,000 hours. Oscar successfully passed his final comprehensive exam this past spring, officially marking the end of his apprenticeship and the beginning of his journeyman career.

Please join us in congratulating Oscar Poehler on this outstanding accomplishment. We are honored to have him on our team and look forward to his continued contributions as a journeyman lineman.

WELCOME, TYLER

Tyler Geroux, apprentice lineman, is from the Eau Claire area. He graduated from Minnesota State Community and Technical College in 2023 with a degree in Electrical Power Distribution.

He previously worked for Jolma Utilities.

In his spare time, Tyler enjoys spending time with his red Lab, Bentley, hunting waterfowl, snowmobiling, and wakesurfing.

Please extend a warm welcome if you see Tyler in your neighborhood working hard to ensure your power is on when you flip the switch.



WELCOME SUMMER HELP EMPLOYEES



Gavin Voss, left, and Kody Johnson

Clark Electric Cooperative welcomes two new summer help employees to our operations department.

Kody Johnson, apprentice lineman, is originally from Willard, and currently resides in Loyal. He graduated from Gogebic Community College in Ironwood, Michigan with a technical degree in Electrical Power Distribution in the spring of 2026.

Kody enjoys spending time outdoors hunting and fishing.


Gavin Voss, apprentice lineman, is from the Dorchester area. He graduated from Northeast Wisconsin Technical College in Green Bay, Wisconsin with a technical degree in Electrical Power Distribution in the spring of 2026.

Gavin enjoys spending time outdoors hunting, fishing, or working on his old-school pickup truck.



TIPS TO AVOID ENERGY SCAMS

Scammers are increasingly using "smishing" — fake text messages designed to look like they're from legitimate businesses, including your electric utility. These texts may claim your bill is overdue, your service will be disconnected or you're owed a refund. They often include a link that directs you to a fake payment site or asks for personal information. Never click suspicious links or respond to unexpected texts, even if the message appears urgent. Instead, log in to your utility account through the official website or mobile app to verify any claims. We will never ask for sensitive information like passwords or banking details through text messages.




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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

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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