

Welcome to our new look And a new name...

The *Wisconsin Energy Cooperative News* is the new name of our monthly magazine. The new name will reflect the changes that the electric cooperatives are going through in our state. We are all starting to offer energy services, and most importantly, electricity is a form of energy.

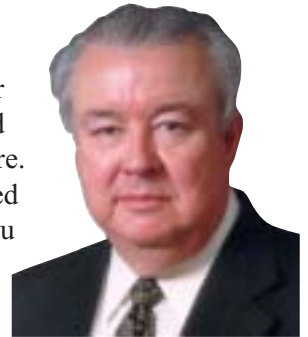
The new look also incorporates full color, which will be more appealing and will make the magazine a much better publication. Currently this publication is one of the largest in the state being received by cooperative members throughout the state; only the *Milwaukee State Journal* has a larger circulation.

You will find Clark Electric's information on pages 4 and 5 and on pages 28 and 29. On these pages, we will be giving you the information that you have relied on

over the years that concerns your cooperative—what has happened and what will happen in the future.

Enjoy the new and improved magazine. On the other pages you will notice new features and sections, but some of the important old sections are still there, with a little bit of improvement.

Oh, by the way, we hope to see you at your annual meeting.



Dick Adler
CEO/General Manager

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CEO/General Manager



Clark Electric Cooperative

Your Touchstone Energy® Partner



Annual Meeting

Wednesday, March 27, 2002

Starting at 10:00 a.m.

Loyal American Legion Hall

- ✓ *Early Bird Prizes*
- ✓ *Meeting*
- ✓ *Lunch*
- ✓ *Prizes*

Our 65th year — 2002

Three AEDs now in service

The devices are to help save employees and the public

What's an AED? It's a very important piece of life-saving equipment that Clark Electric Cooperative now has in two of its vehicles and in its office. AED stands for Automatic External Defibrillator, which can be used to deliver a shock to a heart that has gone into sudden cardiac arrest. We have all seen them on TV when the doctors or paramedics use a defibrillator to save a person's life—we hear "everyone clear" and then the shock is delivered to the patient. That's this device, only in a smaller package, which anyone now can use.

Last year, ACT 7 was enacted, which allowed for lay persons to have access to public defibrillation. The idea is that more lives can be saved if these devices are handy and accessible instead of waiting for the ambulance or rescue people to arrive and provide aid. These devices do not halt the need for the local ambulance crew; these



Harry Johnson, line superintendent; Dick Adler, CEO/general manager; and Rick Suda, assistant line superintendent; show the new defibrillators that Clark Electric Cooperative has put into service.

Amanda Engelberth learns the proper way to perform CPR, and how to use the new AEDs that Clark now has in service.

Even though anyone can use these devices, people who will have access and will act as caregiver still need to be trained in the proper use of the AED and CPR. All Clark Employees are CPR certified.



people are still very important in what is called the "Chain of Survival," when the ambulance crew takes over and continues to provide care and get the patient to the hospital. The AEDs give the patient that extra chance at living. If you have traveled in Chicago's O'Hare International Airport recently, you have seen these devices on the walls as you walk through the airport. AEDs are starting to appear in places across the country where there are large amounts of people or in industrial places where there is a potential need for this type of device due to injury.

Clark Electric's board of directors saw the benefits that an AED could give our employees and members. Working on electric lines is very dangerous, and when someone gets shocked or electrocuted, it can be a life-ending accident. The person can go into cardiac arrest, which means that his heart is no longer working properly to sustain life. If an AED can be applied in a short period of time, it can be used to restart that person's heart. The AED also delivers an electric shock, which hopefully will restart the heart and put it back into a good rhythm to sustain life until the ambulance can arrive and continue care.

Continued on page 28

Clark receives check

Reimbursement check to cover storm damages

This summer most of our members experienced some kind of interruption due to the summer storms that hit our area hard. Because of the devastation, our area and other areas around the state were declared a federal disaster area; Clark and Taylor Counties were two

of several counties that were declared disaster areas.

Because our service areas were declared a federal disaster area, the cooperative was able to apply for reimbursement funds through Federal Emergency Management Agency (FEMA); investor-owned

utilities cannot apply for this type of assistance. The money requested will help cover the financial losses that were incurred to the cooperative for fixing the damage caused by these storms that occurred between April 10, 2001 and July 6, 2001.

A lot of hard work was done during and after the storm, especially all the federal and state paperwork that had to be done. Sandy Herrick, operations aide, was largely responsible for gathering and recording all of this information. From this important record keeping, Clark Electric Cooperative was reimbursed a total of \$92,982.32. By applying for this aid, Clark Electric Cooperative was able to recover cost due to the storm damage, where no insurance coverage is available. In the long run, this will help to maintain rates or keep them from raising dramatically in the future.

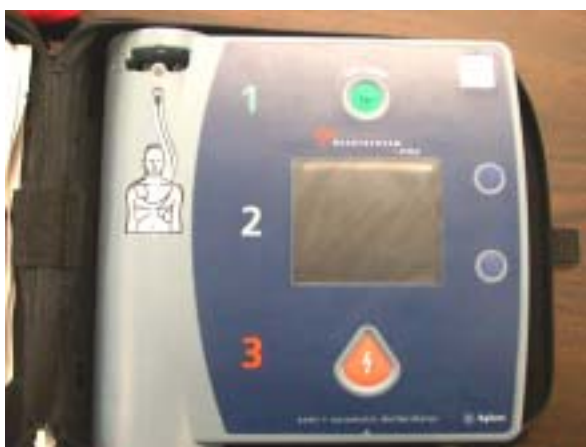


Director of Operations Bob Moseley and Jan Brom from Clark County Emergency Management present a disaster relief check from FEMA to Dick Adler, CEO/general manager of Clark Electric Cooperative.

To sustain Life

continued from page 5

The AEDs are looked at as a very good safety tool for the employees and customers of Clark Electric Cooperative. We hope we never have to use these devices, but if we do need them, we know that our employees are trained to use them and will have them readily available to help save the life of a co-worker, member, or anyone who we may come in contact with.



One of Clark's AEDs. A 1-2-3 operation, it's kept very simple so that anyone can use it if needed. (1) Push the green button to turn the machine on. (2) listen and watch for your instructions given on the screen. (3) If directed to give a shock, push the orange button.

February - National Heart Month

Heart Attack Warning Signs



- ♥ **Chest Discomfort**—pressure, squeezing, fullness or pain.
- ♥ **Discomfort in other areas of the body**—in one or both arms, the back, neck, jaw, or stomach.
- ♥ **Shortness of breath**—usually with the chest discomfort but can come before.
- ♥ **Other Signs**—breaking out in a cold sweat, nausea or lightheadedness.

If you or someone you know are having these signs call 911. Don't wait; get help!

2002 Scholarships

Scholarships increased to \$750 this year

Going to college nowadays is an expensive proposition. That's why Clark Electric Cooperative has its scholarship program. In previous years the scholarship has been \$500, but because the cost of basically everything has gone up over the years, the board of directors has increased the amount of the scholarships this year. Students who are chosen to receive the scholarships will now be given \$750 each towards their education.

Members who have not collected their capital credit refunds over the years make the scholarship possible for graduating high school students from our cooperative. Monies collected are deposited in the Federated Youth Foundation, which uses the interest collected to support this education directive.

Now is the time to start thinking about applying for the scholarship. Parents or grandparents—if you're reading this article, it's time to get that graduating student to also read this. It's easy to apply for: First, your parents must be members of the cooperative; second, you must attend one of the schools that participate; and third, you must fill out the application and get it back to your school counselor by March 11, 2002.

Other scholarship requirements are that you display a potential to successfully continue achievement in post-secondary public or private college, university, junior college, or vocational school program of your choice, which will lead to an associate degree or one-year diploma. You must also achieve an average of a 2.5 GPA or more your first year, be accepted into the school where the scholarship would apply, and display unusual financial requirements or



Clark Electric's 2001 scholarship winners at the awards banquet held last April in their honor. Do you know any of these winners? This could be you this year; picture yourself as one of the 2002 scholarship winners at the scholarship banquet held this coming April.

One \$750 scholarship to a qualifying student from one of these schools.

Abbotsford High School
Colby High School
Granton High School
Loyal High School
Marshfield Senior High School
Neillsville High School
Owen-Withee High School
Pittsville High School
Spencer High School
Thorp High School
Stanley High School

One \$750 scholarship to a qualifying student from one of these four schools

Stratford High School
Columbus High School
Osseo-Fairchild High School
Abbotsford Christian Academy

One \$750 scholarship to a qualifying student from one of these two schools

Medford High School
Gilman High School

special circumstances. If you have any questions concerning the scholarship program or application, please contact Director of Member Services John Knox at Clark Electric Cooperative, 715-267-6188 or 800-272-6188.



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