

# Celebrate Co-op Month With Us

**C**o-op Month—a time for celebrating your local cooperative. Each year, October is declared National Cooperative Month. Throughout the country, cooperatives and their members celebrate their existence and the special form of business that a cooperative provides.

What is a cooperative? That's easy...A cooperative is made up of people who share a need or interest and pool their resources together to form a business that will provide that need. They all share in that business equally, and when a profit is declared, the margins are distributed equally among those members. Each member has one vote and a voice in the operation of their business.

In the case of Clark Electric Cooperative, we were formed when local farmers wanted electricity for their farms here in Clark County. The investor-owned utility at the time did not think it would be profitable to bring electricity to them. The farmers formed a cooperative—an electric cooperative. With help from the Rural Electrification Administration, the farmers signed up members, who then elected a board of directors, which in turn hired a general manager to run their business. The poles were set and the wires strung. The goal of the cooperative was to bring and sell electricity to members at the lowest possible price, while remaining financially sound so that the

equity would grow and the cooperative would be there in the future. As the years went by, margins were put back into the cooperative to make sure it would stay financially strong. At a time when there was enough equity in the cooperative, the directors issued a payback of patronage capital (the profits) to those members who had made investments into the cooperative. First in, first out is how the credits would be paid back.

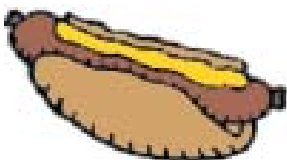
Nothing has changed over the years; the basic operation of your electric cooperative is still the same. We follow the same principles that were established many years ago; they worked then and they still work now.

As our cooperative month celebration draws nearer, we celebrate with other local cooperatives, such as North Hendren, a local dairy cooperative that takes in members' milk and makes bleu cheese that is sold around the country. Heartland Cooperative is part of the Cenex family; Heartland provides farm supplies, grain, seeds, fertilizers, and fuels for its members. Land O' Lakes is another cooperative that participates in our cooperative month celebration. Land O' Lakes is a large national farm and dairy cooperative that serves its members in many different ways.

*(Continued on page 28 ►)*

## Come Celebrate Cooperative Month With Us

*Annual  
Appreciation  
Lunch*



**Brats, Hamburgers,  
Hot Dogs, Beans,  
Cheese, and Ice Cream**



**Friday, October 10  
11 a.m. to 2 p.m.  
American Legion Hall  
108 S. Main St., Greenwood, WI**

# ARE YOU GETTING THE WINTER BLUES YET?

## The High Cost of Gas Will Make Heating Expensive this Winter

**W**e have the answer for you. Clark Electric Appliance and Satellite now has a new heating product in its inventory to help you combat those high gas bills. Electricity has always been your safest, cleanest, and easiest heating system to maintain. Even with the recent announcement of our rate increase, electricity is also your most economical way to heat. Electric prices are very stable and do not go up or down like gas prices tend to on a weekly basis.

Electric Thermal Storage (ETS) units have been around and promoted by the cooperative for many years now. They are still a great product and have now become even better. ETS units are now available to heat an entire house as a stand-



*Greg Shaw of Clark Electric Appliance & Satellite, Inc., is installing the ceramic bricks used to store the thermal energy, which can be used later.*



*This is the heating element that is used in the ETS furnace. Several of these are placed in between the bricks.*

alone furnace. They produce heat that can be stored or directly used. Another great feature of this new furnace is that an air-to-air heat pump can be connected to it so it can be used for cooling in the summer time. Another feature that many new homeowners are requesting is in-floor heating, and the new Steffes furnace can also be equipped to provide it. But what is the best feature, you ask?

Dual fuel! The Steffes furnace can utilize Clark Electric Cooperative's dual fuel rates. What is the dual fuel rate? Your electric energy charge for the all-

electric heating furnace, air conditioning, and floor heat is \$0.032/kwh. With propane and natural gas going up and up, with no let up in sight, heating with an electric system is a great and efficient option.

An ETS furnace has a number of heating elements (the number depends on the heating load) that generate the heat needed electrically. That heat is then stored in the ceramic bricks that surround the electric element. The bricks are very dense and store a tremendous amount of heat. Because of this ability to store heat for later use, the ETS furnace also qualifies as a backup-heating source. This qualification allows the homeowner to be

*(Continued on page 29 ►)*

## SAVINGS

### Save Money on Your Electricity and Save on Your Water Usage

Everyone is interested in saving money. Sometimes you need to spend some money to save in the future. Not everything needs to be replaced, but your appliances should be evaluated. Do they run more than they should? How old is the appliance? These are some questions to ask. The employees at Clark Electric Appliance & Satellite, Inc., can help you determine what your appliance needs are.

New Energy Star products are important and will help to save energy dollars over the life of the new product. Savings comes in different forms. The GE profile line meets or exceeds federal guidelines for energy efficiency. These appliances save energy by improving moisture extraction and matching temperatures to specific loads. Saving on water is another important feature; the new front-loading washers by GE automatically fill with just the right amount of water for the load, while using a third less water than conventional top-loading washers. There are many more features that will impress you.

The Appliance & Satellite Store carries the GE brand of appliances



Stephanie Ligenza and Sarah Shaw with the GE Profile dryer and front-loading washing machine, which are available at Clark Electric Appliance & Satellite, Inc.

because they are dependable, and GE has proven to be a leader in bringing out new and innovative products.

If you choose to buy a new appliance from another dealer or store, beware of the sales pitch that some are giving regarding a rebate from your local utility. Clark Electric Cooperative does not participate in the Focus on Energy program where rebates are given. This program would actually cost the membership

more money than the members would get out of it. Also, rebates have to be paid—somehow and by someone—a ratepayer! You are still getting something though—an energy-efficient product that will save you energy and money over the product's life. ■



## Your Cooperative

*(Continued from page 4)*

We who work at Clark Electric Cooperative are proud of this cooperative and what it means to its members. We strive to bring you great service with friendly people who care and are dedicated to keeping this cooperative a strong and

important part of the community.

The point about all these cooperatives and Clark Electric Cooperative is that as a member of one or all of them, you own this cooperative—your business—and not some stockholder in New York City who knows nothing about you, your neighbor, or how your business should be run. You have a vote and a

voice in your cooperative. Be active and participate—come to the cooperative month celebration, which will be held on Friday, October 10, at the American Legion Hall in Greenwood from 11 a.m. to 2 p.m. We hope to see you there. ■



# SYSTEM IMPROVEMENTS BENEFIT ALL MEMBERS

## Clark Crews Do the Work

Clark Electric Cooperative line crews have been busy this year replacing and upgrading the electrical system. By the end of the year, they will have installed almost 11 miles of three-phase line. Having our crews perform the work instead of contractors allows us to achieve our goal of keeping costs down, and we are able to perform the work faster! ■



Lineman Kevin Sterland drills a hole in a pole to secure a crossarm.

Line Foreman Dick Braun looks up and surveys the work performed as lineman Dan Sturzties a phase wire to the pole.



## Backup Heating Source

*(Continued from page 5)*


on our dual fuel program, which is an interruptible heating rate. This heating rate allows the homeowner to save a tremendous amount of money on their winter heating bills.

Clark Electric Appliance & Satellite, Inc. can correctly size and install a new ETS furnace in your home today. An ETS furnace can be utilized in new construction or as a retro fit when a homeowner wants to get rid of their expensive gas or fuel-oil heating system. Clark Electric Appliance & Satellite will work closely with the homeowner's electrician to make sure that the home's electric system is capable of handling the furnace.

Remember, heating with electricity is safe, flameless, with no carbon monoxide produced; your home should also be cleaner as nothing is burned, thus cutting down dust. You can get more information about an ETS furnace for your home by talking to our Appliance & Satellite Department. We also have many other new products for your home. ■




*MAKERS OF QUALITY ETS UNITS*



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