



*Tim Stewart*  
CEO / General Manager

# LOAD MANAGEMENT SHOWS TRUE VALUE

**Working  
Together  
Emphasizes the  
Cooperative  
Advantage**

**T**hroughout the years, Clark Electric Cooperative has invested heavily in various load management programs. Working in conjunction with Dairyland Power Cooperative, our generation and transmission power supplier, we have crafted a number of demand-side management initiatives that are targeted to provide members with a strategic option in the operation of their various electrical applications.

A good example of the true value of our load management resource was illustrated this past summer. During the extended hot spells that occurred in July and August, Clark Electric Cooperative put our load management programs to good use by reducing demand and energy requirements during peak periods. By doing this, our members and the Dairyland Power family of electric cooperatives saved almost a half-million dollars. In fact, during the past 12 months, Dairyland Power Cooperative has saved over \$1.6 million in increased energy costs. This realized savings is a direct result of our load management programs.

On these hot days—which have not been seen in our area since 1988—Clark Electric Cooperative and Dairyland Power Cooperative cycled air conditioners, interrupted water heaters, and started up commercial customers' standby generators to save everyone energy and money. During various hours of the day, Dairyland Power Cooperative was able to reduce its peak demand for electricity by more than 70 megawatts, which is over 8 percent of its systemwide peak demand. To demonstrate just how significant this is, savings during these hours can exceed \$10,000 or more per hour.

I would like to take this opportunity to thank all of our members who participate in our load management programs. I realize that many of our agricultural and



**"We (Clark Electric Cooperative) have crafted a number of demand-side management initiatives that are targeted to provide members with a strategic option in the operation of their various electrical applications. By using load management as a strategic resource, we are able to help keep everyone's cost down."**

business customers endured 10 days of load control during the afternoon and evening peak hours. It is important to recognize that by participating in our various programs, you can help us avoid generation capacity deficits and minimize high-cost energy purchases. By using load management as a strategic resource, we are able to help keep everyone's cost down.

If you have an electric water heater and would like to join our load management program, just give us a call. Not only will you save money on your electric bill, but you will be giving the cooperative a way to help control costs well into the future.

Finally, I would be remiss if I didn't mention our Member Appreciation Day Saturday, October 22. We are offering a FREE pancake breakfast and a host of activities for all members of the family. Bring the kids or the grandkids for a fun-filled morning of games, displays, and crafts. I hope to see you there! ■

**Tim Stewart**  
CEO / General Manager



P. O. Box 260  
Dousman, WI 54425  
1-800-521-2021

NORTH HENDREN CO-OP DAIRY

Quality cheese since 1923  
43294 Spence Road  
Milford, WI 54450-9365



# Co-op

## Member Appreciation Day

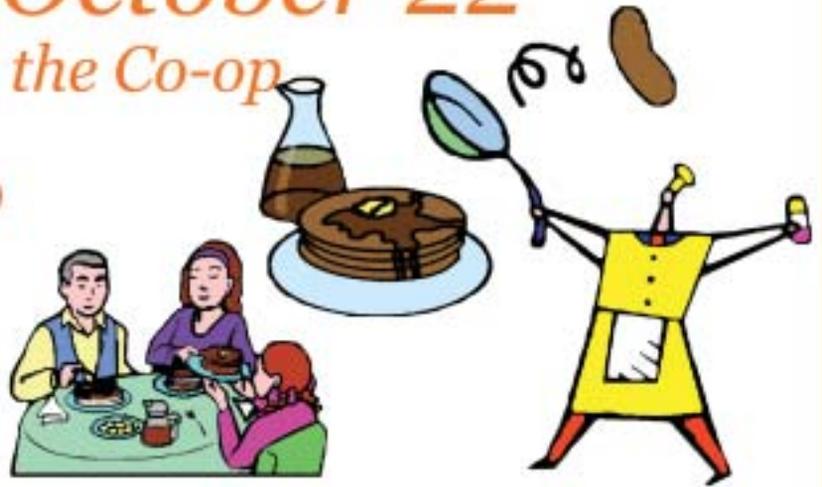
### Saturday, October 22<sup>ND</sup>

7 a.m. - 12 p.m. at the Co-op

Business Center

(West of Greenwood on Hwy "G")

# Free Pancake Breakfast



*The Pancake Brothers*

*"Making a great breakfast for us all to enjoy!"*

## Great Family Fun . . . Prizes For All Ages

- Lots of Kids' Activities
  - Face Painting
  - Pumpkin Painting
  - Inflatables by Rock n' Roll To Go
- Hot Line Demo - Electric Safety
- Wild Blue Demonstrations
- Econar & Steffes Heating Equipment
- Appliances on Display



### Community Health Fair

Memorial Medical Center

- Health Screening
- Information on Important Health Topics
- Blood Pressure Checks by the Greenwood Ambulance Service

**Rock n' Roll  
To Go Plus! Inc.**

Reserve Online [www.rnrctogo.com](http://www.rnrctogo.com)



## YOU HAVE OPTIONS ON SAVING

### Electric Heat is Inexpensive... Comfortable... and Highly Efficient!

**E**lectricity is power! What some people don't realize is that electricity can be the power to heat and cool your home. Electricity is the most stable fuel that we currently have as far as cost is concerned. If you haven't noticed, prices for fossil fuels such as oil and gas have been very volatile. No pun intended, but that is one of the drawbacks of gas—it does go boom every once in a while.

Electricity is stable; electric rates do not go up and down by the day, or by a single event. Rates do go up, but gradually. Moreover, electricity is stable in that it's safe, clean, and dependable.

Choosing electricity to heat your house makes more sense for several reasons. Electric heat is a better deal than propane, natural gas, and fuel oil. Electric heating systems have come a long way; they are efficient, and they deliver whole-house heating, with systems that use ductwork so air conditioning is an option.

Dan and Barb Michler made a decision last year when they built their new house—it would be an all-electric house. Dan is one of our appliance technicians for the Appliance & Satellite store. He and Barb installed a Comfort Plus Heating System, which combines the design of electric thermal storage heating systems, but allows for whole-house heating and the addition of hydronic heating of floors. The Michlers also added an air-to-air heat pump that is used to provide high-efficiency cooling in the summer as well as some heating.

When you enter the Michlers'

house, you notice the difference in comfort right away. The garage has in-floor heating throughout, down to the finished basement, and the comfort is incredible. Dan has a few

**An air-to-air heat pump can deliver heat efficiently until the outside temperature drops to 32 degrees. Coupled with a Comfort Plus, which then takes over, it provides provides 100 percent of the household heat.**

hobbies that involve being in the garage, and I couldn't think of more comfortable place to work. Barb also has an area of her own in the house—a large sewing room, which provides exceptional comfort year-round while Barb works on those projects that involve standing and sitting. The rest of the house has lots of windows, allowing everyone to see the beautiful woods, farmland, and the incredible amount of animals that are around.

Dan's choice for heating his family's new home was a new Comfort Plus Heating System. The furnace is a large heavy box that is super insulated and stores the bricks and the heating elements. The elements come on in set stages and build up the amount of

stored heat that is needed. The bricks store heat that is distributed throughout the house by a variable speed blower. This unit is also set up to provide hydronic heat. Tubes were installed under the floor to provide heat from the circulating water. The water is passed through a heat exchanger to make the water hot. A heat pump is also part of the system. The heat pump is used for air conditioning and also for some heating of the house. Together, the Comfort Plus system and the heat pump work to provide a very efficient heating and cooling system. The first year's heating bill was \$655 for a 4,000-ft. house. This is based on our dual fuel interruptible rate. If we were to use straight electric rates, the cost would

### Comfort Plus Heating System



*The Comfort Plus Heating System can help you save energy dollars this winter. Electric heat is efficient and compares favorably to today's high gas prices. Save even more by installing a heat pump in conjunction with your Comfort Plus system. See us at Clark Electric Appliance & Satellite about installing one today.*

be around \$1,229. That may sound unbelievable, but it's true. With the dual fuel program, a homeowner can save a tremendous amount of money that can be used for other parts of the home.

Throughout this article we've talked about how efficient and economical electric heat can be, and as with most things, seeing is believe. The chart below shows the cost of various heating systems. The cost of operation is determined using a heat

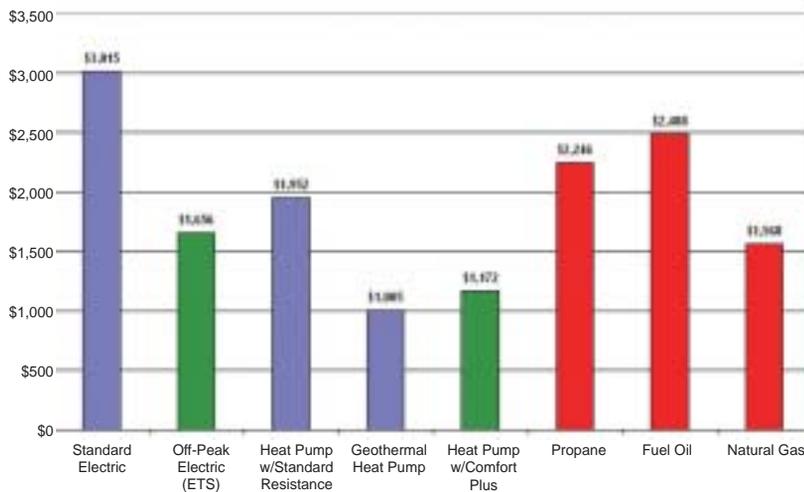
loss/gain for the house. This allows for a true comparison. The cost of the fuel and electricity is based on the prices as of September 1. You also know that gas prices will be going up and up—why put that money up a flue when you can put that savings into your house and into comfort? Comfort Plus is not just for new construction, but it's also a very practical and smart move for a house in need of a new furnace or for someone who just wants to save on

the high cost of gas, now and in the future.

The Comfort Plus System is perfect for our dual fuel rate, for which the customer allows for a peak period. The Comfort Plus stores its heat energy so that it can re-generate its stored heat during a non-peak time; it saves everyone on energy dollars. Clark Electric Cooperative's time-of-day rate is another great tool for keeping your energy cost down with a Comfort Plus system.

Call Clark Electric Appliance & Satellite Inc. for more information about a Comfort Plus system. You can get a heat/loss calculation that will determine the proper sized system to meet your needs. The calculations will also show you your savings. But most important, through Clark Electric Appliance & Satellite, you'll be able to talk to others who use the Comfort Plus Heating System to be comfortable and save money. ■

## Annual Heating Cost Comparison



## Important Numbers Offer Help

October starts the winter heating season. It's important to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people. At the right is a list of the county social services departments and their phone numbers. These government organizations can offer heating assistance or direct you to a group that can help.

**Clark County - 715-743-5233**  
Department of Social Services

**Chippewa County - 715-723-2285**  
Department of Social Services

**Jackson County - 715-284-4301**  
Department of Social Services

**Marathon County - 715-261-7500**  
Department of Social Services

**Taylor County - 715-748-3332**  
Department of Social Services

**Wood County - 715-421-8600**  
Department of Social Services

**\$1,000**  
**REWARD FOR**  
**VANDALISM • THEFT • FRAUD**

PLEASE CALL THE COOPERATIVE'S OFFICE  
800-272-6188 • 715-267-6188

OR YOUR LOCAL SHERIFF DEPARTMENT WITH INFORMATION. THIS IS YOUR COOPERATIVE.  
By informing us, you're protecting your investment—YOUR COOPERATIVE.

THE INFORMATION LOCATED BY THE LOCATION OF ABOVE IS OWNED BY THE PROPERTY OF CLARK ELECTRIC COOPERATIVE. COVERED BY AND/OR SUBJECT TO RESTRICTIONS OR NOTICE TO MEMBERS OF CLARK ELECTRIC COOPERATIVE. FURTHER INQUIRY CONCERNING THE RESTRICTIONS OR NOTIFICATIONS GO TO THE COOPERATIVE'S WEBSITE AT (WWW.CECCOOP.COM), UNDER OUR MEMBERSHIP INFORMATION.

**Tim Stewart, CEO / Manager**  
**John J. Knox, Editor**

124 N. Main Street  
P.O. Box 190  
Greenwood, WI 54437

Your Touchstone Energy® Partner

e-mail us at [info@cecoop.com](mailto:info@cecoop.com) or at [jknox@cecoop.com](mailto:jknox@cecoop.com)  
[WWW.CECCOOP.COM](http://WWW.CECCOOP.COM)