



**Tim Stewart,
CEO/Manager**

Finding the Value of Electricity

What's it Worth to You?

Electricity. We use it every day, and in today's technological world, we could barely function without it. It seems that prices for just about everything these days are increasing. The cost of rising energy prices is certainly on everyone's mind. Just about every periodical or news broadcast talks about energy issues ranging from energy efficiency to green power to smart grid technologies.

As you may recall, last year we saw significant economy and energy policy debates with our elected

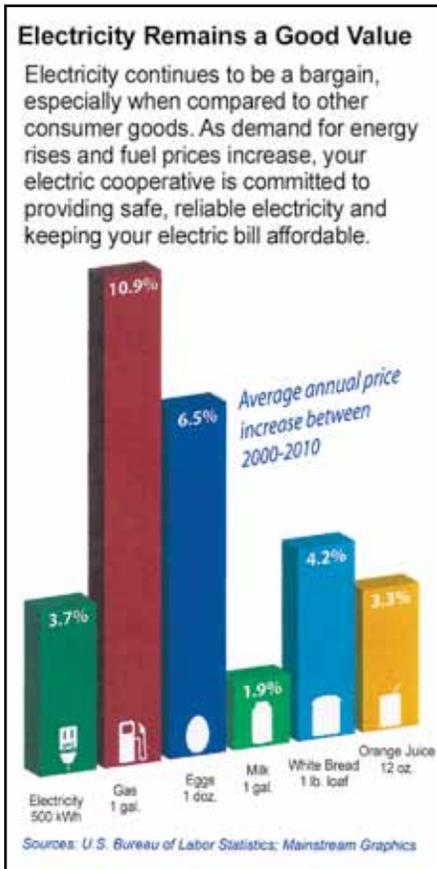
officials, regulatory compliance requirements (such as EPA rulemakings), and added environmental controls to generation facilities. This month, I want to focus on the value of what electricity does for us in relation to the cost. When you stop and think about it, I can't think of one other item that enhances our quality of life as much as electricity does.

Electricity cools and heats our homes, cooks our meals, pumps and heats our water, powers our computers, provides lighting, cleans our clothes, milks cows, and offers a host of other

labor-saving applications. Talk about entertainment: electricity powers items such as TVs, VCRs, DVDs, stereos, gaming consoles, shopping centers, restaurants, and casinos. When you stop and think about what all electricity does, I believe electricity provides great value for the cost.

Did you know that through the years, the price of electricity has remained an outstanding value, especially compared to the rising prices of other commodities?

For example, over the past 10 years, gasoline has shot up 10.9 ▶



\$145 What's the better value?

A family of four spends about \$145 for one day's admission to a water park. For \$145 you can power an average home for over a month.

One football game ticket **\$129**

OR

1,266 football games ... Electricity to run your TV for over 3,800 hours in the comfort & privacy of your own home.

\$48

The price you pay for taking your family of four to the movie theatre could pay for more than 20 rented movies, plus electricity and microwave popcorn in the luxury of your own home.

What's the better value?

The price you pay to go "out for lunch" could provide electricity for the average home for about a day.

\$5

Costs may vary.

percent on average every single year, according to the U.S. Bureau of Labor Statistics. A loaf of white bread has increased 4.2 percent annually, and a dozen eggs 6.5 percent per year.

In comparison, electricity has increased just 3.7 percent a year nationally for the past decade. When you consider how reliable electricity is, the value goes up even more. Clark Electric Cooperative members experience an overall system average of 99.95 percent reliability. That is something we're proud of, considering electricity is a 24-hour-a-day commodity. System reliability is labor and capital intensive. There are no short cuts in delivering the reliability our members have come to expect.

Even though we are entering an era of cost escalations and increasing demand for energy consumption, Clark Electric Cooperative is committed to providing safe, reliable, and affordable electricity at the lowest possible cost. If you would like to trim your energy budget, these websites may be helpful: www.togetherwesave.com, www.energystar.gov, www.energysavers.gov, www.cecoop.com, and www.focusonenergy.com.

Electricity...where would we be without it? ■

Wednesday, June 6, 2012

Dairyland Power Cooperative Annual Meeting

**11 Delegates and
4 Alternates needed**

Representing your cooperative and your fellow members at various meetings is an opportunity that we ask our members to participate in every year. The Dairyland Power Cooperative Annual Meeting will be held on Wednesday, June 6, 2012, in La Crosse, Wisconsin.

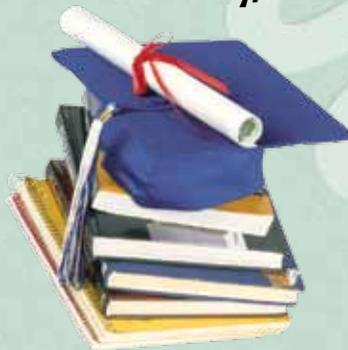
By attending and being a delegate for your cooperative, you help keep Clark Electric Cooperative strong and prosperous. If you would like to represent Clark Electric Cooperative at this meeting, please contact Tracy Nelson, administrative assistant, by Monday, April 2, 2012.

Tracy can be reached by calling the cooperative office at 715-267-6188 or 800-272-6188.

CLARK ELECTRIC FEDERATED YOUTH SCHOLARSHIPS ARE DUE

Scholarships available for
graduating seniors

**Applications must be at the
cooperative's office by:
Friday, March 9, 2012**



Applications are
available at your
school guidance
office or online at
www.cecoop.com



Years of Service Awards

Clark Electric Cooperative recently recognized several employees for their years of service. Pictured back row, left to right: Rick Suda, 30 years; Jarred Martens, 5 years; Kent Weigel, 5 years; Jeff Block, 25 years. Front row, left to right: Donna Abel, 50 years; Amber Reddy, 15 years; Pat Krause, 20 years; and Tracy Nelson, 25 years. Congratulations for reaching these employment milestones, and thank you for your dedicated service.

Annual Meeting Set for April 12

Clark Electric Cooperative's annual meeting is scheduled for April 12, 2012, starting at 9:30 a.m. at the Loyal American Legion. This year we will celebrate a significant milestone as this is our 75th annual meeting.

The annual meeting is an important event for the cooperative. Members will hear reports about the cooperative and the electric industry, review financials, and elect their representatives to serve on the Board of Directors.

The members will be asked to elect three directors, for three-year terms. Director terms expiring this year are Charles Bena from the Town of Mead area, Anthony Jarocki from the Town of Hixon area, and Howard

Schultz from the Town of Weston area. Director Bena is eligible for re-election. Director Jarocki has reached his term limit and is NOT eligible for re-election, and Howard Schultz is NOT eligible for re-election due to relocation. Nominations are taken from the floor of the meeting. The cooperative's bylaws establish the minimum qualifications for being a director. A copy of the bylaws is available on the cooperative's web site at www.cecoop.com or by contacting the business office at 715-267-6188. If you have any additional questions about becoming a director, please contact our CEO/General Manager Tim Stewart at the business office.

Directors are expected to attend monthly board meetings; represent the cooperative in state, regional, and national affairs; and take advantage of NRECA educational opportunities such as classes, seminars, and workshops. Directors need to read, study, and analyze a lot of information throughout the month to keep informed on the electric industry as a whole. Directors will spend approximately 20 to 35 days a year in performance of their duties.

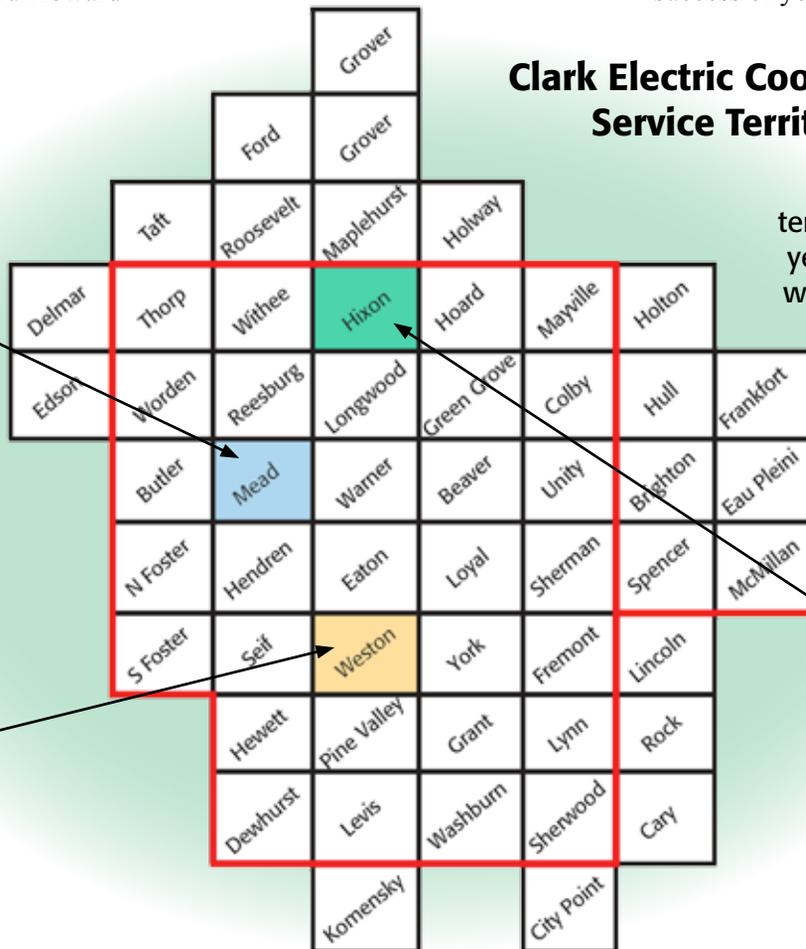
Plan to attend the annual meeting, enjoy a nice meal, register for door prizes, and help conduct the business of your electric utility. Member involvement is critically important to the success of your cooperative. ■



*Charles Bena
(eligible for re-election)*



*Howard Schultz
(not eligible for re-election due to relocation)*



Clark Electric Cooperative Service Territory

Directors whose terms are expiring this year and the town in which they reside are shown here.



*Anthony Jarocki
(not eligible for re-election due to term limits)*

MOMENTS IN TIME

A History of Clark Electric Cooperative

Last month's column of *Moments in Time* reviewed the beginnings of the rural electrification movement, specifically in Clark and surrounding counties, and how the rural residents overcame numerous obstacles to obtain electricity. Two of the first three electric cooperatives were formed here in Clark County, Willard Electric Cooperative and Big Four Cooperative Electrical Association. Clark Electric Cooperative was formed later on April 1, 1937.

During these organizational years, it soon became apparent to the leaders of the REA movement in the county that one large cooperative project would be more satisfactory than the numerous smaller cooperatives in each of several communities that had originally been visualized. On June 26, 1937, representatives of these two pioneering cooperatives, along with representatives of Clark Electric Cooperative, met at the village hall in Loyal. Representatives from the Big Four and the Willard Board of Directors approved resolutions to sell their respective assets to Clark Electric Cooperative. The Clark board voted to purchase. Thus, it took only this brief session to consolidate the leadership of these three electric cooperatives into a more effective structure.

While it is true that the organizational beginnings of these early cooperatives were indeed a "work of many hands," Wallace J. Landry stands out as one of the driving forces behind rural electrification in the county. The



speed with which Clark County farmers became acquainted with the REA idea was to a very large extent the accomplishment of Wallace J. Landry, county agricultural agent. Landry was immediately attracted to the opportunity of bringing electricity to the farmers. 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, throughout the early years of the REA program.

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. He labored far beyond the call of duty on behalf of his self-appointed mission of helping people get electricity. Landry is remembered as the driving force behind the organization of Clark Electric Cooperative. He was the chief organizer of the cooperative and one of its incorporators. During Clark's formative years, he served on the first board of directors, as secretary-treasurer, and as a representative on the board of directors of Wisconsin Power, Dairyland Power, and Wisconsin

1937-1943

April 1, 1937

Joined Wisconsin Rural Electric Cooperative Association. (WRECA was the first statewide organization formed by electric cooperative organizations.)

March 22, 1938

First section of Clark distribution system energized. First farm connected is that of Arthur Bobb, Thorp.

December 15, 1940

Wisconsin REA News sent to Clark members for the first time. This is the first statewide magazine/newspaper in the country devoted to electric cooperatives and their members. The magazine started publication July 1940. Manager Dallman's column included November 1939 membership totals: 145 farm consumers, 197 commercial and 14 non-farm. Average kWh use is 67.5 per month.

January 1941

Members are reminded the co-op's telephone number, to be called during business hours - 10. Also provided is the manager's number - 94. Members are also told that "if you should forget any of the above, just call the Greenwood operator and she will locate the man on duty."

March 4, 1941

Board approves a one cent per kWh rate for controlled water heaters.



Wallace J. Landry was the driving force behind the organization of Clark Electric Cooperative.

Electric Cooperatives.

The groundwork for the organization of Clark Electric Cooperative had been completed, but a source of electric power for distribution to its members was yet to be found. Clark Electric Cooperative, along with other newly organized electric cooperatives located in the west central areas of the state, had been negotiating with power companies for wholesale power at a price they could afford to pay. When it became apparent that the power company strategy was to strangle the young co-ops to death with exorbitant wholesale rates, cooperative leadership in Washington, joined by REA personnel, began to discuss the possibility of each cooperative installing its own generating plant, together with transmission and distribution lines. Clark Electric Cooperative was unofficially allocated \$150,000 to be used for this purpose, which was later approved along with the \$700,000 loan application previously submitted to REA.

The newly formed electric cooperatives, upon realizing that they were in a desperate situation in so far as wholesale power was concerned, turned their attention to a proposal that they join together in the organization of a central generating plant to serve them all. Representatives from Clark, Buffalo, Jackson, Dunn, St. Croix, Trempealeau, Pierce-Pepin, Taylor, and Chippewa cooperatives

met in Chippewa Falls on Sunday, May 2, 1937. The cooperative leaders promptly organized the Wisconsin Power Cooperative, the first REA-financed power generation and transmission cooperative in the country. The Clark members were quick to grasp the importance of owning and controlling their own power source. At a special membership meeting of the Clark Electric Cooperative membership on May 28, 1937, held in Greenwood, members voted to join the Wisconsin Power Cooperative and elected Wallace Landry to represent them on its board of directors. The diesel generating plant was built in record time north of Chippewa Falls near Eagle Point, and the transmission lines to serve the member cooperatives were rapidly extended. The cost of the plant was expected to be \$400,000 with an additional \$450,000 to construct the necessary 225 miles of transmission lines.

The formation of the Wisconsin Power Cooperative, to provide at last a source of wholesale electricity to the distribution cooperatives in northwestern Wisconsin, speedily eliminated the log jam that had been blocking



Wisconsin Power Cooperative, which generated the power supplied to Clark Electric's first section of line in 1938, was the first generating cooperative in the nation.

1937-1943

August 1941
Board votes to buy two \$5,000 defense bonds at a cost to the cooperative of \$7,400.

October 1941
"We have just located an outlet for used 32-volt motors," members are informed in the *REA News*. "They are paying from \$2.50 to \$7.00 depending on size, make, and condition."

February 1942
Plans are available at the cooperative office for pig brooders, which can be built in the farm shop for less than \$4.00.

June 1942
The amount owed to the cooperative by members more than 60 days delinquent is \$75.06, according to the annual meeting report.

February 1943
REA News readers are reminded that Morris Hutt of Abbotsford is buying old light plants and 32-volt motors.

May 15, 1943
Morris Hutt is buying old Briggs & Stratton washing machine motors.

June 8, 1943
Wallace Landry resigns from the board because of illness.

Clark Electric Cooperative

progress toward actual electrification of the farms for many months. 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.

Membership applications rolled in during the early part of 1938. By the end of April, more than 400 names were added to the cooperative’s membership list. The members, for the most part, gave their cooperation to the easement solicitors, and the work moved ahead accordingly. During these developments in Clark County, Wisconsin Power Cooperative’s generating station was nearing completion. WPC’s substation at Longwood, which was to serve the Clark system, was also nearing completion. Farms had begun to be wired and members were becoming impatient for service.

On March 22, 1938, some two weeks after the Chippewa plant was placed in operation, the transmission lines into Longwood substation were completed and the first section of the Clark system was energized. After the switch was thrown and the substation appeared ready for service, Manager Dallman, with C.F. (Curly) Baldwin, began working west, connecting the farms that had been wired and ready for service to the energized lines. The first place they came to was the Arthur Bobb farm, some three miles west of the substation. Meter No. 1 was shoved into the socket. It was not only a joyous moment for the Bobb family, but for every farm family that was to eventually find reward for its hard work, faith, and patience.

From that moment on, the cooperative considered itself established in business, a business that grew beyond fondest hopes with each succeeding month. During 1939, the directors were required to negotiate a REA loan in the amount of \$99,000 to finance the expansion of the system into other areas of the county. During this time, members were being added to the lines at a rapid pace. On January 8, 1942, the farm of Tom Jicinsky in Eau Pleine township of Marathon County was connected. Mr. Jicinsky became the 2,000th



Wallace Landry reviews newspaper clippings proclaiming approval of construction loans to Clark Electric in the amount of \$850,000.

member to receive service from Clark Electric Cooperative.

On November 19, 1941, the board met in a lengthy session to consider the proposition of Wisconsin Power Cooperative consolidating with Tri-State Power Cooperative, which had been organized to serve member systems in southwest Wisconsin, southeast Minnesota, and northeast Iowa. Its steam plant had been built and placed in operation at Genoa on the banks of the Mississippi river south of La Crosse. The two plants were physically tied together by a transmission line for the exchange

of power, with both plants by then falling short in meeting the increasing need of the member cooperatives. The proposition gave assurance that economies in operation could be achieved. Directors of Clark Electric Cooperative favored the consolidation, but this action was subject to confirmation of the Clark membership. It was given June 9, 1942, at the annual meeting. Wallace Landry was named director to the proposed consolidated power cooperative.

Wallace Landry was to continue his close association with the Clark Electric Cooperative, which grew out of his tireless efforts and human sacrifice into one of the greatest contributing factors to the social and economic welfare of farm families in Clark County history, until he submitted his resignation from the board. His resignation was read to the members at the seventh annual meeting, June 8, 1943, at Greenwood. It was accepted with regrets expressed by both directors and members. ■



Mr. and Mrs. Arthur Bobb, seated, lived on the farm that was first to be connected to the energized lines of Clark Electric. Standing behind them are their son and daughter-in-law, Mrs. and Mrs. Kenneth Bobb, and seated in front are their grandchildren Anita, Danny, and Carolyn. Kenneth was elected to the board of directors of Clark Electric Cooperative in 1958 and re-elected to his second three-year term in June 1961. Cruel fate visited the family a month later when he died in a car accident. Mrs. Bobb died a few days later from injuries suffered in the same accident.

Clark Electric Appliance & Satellite Introduces...

exedeSM
by ViaSat

True High-Speed Internet

Are you ready for faster Internet Service? Are you ready to experience the web the way it was meant to be? Clark Electric Appliance & Satellite introduces **EXEDE**...truly high-speed satellite Internet.

Speeds of the NEW **EXEDE** product will reach up to a 12 mbps download, 3 mbps upload, not on only the top end package but on all three packages!

In 2008 Wildblue & ViaSat introduced its next-generation satellite system, representing the most significant capacity leap in the history of satellite technology. The system integrates ViaSat-1, the world's highest capacity satellite, with an advanced, next-generation ground system.

Wildblue & ViaSat decided it needed a name, a word that would say it all and be remembered in every household. That name is **EXEDE**...

- It will exceed your expectations of what Internet satellite is.
- It will exceed a speed that only cable and DSL have been able to deliver.
- It will exceed home wireless broadband services.

The **EXEDE** service became available in our area mid-February. Activations began immediately following. If you are interested, contact our office for more details. There will be an activation fee and a two-year commitment for the service. The new **EXEDE** product does require a dish antenna and tria mounted on your home or pole and a modem to take advantage of this service.

Three packages will be available; each will have speeds of up to 12 mbps download, 3 mbps upload. The difference in the packages will be based on the data allowances for the services.

The data allowances is the amount of data you would down/upload whether it is large files, gaming, or file sharing programs; music, movie downloads, ect. We will help

you determine which package would best fit your needs.

A new Data Allowance Policy was adapted to replace the previous Fair Access Policy. The data allowance will no longer be determined on a rolling 30-day basis, but will be reset to zero after a 30-day fixed cycle. Should you go over your data allowance prior to the 30 days, you will be slowed down on speed. But by mid-year you will be able to remain on the same package and purchase an additional GB to get you through.

The equipment is leased to you and will require an upfront activation fee along with a monthly lease fee. This lease fee will cover the service or replacement of parts should they be needed.

All speeds listed are the advertised/target performance of "up to" speeds. Actual speeds received by individual subscribers may vary based on multiple factors, including but not limited to time of day, consumer device utilized, and in-home networks.

Call us at **Clark Electric Appliance & Satellite in Greenwood at 866-279-6544**. We are accepting orders for activations and will continue with installation.— *Rita Sladich, Exec. V.P. Clark Electric Appliance and Satellite, Inc.* ■



Clark Electric Appliance & Satellite, Inc. introduces

exedeSM
by ViaSat

**Satellite Internet the way
it was meant to be.**

Speeds of 12 mbps download • 3 mbps uploads

Are you interested? Call us at Clark Electric Appliance & Satellite 866-279-6544 for more information.

**\$149.99 Activation Fee *
Packages starting at \$54.99**

*requires clear view of the southern sky – may not be accessible at all locations. Two-year commitment subject to early termination fee. Credit check required. Other terms and conditions apply.

Statement of Nondiscrimination

Clark Electric Cooperative is a recipient of federal financial assistance from the U.S. Department of Agriculture (USDA).

Clark Electric Cooperative prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political belief, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). Clark Electric Cooperative is an equal opportunity provider and employer. ■

Daylight Savings Time March 11, 2012

If you are on our Time-of-Day Rate you probably have a time clock controlling devices. Remember to switch the time clock on these devices forward one hour for Daylight Savings Time on Sunday, March 11, 2012. It is important that your time clocks are reset to avoid using electricity during peak times resulting in a higher-than-normal electric bill.



Clark Electric Cooperative's Time-of-Day Rate can save you money on your electric bill; however, you must be willing and able to shift your electric usage around so that you can utilize the lower cost of electricity.

For more information on incentive rates such as Time-of-Day or special heating rates, contact our office or visit our website at www.cecoop.com. ■

**Move your clock forward one hour on
March 11, 2012**



Appliance service truck w/utility box & liftgate; 2002 Silverado 2500 HD ¾ Ton 4x4 ext. cab; 193,364 miles



Appliance service truck w/utility box & liftgate; 2000 Silverado 2500 HD 2wd; 189,393

Trucks and Utility Box For Sale



Appliance utility box w/liftgate

We are accepting sealed bids on the above two appliance service trucks and one utility box with liftgate. The trucks can be viewed at the Clark Electric Cooperative parking lot on Main Street, Greenwood, and the utility body can be seen by calling 866-279-6544 to schedule an appointment.

All bids must be in Clark Electric Appliance & Satellite's office by 5 p.m. on March 23, 2012. Bids must be in a sealed envelope marked truck bid (specify which truck you are bidding on), Attention: Rita Sladich.

Clark Appliance and Satellite, Inc. reserves the right to accept or reject any or all bids. Vehicle/equipment is being sold "as is," with no implied warranty.

Bids may be dropped off or mailed to:

Clark Electric Appliance & Satellite Inc.
111 East Miller, P.O. Box 220
Greenwood, WI 54437



Clark Electric Cooperative

Your Touchstone Energy® Partner



Tim Stewart, CEO/Manager

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

e-mail us at info@cecoop.com or tnelson01@cecoop.com

www.cecoop.com