



Tim Stewart,
CEO/Manager

Electricity Prices are Rising



Wilmer Griepentrog,
Board President

As you are all aware, we have experienced significant increases in wholesale power costs since 2006. Last year we experienced a 2.8 percent increase in rate from the 2010 level. In 2012, we again experienced an increase in the wholesale charges that Clark Electric Cooperative pays for power of approximately 3 percent. This went into effect on May 1, 2012. Wholesale power costs accounts for approximately 72 percent of the total cost of providing your electrical service and is a major cost driver of your bill. The new wholesale rate not only showed a price adjustment, but it also had a new restructured format that mirrors the energy use patterns in the regional power grid. It takes into account the added financial burden of meeting summertime peak demands for electricity.

Clark Electric Cooperative's source of power generation, Dairyland Power Cooperative, joined the Midwest Independent Transmission System Operator (MISO) in June 2010. A regional transmission organization, the MISO ensures safe, cost-effective, reliable power and equal access to electric generation and transmission across 12 U.S. states and Manitoba. As a member of the MISO, Dairyland is able to provide Clark Electric Cooperative and all of its other member distribution cooperatives the benefits of regional grid reliability and flexibility. However, there are some changes. The cooperative owners of Dairyland Power Cooperative used to share a winter energy demand peak. Our greatest energy demand was required for winter home heating, water heating, and rural lifestyle needs. Now that our energy comes through the MISO system, collectively we experience the greatest demand for electricity from 11 a.m. to 7 p.m. in the summer, especially on weekdays. In an effort to curb the impact of peak demand periods and future capacity costs on Clark Electric Cooperative, the board of directors has authorized a cost-of-service study to be completed this year that would restructure our retail rates to more closely align with DPC's wholesale rate while addressing increasing cost pressures.

On March 1, 2013, Clark Electric Cooperative will implement our first price adjustment affecting base rates since November 1, 2007, in the amount of 4.12 percent to

annual revenues. We value you as our customer and place a strong emphasis on providing you with exceptional service at a reasonable price. To maintain the quality, integrity, and stability of the services we provide it is necessary for us to adjust our pricing structure.

While virtually all aspects of today's cost of living continue to rise, we pride ourselves on avoiding routine price adjustments to our base rates. These adjustments are something we consider only during times when factors necessitate them. We believe that reliable electric service at a reasonable price is something that you can count on and that we deliver on a daily basis.

The 4.12 percent price adjustment to annual revenues is based on numerous factors. Wholesale power costs have increased dramatically in recent years. These increases have been largely recovered in the power cost adjustment charge on your bill. These historical adjustments will now be rolled into the new pricing structure. For example, instead of having a charge of 1.5 cents per kWh on your bill, the power cost adjustment will now be closer to zero. Please note that as future wholesale power costs increase, this adjustment will increase incrementally.

Purchased power accounts for roughly 72 percent of our total costs of providing electric service. Since 2007, we have experienced a 25 percent increase in wholesale rate. We are again anticipating an increase in 2013. Even though purchased power accounts for our largest single expense, we have experienced increases in our internal costs as well. Our fixed costs — items such as depreciation, tax expense, and interest expense — have increased 9.40 percent since 2007. Operating and maintenance costs have increased 4.0 percent. In addition to these expense items, capital costs have increased as well. For example, ACSR conductor increased 21.6 percent since 2007, and 35-foot class 4 steel poles increased 18.17 percent in that same time frame. These costs affect our investment into the electric system. These are just some examples that illustrate some of the cost pressures we are experiencing.

Maintaining dependable service at the most affordable price possible remains the cornerstone of our busi-

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Answers to Common Questions About Price Adjustments

No one likes a price increase. Yet, sometimes cost increases can't be avoided. The cooperative's last adjustment to base rates was effective November 1, 2007. However, we must now implement a 4.12 percent increase to help fund the operations, maintenance, and construction programs that go into providing you electric service. Here are some answers to some commonly asked questions regarding a price adjustment. If you have additional questions, please don't hesitate to contact us.



How much does the cooperative plan to increase prices?

Clark Electric Cooperative will implement a 4.12 percent overall price adjustment to annual revenues effective March 1, 2013. The effects of the price adjustment on your bill may vary depending upon the type of service you require and the extent of your usage.

How do Clark Electric Cooperative's prices compare with those of other utilities?

Clark Electric Cooperative's rates are very competitive with those of other utilities and, on an average basis, are generally lower than many of the other utilities located in Wisconsin, especially those served by other cooperatives and investor-owned utilities.

Are other electric utilities seeking rate increases?

Yes, generally speaking rising costs have affected all utilities and many are seeking increases. Recent articles have highlighted utilities throughout the region and across the nation that have announced increases; some approaching double digit rate increases. In addition, several other utilities seek to adjust base rates annually.

In addition to the prices increasing, why did the rate structure change as well?

Historically, our greatest energy demand, was required for winter home heating, water heating and rural lifestyle needs. Peaks generally occurred in the evenings. Now that our energy comes through the MISO system, collectively we experience the greatest demand for electricity from 11 a.m. to 7 p.m. in the summer, especially on weekdays. In an effort to curb the impact of peak demand periods and future capacity costs on Clark Electric Cooperative, the board of directors has authorized our retail rates

to be restructured to more closely align with DPC's wholesale rate while also addressing increasing cost pressures.

Why does the cooperative need to increase prices?

Purchased power accounts for roughly 72 percent of our total costs of providing electric service and has increased dramatically in recent years. The majority of these escalating wholesale power costs have been recovered in the power cost adjustment portion of your electric bill. Since 2007, we have experienced a 25 percent increase in wholesale rate. We are again anticipating an increase in 2013. Even though purchased power accounts for our largest single expense, we have experienced increases in our internal costs as well. Our fixed costs — items such as depreciation, tax expense, and interest expense — have increased 9.4 percent since 2007. Operating and maintenance costs have increased 4 percent. Material prices have also escalated. For example, ACSR conductor (wire) increased 21.6 percent since 2007 while the price of a 35-foot class 4 steel pole increased 18.17 percent in that same timeframe. These costs affect our investment into the electric system. Since 2007, the cooperative has invested in excess of \$1.5 million annually in distribution plant. Unfortunately, the cooperative is not immune from inflationary pressures.

Is the cooperative doing anything to hold down rates?

Clark Electric Cooperative strives to operate efficiently while offering reliable, affordable, competitively priced energy to our members. We're always looking for ways to manage and mitigate costs where feasible. The cooperative offers load management strategies, time-of-use options, and budget billing as ways to help manage cost. The load management strategy helps conserve energy when power demand is at its peak. It helps delay needed construction of power plants, which ultimately keeps capital needs and costs down. The time-of-use rate option helps to shift consumption to non-peak hours. In addition to these strategies, the cooperative has also reduced staffing 20 percent since 2004 to the lowest level in 40 years. (I only went back to 1972). Our distribution adder (total cost less power cost divided by kWh sold) remains one of the lowest in the cooperative segment of the electric industry in Wisconsin.

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MOMENTS IN TIME

A History of Clark Electric Cooperative

We are celebrating our 75th anniversary all year long with this monthly column, Moments in Time, to tell our story and to provide some history and insight into your organization, Clark Electric Cooperative.



New Industrial Park (1988)

The vision statement of Clark Electric Cooperative reads, “Members are the reason for our existence. We strive to be recognized and respected by our membership as providing the highest level of quality service and value through accountability, innovation, integrity, and commitment to community.” The mission statement reads, “To provide reliable, competitively priced energy and related services to our customers and maximum value to our members consistent with the wise use of resources and technology. We will work with our members to improve the social and economic well being of the region.”

In keeping with these core organizational values, the cooperative leaders of the late 1980s had a vision to expand on the cooperative’s need for increased space into an opportunity for economic development for our area in the form of an industrial park.

In 1988, Clark Electric Cooperative purchased a 65-acre site on the west edge of Greenwood for future economic development in this area. The cooperative was in need of some land to move its pole yard, which for years

had been located on railroad right-of-way, so additional acreage was sought for the purpose of development. General Manager Dick Adler noted “that locating an industry is a very difficult undertaking and it may be many years before anything is obtained. We now have the land and will not be held up for prices when a demand for a location is needed. Economic development located anywhere in the rural area helps everyone. Clark Electric Cooperative is willing to work with any group of individuals in locating industries any place on our system.”

Longtime Line Superintendent Jerry Sowieja Retires After 40 Years

“He loves people and there isn’t anything he wouldn’t do to help someone.” This best describes Jerry Sowieja, who retired at the end of December 1988 after 40 ½ years of service to Clark Electric Cooperative.

Jerry began working for the cooperative in 1948 as a mechanic. He was offered a chance to become a lineman

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1988–1989

January 7, 1988 – It was reported that the appliance department sold 900 appliances and approximately 40 dual fuel loads were added last year.

April 6, 1988 – The board of directors approved the purchase of an International Chassis for \$32,070 and a new digger-derrick with utility body for \$70,501. Pole testing was increased from 3,000 poles per year to 4,000 poles per year at a cost of \$8 per pole.

June 6, 1988 – The board approved a land option to purchase a farm west of Greenwood for a pole yard and possibly an industrial park.

July 7, 1988 – The board approved hiring part-time meter readers at a cost of \$4 per hour plus .25 cents per meter. In other action, the board approved the purchase of approximately 65 acres west of Greenwood for a price of \$51,800.

December 2, 1988 – Jerry Sowieja, longtime line superintendent, announces retirement.

January 6, 1989 – Harry Johnson is appointed line superintendent.

May 2, 1989 – The board cash rents CECO land for \$26 per acre.

June 1, 1989 – The cooperative builds new 3 phase line for asphalt plant south of Neillsville.

July 5, 1989 – The board approves \$1,500 for a High Ground Memorial Project. Dairyland Power Cooperative also donates \$3,000.

August 1989 – The board approves the construction of the pole yard. A 2,500 gallon fuel oil tank was installed in the cooperative building. The underground tanks will be removed.

November 3, 1989 – The cooperative received recognition the National Rural Electric Cooperative Association for safety accreditation. The board approves a donation of \$500 to South Carolina Disaster Fund due to Hurricane Hugo.

December 5, 1989 – The manager reports that the new pole yard has been completed. Don Fontaine, appliance manager, announces retirement.

Summary Comparison of Rates – Present and Proposed Rate Structure

Present Rates

Single-Phase A - (78,80,88)

| | |
|-----------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$20.00/month |
| 15 - 25 kVa | @ \$24.00/month |
| 37 1/2 + kVa | @ \$29.00/month |
| Energy Charge | @ \$0.0925/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

Single-Phase Time of Day A-TD - (71,72)

| | |
|-----------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$20.00/month |
| 15 - 25 kVa | @ \$24.00/month |
| 37 1/2 + kVa | @ \$29.00/month |
| Energy Charge | |
| On-Peak | @ \$0.1425/kWh |
| Off-Peak | @ \$0.0525/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

¹ Hours 11 a.m. to 7 p.m., for Summer (Jun-Aug) and Hours 4 p.m. to 10 p.m., for all other months.

Single-Phase Village A-V - (58)

| | |
|-----------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$13.20/month |
| 15 - 25 kVa | @ \$24.00/month |
| 37 1/2 + kVa | @ \$29.00/month |
| Energy Charge | @ \$0.0925/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

Large Power Service Three Phase Primary (63)

| | |
|-----------------------|-----------------|
| Facility Charge | @ \$70.00/month |
| Demand Charge | |
| On-Peak | @ \$8.50/kW-mo. |
| Off-Peak | @ \$1.30/kW-mo. |
| Energy Charge | @ \$0.0535/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

² Hours 1 p.m. to 5 p.m., for Summer (Jun-Aug) and Hours 5 p.m. to 9 p.m., for Winter (Dec-Feb).

Large Power Service Three Phase (83)

| | |
|-----------------------|-----------------|
| Facility Charge | @ \$70.00/month |
| Demand Charge | |
| On-Peak | @ \$8.50/kW-mo. |
| Off-Peak | @ \$1.30/kW-yr. |
| Energy Charge | @ \$0.0535/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

¹ Hours 1 p.m. to 5 p.m., for Summer (Jun-Aug) and Hours 5 p.m. to 9 p.m., for Winter (Dec-Feb).

Rates Effective 03/01/2013

Single-Phase A - (78,80,88)

| | |
|-----------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$24.00/month |
| 15 - 25 kVa | @ \$28.00/month |
| 37 1/2 + kVa | @ \$33.00/month |
| Energy Charge | |
| Summer (Jun-Aug) | @ \$0.1215/kWh |
| Non-Summer(Sep-May) | @ \$0.1065/kWh |
| Power Cost Adjustment | |

Single-Phase Time of Day A-TD - (71,72)

| | |
|--------------------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$24.00/month |
| 15 - 25 kVa | @ \$28.00/month |
| 37 1/2 + kVa | @ \$33.00/month |
| Energy Charge | |
| On-Peak (Jun-Aug) ¹ | @ \$0.2463/kWh |
| On-Peak (Dec-Feb) ¹ | @ \$0.1594/kWh |
| On-Peak (Other) ¹ | @ \$0.0981/kWh |
| Off-Peak | @ \$0.0723/kWh |
| Power Cost Adjustment | |

Single-Phase Village A-V - (58)

| | |
|-----------------------|-----------------|
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$16.00/month |
| 15 - 25 kVa | @ \$28.00/month |
| 37 1/2 + kVa | @ \$33.00/month |
| Energy Charge | |
| Summer (Jun-Aug) | @ \$0.1215/kWh |
| Non-Summer(Sep-May) | @ \$0.1065/kWh |
| Power Cost Adjustment | |

Large Power Service Three Phase Primary (63)

| | |
|--------------------------------|------------------|
| Facility Charge | @ \$82.00/month |
| Demand Charge | |
| On-Peak (Jun-Aug) ² | @ \$10.25/kW-mo. |
| On-Peak (Dec-Feb) ² | @ \$7.00/kW-mo. |
| Off-Peak | @ \$2.75/kW-mo. |
| Energy Charge | @ \$0.0695/kWh |
| Power Cost Adjustment | |

Large Power Service Three Phase (83)

| | |
|--------------------------------|------------------|
| Facility Charge | @ \$82.00/month |
| Demand Charge | |
| On-Peak (Jun-Aug) ¹ | @ \$10.25/kW-mo. |
| On-Peak (Dec-Feb) ¹ | @ \$7.00/kW-mo. |
| Off-Peak | @ \$2.75/kW-yr. |
| Energy Charge | @ \$0.0695/kWh |
| Power Cost Adjustment | |

Present Rates

| | |
|---|------------------|
| Large Power Service Non-Firm LP-5 (84) | |
| Facility Charge | @ \$70.00/month |
| Demand Charge | |
| Maximum | @ \$1.30/kW-mo. |
| Summer Coincident | @ \$62.20/kW-yr. |
| Winter Coincident | @ \$28.50/kW-yr. |
| Energy Charge | @ \$0.0535/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|-----------------------------------|-----------------|
| Rural Three Phase B - (79) | |
| Facility Charge | @ \$45.00/month |
| Energy Charge | @ \$0.0925/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|-------------------------------|------------------|
| Grain Drying GD - (86) | |
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$20.00/month |
| 15 - 25 kVa | @ \$24.00/month |
| 37 1/2 + kVa | @ \$29.00/month |
| Demand Charge | |
| Summer Coincident | @ \$52.20/kW-yr. |
| Winter Coincident | @ \$25.50/kW-yr. |
| Energy Charge | @ \$0.0635/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|--|----------------|
| Controlled Electric Heat A-C (70) | |
| Facility Charge | @ \$4.00/month |
| Energy Charge | |
| Jun-Aug | @ \$0.0925/kWh |
| Sept-May | @ \$0.0435/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|---|----------------|
| Controlled Air Conditioning A-IAC (74) | |
| Facility Charge | @ \$4.00/month |
| Energy Charge | |
| May-Sept | @ \$0.0595/kWh |
| Oct-Apr | @ \$0.0435/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|--|----------------|
| Controlled Heat Storage A-HS (73) | |
| Facility Charge | @ \$4.00/month |
| Energy Charge | |
| Jun-Aug | @ \$0.0925/kWh |
| Sept-May | @ \$0.0435/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

| | |
|--|----------------|
| Electric Heat EH (81,82) (Closed) | |
| Facility Charge | @ \$4.00/month |
| Energy Charge | @ \$0.0780/kWh |
| Power Cost Adjustment | @ \$0.0152/kWh |

Rates Effective 03/01/2013

| | |
|---|------------------|
| Large Power Service Non-Firm LP-5 (84) | |
| Facility Charge | @ \$82.00/month |
| Demand Charge | |
| Maximum | @ \$2.75/kW-mo. |
| Summer Coincident | @ \$62.20/kW-yr. |
| Winter Coincident | @ \$28.50/kW-yr. |
| Energy Charge | @ \$0.0695/kWh |
| Power Cost Adjustment | |

| | |
|-----------------------------------|-----------------|
| Rural Three Phase B - (79) | |
| Facility Charge | @ \$53.00/month |
| Energy Charge | |
| Summer (Jun-Aug) | @ \$0.1215/kWh |
| Non-Summer (Sep-May) | @ \$0.1065/kWh |
| Power Cost Adjustment | |

| | |
|--|------------------|
| Grain Drying GD - (86) (Closed) | |
| Facility Charge | |
| 1 1/2 - 10 kVa | @ \$24.00/month |
| 15 - 25 kVa | @ \$28.00/month |
| 37 1/2 + kVa | @ \$33.00/month |
| Demand Charge | |
| Summer Coincident | @ \$62.20/kW-yr. |
| Winter Coincident | @ \$28.50/kW-yr. |
| Energy Charge | @ \$0.0845/kWh |
| Power Cost Adjustment | |

| | |
|--|----------------|
| Controlled Electric Heat A-C (70) | |
| Facility Charge | @ \$4.50/month |
| Energy Charge | |
| Jun-Aug (Non-Controlled) | @ \$0.1215/kWh |
| Sept-May | @ \$0.0625/kWh |
| Power Cost Adjustment | |

| | |
|---|----------------|
| Controlled Air Conditioning A-IAC (74) | |
| Facility Charge | @ \$4.50/month |
| Energy Charge | |
| May-Sept (Cycled) | @ \$0.0885/kWh |
| Oct-Apr | @ \$0.0625/kWh |
| Power Cost Adjustment | |

| | |
|--|----------------|
| Controlled Heat Storage A-HS (73) | |
| Facility Charge | @ \$4.50/month |
| Energy Charge | |
| Jun-Aug (Non-Controlled) | @ \$0.1215/kWh |
| Sept-May | @ \$0.0625/kWh |
| Power Cost Adjustment | |

| | |
|--|----------------|
| Electric Heat EH (81,82) (Closed) | |
| Facility Charge | @ \$4.50/month |
| Energy Charge | |
| June-Aug | \$0.1215/kWh |
| Sept.-May | \$0.1065/kWh |
| Power Cost Adjustment | |

| Present Rates | Rates Effective 03/01/2013 |
|---|--|
| Controlled Water Heater Credit Control Credit @ (\$4.00)/month | Controlled Water Heater Credit Control Credit @ (\$4.00)/month |
| Controlled A/C Credit - Code AC Control Credit @ (\$8.00)/month | Controlled A/C Credit - Code AC Control Credit @ (\$8.00)/month |
| <i>For months of June, July, August</i> | |
| Security Lighting SL-HPS 100 W HPS @ \$7.25/month 175 W HPS @ \$8.00/month 250 W HPS @ \$10.00/year 400 W HPS @ \$13.50/month SL-MV 175 W MV @ \$8.00/month | Security Lighting SL-HPS 100 W HPS @ \$7.70/month 175 W HPS @ \$9.20/month 250 W HPS @ \$12.50/month 400 W HPS @ \$17.60/month SL-MV 175 W MV @ \$9.80/month |
| <p><i>Power Cost Adjustment: Reflects energy charges the cooperative is charged for its energy purchases; this amount can vary and is adjusted accordingly each month. The PCA is applicable for all of the above rate schedules.</i></p> | |

Rate Adjustment Q & A

(Continued from page 5)

What can I do to help the cooperative hold down rates?

There are a number of things you can do. First, you can participate in load management programs. The load management strategy helps conserve energy when power demand is at its peak. It helps delay needed construction of power plants, which ultimately keeps capital needs and costs down. Secondly, pay attention to on-peak times and peak alert notices. The wholesale rate is very summer sensitive (June, July, August) as well as time sensitive (primarily afternoon's in the summer season). Time-of-use rate options may help you to shift consumption to non-peak hours. Third, be efficient by using energy wisely. The cooperative, as well as Focus on Energy, offers rebates to help boost your energy efficiency. Finally, wholesale power costs continue to increase primarily due to new environmental regulations on generation stations (keep in mind our power supplier uses approximately 90 percent coal-fired generation). Dairyland Power Cooperative is in the midst of a \$400 million plan to meet new state and federal environmental regulations. Government regulations that have been applied in recent years require that fewer pollutants be emitted from power plants. In order to meet the new requirements, Dairyland has had to add very expensive equipment to its plants. This in turn increases the cost of electricity. Get involved in the discussion by visiting with your elected officials regarding new EPA rulemakings.

When can members expect the next increase?

Clark Electric Cooperative has not had a price adjustment to base rates in over five years. Lots of things can come into play that can affect rates. Many of these are unplanned and can be tied to rising costs of fuel, natural gas, regulations, extreme storms, etc. We are committed to doing our best to minimize the impacts of these issues by being proactive in our planning, offering education and training on energy-efficiency programs, and focusing on maintaining the reliability, quality, and integrity of our system.

What is the cooperative doing to help members manage their bills?

Clark Electric Cooperative offers a number of options to help members manage their power bills. Some of those services that our members find valuable are automatic payment options, budget billing, load management programs, time-of-use offerings, and rebates. We also offer online energy audits and guides for conserving energy. The cooperative is also a member of Focus on Energy so Clark Electric Cooperative members can also participate in Focus on Energy's offerings as well.

You said the cooperative will be adjusting total annual revenues by 4.12 percent. How come the increase in my energy cost is higher than that?

The effects of the price adjustment on your bill will vary depending upon the type of service you require and the extent of your usage. ■

Moments in Time

(Continued from page 16a)

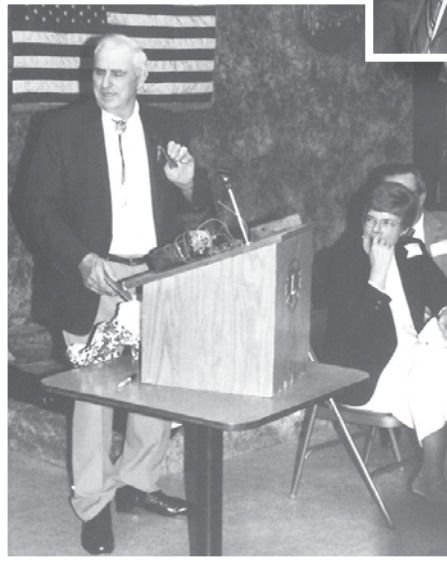
in 1955. In 1973 he was selected to be line superintendent, following the retirement of Elmer Learman.

Jerry's 40 years of service were filled with many changes in employees, equipment, and working techniques. Jerry always put his job first, even if it meant working longer hours, such as arriving at the office before the crew came in the morning, staying later, and answering the phone during storm-related outages throughout the night.

Jerry served on the Wisconsin Electric Cooperative Association Job Training and Safety Committee as well as the advisory committee to the Electric Power Distribution Department at the District I Technical School, now Chippewa Valley Technical College. Safety was always a priority for Jerry; in fact, he did save a life while employed at Clark Electric. For his quick thinking and life-saving actions, Jerry was the first recipient of the Herman Potthast award, presented by the Wisconsin Electric Cooperative Association. ■



Left: Jerry Sowieja was honored for his 40-plus years of service at a retirement party Dec. 23, 1988. He received a piece of telephone cable that was accidentally cut by our underground construction crew. Bob Trunkel, foreman on that crew, made the presentation. (Note: Cutting through telephone cables does not make line superintendents happy.)



Above: Harry Johnson (right) was appointed line superintendent to replace Jerry Sowieja, who retired Dec. 31, 1988. At his left is Bob Moseley, who had been working as operations aide since January 1988. Harry was a lineman, journeyman lineman, operations aide, and assistant superintendent before being named line superintendent.



To comply with new state and federal regulations concerning underground fuel tanks, Clark Electric removed all its underground tanks. Pictured is equipment from David Laird Enterprises of Cornell, a subcontractor of McCutchin Crane Service from Dodgeville, removing a 10,000-gallon fuel oil tank. In addition to this tank, a 1,000-gallon tank, two 500-gallon tanks, and one 100-gallon tank were removed. Total cost to remove them, refill the area, and replace the concrete was more than \$13,000. Clark Electric later installed a 2,500-gallon fuel oil tank inside the building for heating needs.

Left to right: John Reinart, Richard Eibergen, and Brice Bender were re-elected to the board of directors at the 1989 annual meeting.



Director Ralph Woik (left) with Don Fontaine. Don retired as appliance manager in December 1989.

Clark Electric Cooperative Gift Certificates Available

*Need ideas about what to get that
someone special for the holidays?*

We all have someone on our shopping list who seems to have everything. How about giving them the gift of energy with a gift certificate from Clark Electric Cooperative? If they receive electric service from Clark Electric Cooperative, contact our Billing Department at 715-267-6188 or 1-800-272-6188 to learn how to obtain a gift certificate.



Electricity Prices Are Rising

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ness. To accomplish the goal, we must also protect the integrity and financial stability of your organization.

We want to reassure you that Clark Electric Cooperative will remain proactive in planning for your future energy needs. We work hard to anticipate any potential issues that could escalate the costs of energy. When and wherever possible, we work to minimize the impact those issues could have on your energy bill. Although we must raise and restructure our prices to cover the cost of doing business, we are committed to ensuring this occurrence has the smallest possible impact on you.

We are committed to providing you with reliable, affordable, and environmentally responsible electric service. If you have any questions or concerns regarding the implementation of this price adjustment, we encourage you to call our office at 715-267-6188 or 800-272-6188. We will do our best to answer your questions, and we look forward to working with you on ways that you may be able to reduce your monthly bill. Some strategies may be to explore rate options such as our time-of-use rates, load management programs, and budget billing offerings that may help manage your cost.

We're here to help and to deliver the reliable power you've come to know and expect. ■

Helping Out Through ROPE

As you are all aware, Hurricane Sandy hit the Northeast coast in late October of this year. Some weeks later, power is still out in portions of New York and New Jersey to hundreds of thousands of people. You may be wondering how your power supplier would respond if a severe storm, like an ice storm, happened here.

Clark Electric Cooperative is part of a unique program of cooperatives helping cooperatives called Restoration of Power in an Emergency (ROPE). It is administered by Dairyland Power Cooperative on behalf of all of its member cooperatives. When a major storm rolls through a cooperative's service territory and causes extensive damage to its distribution system, that cooperative can call Dairyland and activate the ROPE program. Dairyland Power Cooperative will then find crews from other cooperatives unaffected by the storm to help restore power to the affected cooperative. Electric cooperatives typically have large service territories with a limited number of linemen to cover it, so it's nice to know help is just a phone call away through ROPE.

In recent years, Clark Electric Cooperative has sent crews to other cooperatives, including Washington St. Tammany Electric Cooperative in Franklinton, Louisiana, after Hurricane Katrina. Director of Operations Mike Ruff said every one of our linemen stands ready to assist another cooperative through ROPE when needed. ■

Happy Holidays

The board of directors and employees of Clark Electric Cooperative would like to wish everyone a safe and happy holiday season.

Our offices will be closed Tuesday, December 25, and Tuesday, January 1, in observance of the holidays.



Clark Electric Cooperative

Your Touchstone Energy® Partner



Tim Stewart, CEO/Manager

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