



**Tim Stewart, CEO/Manager**

## Capital Credit Retirement

### 50<sup>th</sup> Consecutive year – Benefits From Your Cooperative Demonstrating the Third Cooperative Principle

It is my privilege to announce that the Clark Electric Cooperative Board of Directors approved a \$702,770 capital credit general retirement to be made this year. This marks the 50th consecutive year that a capital credit retirement has been made totaling in excess of \$19,856,560 being returned to the membership since inception.

As a rural electric cooperative member, you are part owner of Clark Electric Cooperative. Basically, you've pooled your money with thousands of other members and created equity for your rural electric cooperative to deliver you electricity and to provide services at an affordable cost.

As a locally owned business, Clark Electric Cooperative is committed to the people, businesses, and communities we serve. Because we are member owned and operated, one of the fundamental principles we follow is a commitment to returning your investment. This is done in the form of capital credits. Since Clark Electric Cooperative operates on a not-for-profit basis, we return margins to members and former members through the capital credit allocation and retirement process. The amount returned is in relation to the individual member's transactions with the cooperative. Capital credits are returned to cooperative members on a rotating schedule. Currently the cooperative is retiring four percent (4%) of our allocated capital and applying that amount against the oldest capital credits assigned to the members. This retirement will affect the cooperative's capital credits assigned in 1990, 1991 and the Dairyland Power Cooperative capital credits assigned for 1986, 1987.

Capital credit retirements are to you what dividends are to stockholders at for-profit companies (remember though that in investor-owned utilities, shareholders who purchased stock own the company...not the consumers who utilize the service). Only we don't aim to maximize profits. Our goal is to provide you with electricity at a price that is as close to cost as possible. That way, more of your money stays in your pocket—up front.

In short, you are receiving a vital resource, electricity, from a business owned and operated by you, your

friends, and neighbors. Working together, we provide you with the highest level of service we can while striving to keep your electric bills affordable.

And that's the cooperative difference!

## Load Management Helps Reduce Costs

I would like to spend the rest of this month's article discussing load management and the important role that load management plays in controlling costs for all of our members.

As you likely know, Dairyland Power Cooperative is Clark Electric's wholesale power supplier, providing our cooperative with the energy required to meet the needs of your homes and businesses. Dairyland and Clark Electric Cooperative also collaborate on strategies to best increase efficiencies and decrease costs for the benefit of our members and the environment.

### Load Management 101: The Big Picture

Dairyland's load management program is a tool used to balance the demand for electricity with the ability to generate or economically purchase electricity. Members who participate in load management programs help reduce ongoing costs, since Dairyland and its member cooperatives save money by deferring the need to construct additional power plants or purchase expensive power during periods of high demand.

Since joining the Midwest Independent Transmission System Operator (MISO) as a transmission-owning member in June 2010, Dairyland relies on load management resources for more than simply peak load reduction. Load management is now also used as an economic tool to reduce wholesale energy costs, to the benefit of cooperative members.

Prior to joining MISO, Dairyland produced power from its own generating facilities or purchased energy directly from a neighboring utility to provide the needed electricity for its member cooperative, such as Clark Electric Cooperative. By joining MISO, Dairyland's genera-

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# Scholarship Applications Available

Clark Electric Cooperative is once again offering a scholarship opportunity to graduating students from participating high schools in our service area. One \$1,000 scholarship will be available for a student from each school or group of schools in our service area.

To be considered for the scholarship, the student's parent or legal guardian must be a member of Clark Electric Cooperative and currently receive electric service at their primary residence from Clark Electric Cooperative.

The Clark Electric Cooperative scholarship program began in 1995, and since its inception we have provided more than \$154,000 in scholarships to area students. An independent scholarship committee judges the applicants based upon merit.

Giving back to the community is one of the cooperative principals; furthering the education of our area youth is another. Clark Electric is proud to help these fine young people meet their educational goals.

Applications are available from your high school counselor, online at [www.cecoop.com](http://www.cecoop.com), and at the cooperative office located at 124 N Main St., Greenwood.

**All applications must be returned to the cooperative office by 5:00 p.m. Friday, March 8, 2013.**

## Schools Eligible for Scholarship Consideration

Abbotsford High School  
Colby High School  
Granton High School  
Greenwood High School  
Loyal High School

Neillsville High School  
Owen-Withee High School  
Pittsville High School  
Spencer High School  
Thorp High School  
Stanley High School

## One Scholarship Between These Grouped Schools:

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

Marshfield Senior High School  
Medford High School  
Gilman High School  
Home School Student.

If you have any questions, please contact Tracy Nelson, administrative assistant at 715-267-6188 or 1-800-272-6188.

These scholarships are financed through the Federated Youth Foundation Scholarship Program, which is funded from unclaimed capital credits. Federated Youth Foundation (FYF) is a non-profit charitable foundation serving cooperatives across Wisconsin. ■



# MOMENTS IN TIME

## A History of Clark Electric Cooperative

### Don Fontaine Retires After 37 Years of Service

The end of December 1989 brought the retirement of Clark Electric's first appliance salesman, Don Fontaine, who later became the appliance department manager and the appliance and member services department manager.

Thirty-seven years ago (*this was written in 1990*), a young insurance representative was calling on the cooperative and mentioned to Bill Dallman, the manager of Clark Electric at that time, that he wouldn't be calling on the cooperative anymore because he was seeking employment elsewhere. After a lengthy conversation, Dallman persuaded Don to come to work for the cooperative, selling appliances.

According to Don, selling appliances in the early 1950s was a lot different than selling appliances today (*1990*). Don was on the road most every day, demonstrating the appliances' use and talking to people about the modern, convenient uses of electricity. Delivering major and small appliances was a daily routine, and many hours were spent trying to sell small appliances, such as toasters, mixers, and coffee makers, to a member.

It was a long, hard sell to convince the members they were making a good investment when purchasing appliances. Don was a one-person department, with the line crew helping to deliver and install appliances when a sale was made.

To increase sales, Don took it upon himself to order a train car loaded with major appliances and start advertising (he almost lost his job for this). Don thought it was a matter of survival; he thought the cooperative had to get

*During a luncheon, Don Fontaine reads some of the cards and notes he received upon his retirement as appliance salesman. On the left is Alvina Drumm, appliance sales clerk.*



into the business on a more aggressive basis or discontinue, but he had to prove himself first. Well, the first load of appliances went fast, and he was authorized to order more loads as needed. Don built the business to what it is today — the largest major appliance dealer in the area, with annual sales approaching 900–1,000 pieces consisting of ranges, refrigerator, washers, dryers, freezers, microwaves, and dishwashers.

Another major undertaking for Don was the installation of electric heating in member homes. In the late 1950s, the cooperative began promoting electric heat. In the mid 1980s the cooperative had taken on sales as well as installation and repair of ground water heat pumps, the ultimate low-cost heating and cooling option.



*Louis Dux, left, congratulates Henry Janezich on 25 years of service as appliance serviceman. Henry retired on April 30, 1992.*

### Capital Credit Refund \$5 Million Milestone Reached

The 1991 capital credit refund for the year 1971 was issued on January 2, 1991. More than \$326,000 was issued, making the total refunds since 1959 more than \$5,000,000. This is quite a milestone for an organization that was never supposed to be able to serve the electrical needs of our rural members. In the late 1930s, the investor-owned utilities said it couldn't be done — there wasn't enough money in it. With the help of the rural electrification loan program (which was available to the IOUs also if they would have provided area coverage) the members of Clark Electric Cooperative, the dedicated ►

# Clark Electric Cooperative

board of directors, and some excellent employees over the years proved them wrong.

Over the years, the rates of Clark Electric and the area IOUs have been very competitive. In the early 1960s, our rates were considerably lower. In the late 1970s our rates were higher. Today, our rates are higher than some and lower than others. The main concern of the cooperative is the service that is rendered to the members. The goal of the cooperative has always been to provide reliable, competitively priced energy and maximum value to our membership.

## All Systems Go for Direct Broadcast Satellite (DBS)

As authored by Dick Adler in 1992

After considerable study and discussion, the board of directors of Clark Electric Cooperative have approved



*Dick Adler, general manager, looks over the newest addition to the Clark Electric family of products and services—a DBS dish.*

counties. You can now move to the country and have cable-like TV with you at a reasonable price.

The overall project will take some time as the satel-

a considerable investment in the DBS project. We are in the process of purchasing the franchise for all the area we currently serve in as well as Taylor Electric Cooperative, which includes the northern part of Taylor County and the Athens area in Marathon County. Our service area includes all of Clark County, and parts of Chippewa, Taylor, Marathon, and Wood

### 1989–1996

**December 1989** – Don Fontaine retires after 37 years of service.

**February 1990** – Bill Berg is appointed the CEO at Dairyland Power Cooperative.

**March 7, 1990** – The general manager reports that electrical safety demonstrations have been presented at all area schools.

**July 3, 1990** – Excess land in the CECO park is sold to Gregory Murphy.

**August 1, 1990** – Economic Development Policy 80 is initiated by Dairyland Power. This policy helps provide capital (loans) for new loads locating the cooperative territory.

**September 4, 1990** – Board of directors authorizes \$40,000 to be spent on tree trimming this year.

**January 1991** – Cooperative reaches capital credit milestone – over \$5 million returned to members.

**January 4, 1991** – The general manager reports that the old pole yard has been vacated. The new pole yard in the CECO park is operational.

**March 1991** – A 12-member committee is formed to study the retirement of capital credits to aged members.

**May 3, 1991** – Robert Vesel, stock clerk, and Alvina Drumm, sales clerk, retire. Bob completed 14 years of service and Alvina completed 15 years of service.

**August 1991** – Alvina Drumm and Robert Vesel announce retirement. Alvina completed 15 years of service in the appliance and member service area and Robert completed 14 years of service as the janitor and stock clerk.

**November 1, 1991** – Board discusses offering the MainStreet Messenger service. This service is still be offered by Clark Electric Appliance and Satellite, Inc.

**December 5, 1991** – Board approves the CECO lighted sign to be installed at the CECO business park.

**January 1992** – Pat Krause joins the staff of Clark Electric Cooperative as an office/sales clerk.

**February 5, 1992** – Marty Matousek is hired as the appliance manager and John Koschak is hired for appliance serviceman.

**March 6, 1992** – Two new linemen are hired, Mike Ruff and Kevin Sterland. Mike Ruff is currently Clark Electric Cooperative's director of operations and Kevin Sterland is currently the assistant line superintendent.

**May 20, 1992** – The first meeting regarding Direct Broadcast Satellite System is held.

**September 3, 1992** – Board authorizes \$100 donation to Louisiana Cooperative Hurricane Andrew Relief Fund.

**June 1992** – Kevin Sterland and Mike Ruff join the cooperative staff as apprentice lineman. Today (2012), Mike Ruff is the director of operations and Kevin Sterland is the assistant line superintendent.

**September 16, 1992** – The board of directors approves the purchase the Direct Broadcast Satellite franchise. (This action would later result in Clark Electric Cooperative creating a subsidiary, Clark Electric Appliance and Satellite, Inc., that offered satellite television [DirecTV], one of the most successful business ventures undertaken).

**October 2, 1992** – Board approves the annexation of the CECO park into the City of Greenwood.

**December 1992** – Clark Electric Cooperative becomes a member of the Cooperative Response Center. CRC was formally incorporated the previous month. Clark is one of 19 upper Midwest utilities to form CRC.



Greenwood Chamber of Commerce President Phyllis Goeke presents the 1994 Citizen of the Year award to Harland "Puffy" Bergemann.

lite will be launched in December 1993 and service will be available by mid-1994. Clark Electric has been a member of the National Rural Telecommunications Cooperative (NRTC) located in Washington, D.C., for a number of years now. We have been selling Rural TV programming packages to almost 200 area people.

The launch of this satellite will be reminiscent of the early days of electricity. In the late 1930s, when the power companies failed

to extend electric power to the rural area, electric cooperatives were formed to do the job themselves. Again, it hasn't been profitable enough for cable television to extend into rural areas, so now the cooperative movement will do it again. ▶

The 1991-92 officers of the Wisconsin Electric Cooperative Association (WECA) board of directors were (l-r) Vice President Robert Kretzschmar, of Bayfield Electric; President Louis Dux, of Clark Electric; and Secretary-Treasurer Howard Trescher, of Rock County Electric.



## 1989-1996

**March 5, 1993** – Board approves headquarters remodel at a cost of \$121,150.

**May 7, 1993** – Board approves \$10,000 loan guarantee request on behalf of Cooperative Response Center.

**July 2, 1993** – The manager reports that there have been over 800 applications for satellite TV.

**August 5, 1993** – Board approves purchase of the DBS Franchise for Clark, Taylor, Wood, and part of Marathon counties for \$206,000. In other action, Mike Hackel was hired as an appliance serviceman. Mike would later become a journeyman lineman.

**December 3, 1993** – The board selects the name of the subsidiary that was being created. Clark Electric Appliance and Satellite Inc. was chosen. CEAS files its Articles of Incorporation on January 13, 1994.

**January 1994** – Bobbi Toburen is hired as an office clerk.

**March 3, 1994** – Former General Manager Harland Bergeman is honored as Greenwood Citizen of the Year by the Greenwood Chamber of Commerce.

**April 5, 1994** – New computer system and programming through Computer Programming Services, Willmar, Minnesota, is approved. The cooperative would utilize the services of CPS until 2007, at which time the cooperative selected National Information Solutions Cooperative as its software provider.

**June 3, 1994** – DBS loans and assets transferred from Clark Electric Cooperative to Clark Electric Appliance and Satellite, Inc.

**August 1994** – Cooperative purchases adjoining property (Union 76 gas station) to be used as a parking lot. Cooperative engages Ayres and Associates to begin testing and cleanup procedure.

**January 6, 1995** – Cooperative executes first lease agreement with Clark Electric Appliance and Satellite Inc., for use of office, garage, and warehouse space.

**June 2, 1995** – Rita Rybski provides the Clark Electric Appliance and Satellite Inc., report to the board of directors for the first time. The previous manager had resigned March 31, 1995.

**August 3, 1995** – Board of Directors authorizes the general manager to study the possibility of erecting a new headquarters building. The original facility was built in the 1940s. Credit cards were approved for electric payments (first time the cooperative accepted them).

**November 1, 1995** – The first issue of *The Spectrum* is sent out. *The Spectrum* was a quarterly publication that supplemented the *Wisconsin Cooperative Energy News*. The *Spectrum* was published until 2006.

**January 5, 1996** – Board approves a draft bylaw amendment to be presented at the annual meeting that will eliminate the \$4 membership fee and reduce the size of the board of directors from nine to seven. The membership later approved the amendment.

**March 11, 1996** – The board approves the purchase of a Case cable plow in the amount of \$18,625.

**June 12, 1996** – A joint board meeting between Clark Electric Cooperative and Taylor Electric Cooperative is held in Abbotsford to discuss a consolidation study between the organizations. Consolidation talks are discontinued by the end of December 1996.

**August 2, 1996** – The board approves the auditorium building to be closed for public meetings as CEAS needs the facility. Bob Mosely is named operations director.

**October 3, 1996** – Lakehead Pipeline substation is energized.

**December 1996** – Board authorizes the purchase of 16 mobile radios at a cost of \$3,079 each.

# Clark Electric Cooperative

It's hard to believe that electricity was a luxury in the 1930s. Today, electricity is a critical need and eventually DBS television will be also. There are some exciting days ahead.

Mr. Adler was indeed correct. DirecTV exceeded all of our wildest expectations. At one point, we had over 7,800 subscribers. We are very proud of our role in bringing television to rural areas. Clark Electric Appliance and Satellite Inc. offered DirecTV until 2011 when our contract with DirecTV expired.

## Clark Electric Cooperative is a Founding Member of Cooperative Response Center

In December of 1992, Clark Electric Cooperative, along with 18 other Midwest electric cooperatives, founded the Cooperative Response Center (CRC) located in Austin, Minnesota. CRC was founded to provide two main functions. 1) CRC would begin answering and dispatching after hours calls, and 2) CRC would provide the monitoring for the new MainStreet Messenger Service

(emergency medical monitoring and response). Today, CRC has grown to be a nationwide, cooperatively owned and operated, 24/7 contact center, central station, and software provider. Since 1992, CRC has steadily increased in the size and scope of its operation with offices in Austin, Minnesota; Dunlap, Tennessee; and Abilene, Texas. CRC serves 268 electric utilities in 37 states with more than 4.3 million consumers. Clark Electric Cooperative CEO/General Manager Tim Stewart has served on the board of directors of CRC since 2007 and currently holds the office of treasurer.

## Dairyland Power Cooperative Announces the Closing of the E.J. Stoneman Steam Station (1993)

In 1951, the E.J. Stoneman Steam Station was billed as a "huge new plant...the very latest in efficiently constructed steam plants," and its dedication was a gala two-day affair.

Today (1993), that same facility, which grew over the years with the addition of more generating units, pro-

*(Continued on page 29 ►)*

### Scenes from the 1995 Annual Meeting:

*Right: Hotline demonstration on dangers of electricity was presented by Rick Suda (l) and Dan Sturz (in the background). Below: Board President Dick Eibergen (l) recognizes Manager Dick Adler (r) for his 35 years of service.*



*Left: Past President Louis Dux and former Manager Harland Bergemann review the good old days.*



*Above: Dick Eibergen presents John Reinart a plaque for his nine years of service on the board of directors. Right: Elected to the board were (l-r) Stanley Schultz, Richard Eibergen, and Lavern Ehlers.*



## Load Management

(Continued from page 4)

tion resources are now offered into the wholesale energy market and are therefore affected by the energy used and produced across the region. All generation is dispatched into the MISO market for regional requirements, and sold to MISO based on market prices. Similarly, all of Dairyland's load requirements are purchased from MISO at market prices.

### Controlling for Capacity and Energy

If the current or projected day-ahead market price to purchase energy is too high, Dairyland may implement load control as a way to mitigate the need to buy high-priced power. A price threshold, on which to base the decision to implement load management or buy power in an inhospitable market, is set to optimize savings while ensuring a reasonable number of control events each season.

### Load Management 201: The Details

The load management program offers benefits to cooperative members who agree to reduce their energy usage during times of peak demand or high energy prices, or during system problems such as a generator outage.

Dairyland estimates the load management program reduces its system peak by approximately 75 megawatts (MW) in the summer and 140 MW in the winter, the equivalent size of a small power plant. It does so by reducing total demand during peak use hours—generally between 4 and 9 p.m. in the fall, winter, and spring—when people are commonly at home running washers, dryers, dishwashers, air conditioners, heaters, and so on. During the warm weather months of June, July and August, Clark Electric Cooperative asks our members to “do the summer shift” and try to reduce energy demand between the hours of 11 a.m. and 7 p.m.

#### Did you know?

The item most often controlled for economic purposes is water heaters.

If you participate in the load management program, your air conditioner might be cycled on and off at 15-minute intervals for a few hours on a day the program was utilized, for example. Home comfort is not diminished, but the energy and financial savings aggregated

## Watt's That?

**Load** is the measure of demand placed by consumers on an electric system at any given time. Load varies due to the time of day and year.

**Peak load:** The greatest amount of electricity used during a time period by energy consumers in a utility's system.

**Peak demand:** The maximum amounts of electricity used by utility customers at any given time during the year. The peak is used to measure the amount of electric transmission, distribution and generating capacity required to meet that maximum demand.

through participation across the Dairyland membership is significant.

### Load Control Expectations: Winter 2012–2013

Again, the goal of load management this winter will be to reduce hourly energy costs and Dairyland's seasonal peak. Cooperative members can expect no significant changes in the load management program this winter. The control period will be from 4 to 10 p.m.; residential members participating in the program will again see control of their water heaters, dairy water heaters and interruptible heating system controls.

By participating in the load management program this winter, you are being truly “green” and reducing energy costs, all while maintaining the cozy comfort of your home or business.

### Significant Savings

Through its market-based economic dispatch and daily energy storage programs, Dairyland estimates an **average annual savings of over \$1.1 million in wholesale energy costs, plus the capacity benefit of approximately \$7.8 million for these load management resources.**

This thrifty course of management clearly pays off in real dollars for our membership. Broken down further, the savings for economically dispatched load control for summer 2012 (May-October) is **\$76,400.** ►

## Summer 2012: Breaking Records

Extreme heat and drought made the headlines in the Upper Midwest region where Dairyland Power's 25 member cooperatives—INCLUDING Clark Electric Cooperative—are located. These conditions greatly tax the power delivery system on which we all rely.

In particular, July's record-breaking heat and humidity led Dairyland to hit a **new official peak** of 1,061 MW on July 6. Our wholesale power supplier's previous peak was 978.6 MW, set just the year prior on July 20, 2011. Another telling fact: Dairyland's hourly loads in July exceeded the previous peak *37 times*. These numbers largely reflect the high level of air conditioning use in the system during those periods.

Our thanks go to our members, for your efforts to reduce energy use during these times of peak demand on the system... you really do make a significant difference. ■



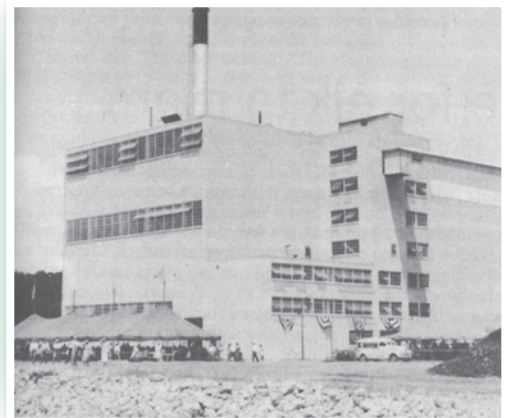
## Moments in Time

*(Continued from page 16d)*

vides only about 1 percent of DPC's energy requirements, and its closure will mean savings for Dairyland, which supplies wholesale power to 20 Wisconsin rural electric distribution cooperatives. On September 17, 1993, Dairyland officials announced the closing of the E.J. Stoneman Station in Cassville.

That the Stoneman Station is no longer needed attests to the growth of the rural electrification program in the state since the plant was dedicated July 14-15, 1951. At the time, the \$4,500,000 plant had a capacity of 17,250 kW and contained only one unit, although it was built to accommodate five. With the addition of generating units, the plant's capacity swelled to eventually reach 53,000 kW. ■

*Decked out in bunting for dedication ceremonies, the E.J. Stoneman station at Cassville was Dairyland Power's flagship generating plant when this photo was taken July 14, 1951.*



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## Clark Electric Cooperative

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