

MOMENTS IN TIME

A History of Clark Electric Cooperative

We have been celebrating our 75th anniversary all year long with this monthly column, “Moments in Time,” to tell our story and provide some history and insight into your organization, Clark Electric Cooperative. This is 15th and final article in the series as we have spanned the years 1937–2012.

Dairyland Power Cooperative Begins Major Projects (2007)

Dairyland Power Cooperative began several major projects in 2007. The first was to retrofit its 380-mw Genoa Station #3 and 400-mw John P. Madgett Station with state-of-the-art environmental control equipment that will result in significant air emission reductions. More than \$250 million has been included in Dairyland’s budget for current and future emissions control work. Construction has begun to install fabric filter “baghouses” at each plant to remove particulate matter from the exhaust gas stream following the coal combustion process.

The dismantlement process at the La Crosse Boiling Water Reactor (LACBWR) continues as DPC has contracted with a national radioactive waste services contractor to facilitate the removal and disposal of LACBWR’s reactor pressure vessel (RPV) and other low-level, non fuel waste. The RPV will be removed and shipped to a repository in Barnwell, South Carolina, by June 2007. Completion of this project is a key step in the continuing LACBWR decommissioning process. Dairyland’s next project at the shut-down nuclear facility will involve removing spent fuel from wet storage in the fuel pool and placing it into an on-site passive dry cask storage system. (This was completed in 2012).

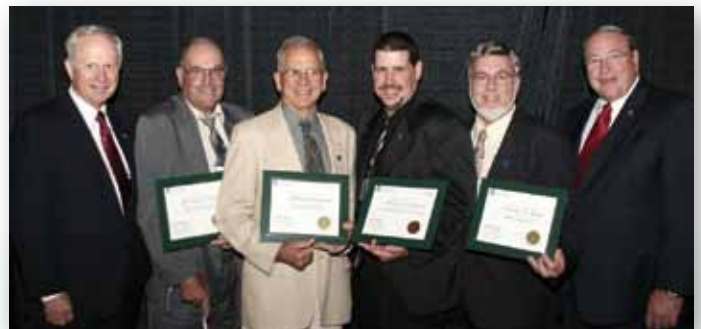


Baghouse construction began at Dairyland Power’s Genoa plant in 2007.



Directors Obtain Board Leadership Certifications (2007)

In this era of ever-increasing complexity of the electric utility industry, it is more important than ever for cooperative directors to have the knowledge and skills to govern today’s cooperative. The National Rural Electric Cooperative Association has designed the Credentialed



NRECA CEO Glenn English (left) with Clark Electric directors who achieved Board Leadership certifications in 2007.

Cooperative Director (CCD) program and the Board Leadership program to address learning needs of electric cooperative directors. The curriculum for the CCD certification provides information on board governance, financial decision-making, strategic planning, and current and emerging issues. The Board Leadership certification is a more in-depth study of the issues facing the industry and is attained after successfully completing the required credits and the CCD program.

Weston Plant Up and Running (2008)

Full commercial operation is not expected until summer 2008, but the new 531-mw unit at the Weston power plant is virtually completed. Dairyland Power Cooperative has a 30-percent — or 159-mw — share in the ownership of the plant. Chuck Sans Crainte, DPC vice-president for generation, said, “This state-of-the-art plant

will help DPC meet our commitment to providing our membership with a reliable, clean energy supply.”

Director Tony Jarocki Retires After 32 Years of Service

Tony Jarocki served the members of Clark Electric Cooperative for 32 years. Tony was first elected in 1973. While on the Clark board, Tony served on the Executive Committee first as secretary–treasurer (1978–1981), then as vice president (1977; 1987–1993; 1998) and then as president (1999–2006). Tony was instrumental in the formation of Clark Electric Appliance and Satellite Inc., and served as one of the original incorporators of the company.

In Closing

As we bring this history series to a close, I would like to offer a few observations that I noted as I was compiling the research that resulted in these articles. First and foremost, the formation of Clark Electric Cooperative was truly a “work of many hands.” The vision and commitment to electrify our rural region and improve the quality of life of rural residents was truly exceptional. When most said it couldn’t be done, members banded together and did it. They adhered to some basic cooperative principles: Voluntary and Open Membership; Demo-

cratic Member Control; Members’ Economic Participation; Autonomy and Independence; Education, Training, and Information; Cooperation Among Cooperatives; and Concern for Community. These are the same principles we adhere to today.

Secondly, the people of Clark, Chippewa, Jackson, Marathon, Taylor, and Wood counties built a strong organization through cooperation. In many instances, it was the people of our area who led the way in solving the many obstacles that seemed to arise, not only on the local level but in many instances the state and even the national level. The cooperative has been blessed with dedicated and talented directors and employees who always strived to put the interest of the members first.

Thirdly, it is important to tell our story and remember how and why electricity was brought to our rural areas. Today, most members don’t recall “when the lights came on.” They think it’s always been here. These newer members need to understand that it’s the cooperative principles and the cooperative business model that keep electricity reliable and affordable in our sparsely populated areas.

Lastly, a special thank you to Directors Tony Jarocki and Chuck Bena for aiding in the research required in this undertaking. They spent countless hours poring over documents that made my task easier.

(More Moments in Time information on pages 16a–16d ►)

2007–2012		2007–2012	
<p>April 30, 2007 – Board authorizes the request for the Hull Substation.</p> <p>June 2007 – CEO/GM Tim Stewart is elected to the Cooperative Response Center’s Board of Directors.</p> <p>August 2007 – Restoration Of Power in an Emergency (ROPE) program was activated. Clark sent two linemen and equipment to aid Oakdale Electric restore service to its members.</p>	<p>April 30, 2008 – New phone system is installed, resulting in significant savings.</p> <p>July 30, 2008 – Clark Electric Appliance and Satellite Inc., declares a \$200,000 dividend to Clark Electric Cooperative.</p> <p>August 25, 2008 – Board approves participation in the state program Focus on Energy effective January 1, 2009.</p> <p>November 2008 – Clark Electric Cooperative interconnects with a methane digester. The facility is expected to generate about 500 kW, capable of powering 336 average homes.</p>	<p>March 26, 2010 – The cooperative receives a no lost time award from Federated Rural Electric Insurance.</p> <p>May 2010 – Clark Electric Cooperative receives the Rural Electric Safety Accreditation Certification. The cooperative has been safety accredited since 1989.</p> <p>May 27, 2010 – The cooperative conducts a customer satisfaction survey and receives a score of 83. This is the highest score the cooperative has received to date and is significantly higher than the electric industry score.</p> <p>August 27, 2010 – Clark Electric Appliance and Satellite Inc., declares another \$200,000 dividend to Clark Electric Cooperative.</p> <p>November 30, 2010 – Board changes the youth scholarship program from a \$750 award to \$1,000 award.</p>	<p>June 30, 2011 – Board approves moving to paperless board meeting format via electronic means.</p> <p>December 2011 – Board authorizes a preliminary study for new facilities to be located in the CECO business park.</p> <p>February 29, 2012 – Exede, high-speed Internet via satellite, is introduced as the successor to Wild Blue and is being well received by the membership.</p> <p>April 12, 2012 – The cooperative holds its 75th Annual Meeting of the members exactly 75 years from the first Annual Meeting held April 12, 1937.</p> <p>September 29, 2012 – Member Appreciation Day celebration hits record attendance as over 1,050 member and guests attend the event.</p>

Clark Electric Cooperative



Clark Electric Linemen Mike Hackel and Josh Burns achieved journeyman linemen status in 2007.



Left: 2007 Youth Leadership Congress delegates were (front row l-r) Amelia Pucker, Steve Lenz, Jason Hansen, Melinda Mueller; (back row) Rachel Taylor, Cole Rasmussen, and Andrew Gaede.



Left, below, and right: Hot-line safety demonstrations, giant inflatables, and pumpkin decorating are regular features of the cooperative's popular Member Appreciation Day event held each October.



Above right: Clark Electric CEO Tim Stewart was named to the WECA board in 2010. Below: The Pine Valley Substation was upgraded in 2012.



Above left: Director of Operations Mike Ruff presented a safety training to First Responders in 2007. Above center: Former Clark Electric manager Harland Bergemann celebrated his 100th birthday in January 2008. He passed away in 2009. Left: In 2010 Jarred Martens and Kent Weigel achieved journeyman lineman status.



Cooperative Roll Call of Employees

As of December 31, 2012 (Full Time, Retired)

Name	Position	Dates of Service
W.A. "Bill" Dallman	General Manager	1937-1964
H.M. "Harland" Bergemann	Bookkeeper	1938-1978
	Office Manager	
	General Manager	
Elmer Learman	Line Foreman	1938-1972
	Line Superintendent	
Robert Schneider	Lineman	1938-1976
	Line Foreman	
Alexander Poznanski	Lineman	1943-1976
Leon Kuester	Lineman	1940-1978
	Line Foreman	
Alfred Zillmer	Lineman	1941-1974
	Digger Operator	
Oscar Brandt	Truck Driver	1946-1969
Lewis Walde	Digger Operator	1946-1981
	Truck Driver	
Harold Blasch	Meterman/Lineman	1948-1982
Jerome Sowieja	Mechanic	1948-1989
	Lineman	
	Line Superintendent	
Anton "Tony" Rychnovsky	Meterman/Lineman	1949-1984
John Mortl	Janitor/Stock Clerk	1949-1958
Donald Fontaine	Salesman	1952-1990
	Appliance & Member Services Manager	
Julia Koci	Ass't. Bookkeeper	1954-1970
John Zagozen	Appliance Serviceman	1956-1976
Irma Coates	Home Consultant	1956-1970
Richard Syth	Appliance Serviceman	1957-1993
Herman Metzke	Janitor/Stock Clerk	1958-1977
Edwin Degenhardt	Lineman	1958-1989
Richard Adler	Office Clerk	1960-2005
	Office Manager	
	General Manager	
Larry Dallman	Lineman	1964-2004
	Equipment Operator	
Harry Johnson	Lineman	1966-2004
	Operations Aide	
	Ass't. Line Superintendent	
	Line Superintendent	
Donna Abel	Office Clerk	1961-Present
	Bookkeeper	
	Office Manager	
Henry Janezich	Appliance Serviceman	1967-1992
Robert Moseley	Lineman	1969-2005
	Ass't Line Superintendent	
	Director of Operations	
Delmar Toburen	Equipment Operator	1969-1982
Richard Braun	Lineman	1969-2005
Kenneth Martini	Lineman	1972-2010
Robert Trunkel	Lineman	1972-2009

Arnold Kappus	Appliance Salesman	1974-2006
	Equipment Operator	
	Janitor/Stock Clerk	
Linda McAley	Office Clerk	1973-Present
	Customer Service Rep.	
	Ass't. Bookkeeper	
	Accounting/Data Supervisor	
Alvina Drumm	Sales Clerk	1976-1992
Robert Vesel	Janitor/Stock Clerk	1977-1991
Sandra Herrick	Office Clerk	1978-Present
	Customer Service Rep	
	Operations Aide	
Rita Sladich	Stenographer	1977-1993
	Customer Service Rep.	
Frank Arch	Equipment Operator	1978-2008
James Rust	Equipment Operator	1978-2006
Gary French	Meterman/Lineman	1979-Present
Rick Suda	Equipment Operator	1981-Present
	Lineman	
	Line Superintendent	
Daniel Sturz	Lineman	1985-Present
	Meterman	
Tracy Nelson	Office Clerk	1986-Present
	Customer Service Rep	
	Administrative Ass't.	
Jeffrey Block	Lineman	1986-Present
Warren Luedtke	Lineman	1989-Present
Pat Krause	Customer Service Rep.	1991-Present
Michael Ruff	Lineman	1992-Present
	Director of Operations	
Kevin Sterland	Lineman	1992-Present
	Ass't. Line Superintendent	
Michael Hackel	Lineman	1993-Present
Bobbi Toburen	Customer Service Rep.	1993-Present
Amber Reddy	Customer Service Rep.	1996-Present
Cathy Langreck	Customer Service Rep.	1998-Present
Chad Steffen	Lineman	2002-Present
Scott Bailen	Lineman	2002-Present
Josh Burns	Lineman	2002-Present
Timothy Stewart	CEO/General Manager	2004-Present
James Mertens	Master Electrician	2004-Present
Pat Susa	Warehouse Utility Man	2005-Present
Matt Wiese	Lineman	2005-Present
Kent Weigel	Lineman	2006-Present
Jarred Martens	Lineman	2006-Present

Clark Electric Appliance and Satellite, Inc. (Full Time, Retired)

Rita Sladich	Exec. V.P. of Operations	1994-Present
Michelle Walde	Appliance Ass't. Sales Manager	1995-Present
Ryan Nielsen	Appliance Serviceman	2000-Present
	Appliance/Geothermal Tech	
Greg Shaw	Appliance/Geothermal Tech	2002-Present

Directors Roll Call

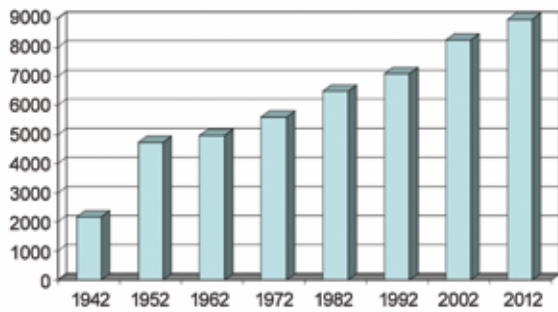
VERN G. HOWARD	1937-1958; 1962-1971
President 1937 -1939; 1940-1943; 1944-1958	
Vice President 1939-1940; 1943-1944	
Director, Dairyland Power Cooperative 1943-1967	
MARTIN KLARICH	1937-1943
President 1939-1940	
Vice President 1937-1939; 1940-1941	
WALLACE LANDRY	1937-1943
Secretary-Treasurer 1937-1941; 1942-1943	
Director, Wisconsin Electric Cooperative 1937-1943	
Director, Dairyland Power Cooperative 1942-1943	
Director, Wisconsin Power Cooperative 1937-1941	
L. T. KLEIN	1937-1951
C. F. BALDWIN	1937-1938
ED KLEIN	1937-1957
Vice President 1944-1957	
Director, Wisconsin Electric Cooperative 1943-1957	
REX COPPER	1937-1951
Secretary-Treasurer 1941-1942; 1943-1951	
GUSTIVE H. VOIGHT	1937-1944
President 1942 – 1944	
MILTON F. PAGE	1937-1940
J.H. LANGFELDT	1938-1947
JOHN BARTH	1940-1958; 1961-1962
S. J. PLAUTZ	1943-1949
CHARLES F. WITT	1943-1950
GEORGE H. HUMKE	1944-1957
WILLARD GERHARDT	1947-1956
MIKE KRULTZ, SR.	1949-1957
L. F. LOUCKS	1950-1956; 1957-1962
Secretary-Treasurer 1951-1956; 1957-1961	
IRVING GOESSL	1951-1959
SABIAN SCHERF	1951-1957
Secretary-Treasurer 1956-1957	
DAVID KRUTSCH	1956-1962; 1963-1972
President 1958-1962	
Vice President 1957-1958	
RILAY NEUMAN	1956-1962
Director, Wisconsin Electric Cooperative 1957-1962	
GLENN HORN	1957-1962
Secretary-Treasurer 1961-1962	
MILFRED WENZEL	1957-1960
AUGUST STREMIKIS	1957-1967; 1976-1985
President 1962-1967	
Vice President 1957-1962	
Director, Wisconsin Electric Cooperative 1962-1966	
GERHARD KLEIN	1958-1967
KENNETH BOBB	1958-1961
ARNOLD BAKKE	1959-1968
Vice President 1962-1968	
SIDNEY SVENSON	1960-1969
Vice President 1968-1969	
WILLIAM BAYUK	1967-1976
Vice President 1969-1974	
Secretary-Treasurer 1974-1976	
Director, Wisconsin Electric Cooperative Association 1974-1976	
HERMAN KLEIN	1967-1971
WALTER NEUMAN	1962-1962
JOHN BALCER	1962-1973
DELMAR TOBUREN	1962-1969
Secretary-Treasurer 1967-1969	
Director, Dairyland Power Cooperative 1967-1969	
Employee 1969-1982	
JULIUS ROHLAND	1969-1975
ARVIN PODEVELS	1971-1972; 1974-1976
R. J. DIETRICH	1971-1977
NORMAN MEISSNER	1972-1981
NORMAN MELLENTHIN	1976-1982
RALPH WILL	1977-1986
Director, Wisconsin Electric Cooperative Association 1982-1986	
DALE SHORT	1977-1986
Vice President 1982-1984	
GARY SCHULTZ	1978-1981
FRED GRAP, JR.	1982-1985
RALPH WOIK	1962-1974; 1975-1987
President 1967-1974; 1982-1987	
Vice President 1978-1982	
Secretary-Treasurer 1963-1967; 1989-1996	
Director, Dairyland Power Cooperative 1977-1987	
Director, Wisconsin Electric Cooperative Association 1967-1974	
BRICE BENDER	1968-1977; 1986-1990
President 1974-1977	
Secretary-Treasurer 1969-1974	
Director, Dairyland Power Cooperative 1969-1977; 1987-1990	
ELDORE HUMKE	1968-1978; 1981-1989
Vice President 1974-1976	
Secretary-Treasurer 1976-1978; 1981-1987; 1988	
Director, Wisconsin Electric Cooperative Association 1969-1977	
LOUIS DUX	1973-1982; 1985-1993
President 1977-1982; 1987-1993	
Vice President 1976-1977	
Director, Wisconsin Electric Cooperative Association 1978-1982; 1987-1993	
ANTHONY JAROCKI	1973-1981; 1985-1993; 1997-2011
President 1999-2006	
Vice President 1977; 1987-1993; 1998	
Secretary-Treasurer 1978-1981	
RICHARD EIBERGEN	1981-1986; 1988-1997
President 1994-1997	
Director, Wisconsin Electric Cooperative Association 1986-1987; 1994-1995	
PETER FLASHINSKI	1981-1987
EDWARD BREHM	1982-1988
Vice President 1984-1987	
JOHN REINART	1986-1994
RONALD BAXTER	1987-1995
ROBERT WILL	1987-1995
Vice President 1994-1996	
Director, Dairyland Power Cooperative 1991-1996	
LEROY FRAVERT JR.	1990-1998
President 1998	
Vice President 1996-1997	
STANLEY SCHULTZ	1991-1995
LAVERNE EHLERS	1995
HENRY JANEZICH	1994-2002
Director, Dairyland Power Cooperative 1997-2002	
GERALD SMITH	1994-2002
Secretary-Treasurer 1997-2003	
VERNON KOWALEWSKI	1996-2004
RONALD SCHMIDT	1996-present
Vice President 1999-2013	
CLARENCE HOESLY	1998-2012
Secretary-Treasurer 2003-2011	
Secretary-Treasurer 2012	
Director, Dairyland Power Cooperative 2003-2011	
WILMER GRIEPENTROG	1999-present
President 2006-2013	
Director, Dairyland Power Cooperative 2012-2013	
HOWARD SCHULTZ	2003-2011
CHARLES BENA	2003-present
Secretary-Treasurer 2011	
Secretary-Treasurer 2012-2013	
JEREMY BAXTER	2005-present
HERMAN SEEBANDT	2012-present
MARVIN VERKUILEN	2012-present

Clark Electric Cooperative

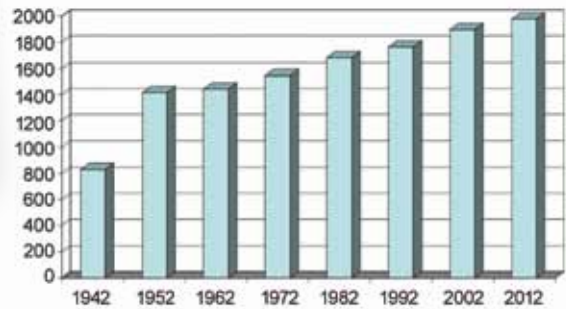


1940

Number of Billed Members

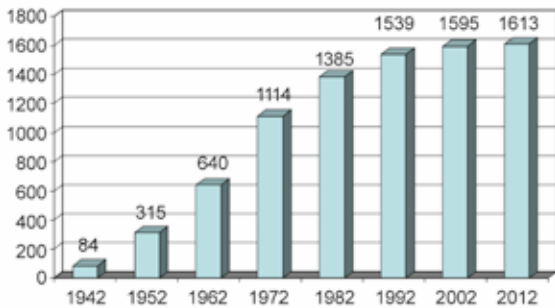


Miles Energized

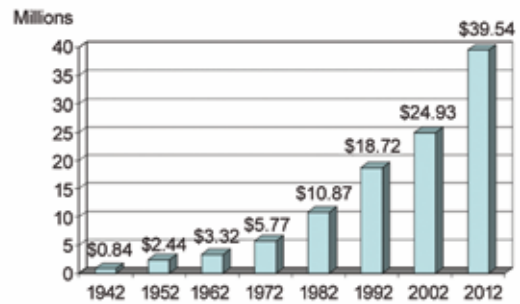


1949

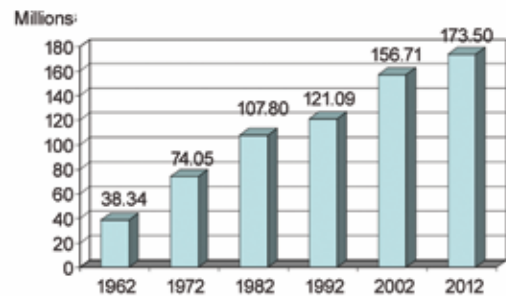
Average kWh Sold per Member per Month



Total Assets



kWh Sold



Make Plans to Attend Your Annual Meeting

April 11
American Legion Hall

Plan to join us for Clark Electric Cooperative's 76th annual meeting on Thursday, April 11, 2013, at the American Legion Hall in Loyal, starting at 9:30 a.m.

The annual meeting is an important event for the cooperative and you, the members. You will hear reports about the cooperative and the electric industry, review financials, and elect two directors for three-year terms.

So, 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. ■

Youth Leadership Congress Set for July 10-12

Once again, electric cooperatives from across Wisconsin will sponsor local high school students at the 49th Youth Leadership Congress. The Youth Leadership Congress (YLC) is sponsored by UW-River Falls and Wisconsin electric cooperatives and is designed to develop the next generation of community leaders.

The event will feature leadership seminars, activities, cooperative education, and fun events, all designed to develop and enhance your leadership potential. Clark Electric Cooperative has sponsored students to this event since its inception. We believe in developing the potential of tomorrow's leaders. The YLC is a fun and education event, designed by students who were elected by their peers who attended the previous year's conference.

There is no cost to the student for attending the event. Registration and travel expenses will be covered by the cooperative. If you are a sophomore or junior in high school this year and would like to be a sponsored representative for Clark Electric Cooperative, contact your FFA or FBLA advisor. ■



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Your Sustainable Energy Partner
111 E. Miller St. • Greenwood, WI 54437
715-267-6544 • 866-279-6544



tthermgeo.com

Office Hours

Monday – Friday 8:00 a.m. – 4:30 p.m.

Reminder:

Clark Electric Cooperative's office will be closed Friday, March 29, for Good Friday.

Look Up During Outdoor Work and Play

As the weather begins to warm up, kids and adults alike will soon head outside to perform winter clean-up and play. Before they do, remind them to look up and be alert for power lines and other electrical hazards, the best way to stay safe from electrocution—and even death.

“Here at Clark Electric Cooperative, using proper procedures and safety measures is a matter of life and death,” explains Mike Ruff, safety coordinator at Clark Electric Cooperative. “We take safety seriously at home, too. Accidents happen, but if we educate ourselves and our children, we can keep them to a minimum.”

For Kids

- Never fly a kite on a rainy day or anywhere but an open space. A high point in the sky makes a kite a grounding point for lightning, and kites could easily become tangled in power lines.
- Don’t climb trees that are near power lines and poles—evergreens can disguise dangers this time of year, as can leaves during late spring and summer.
- Stay far away from power lines lying on the ground. You can’t tell if electricity is still flowing through them. If there’s water nearby, don’t go in it. Water is the best conductor of electricity.
- Obey signs that say “danger” and “keep out” around large electrical equipment, like substations and transformers. These are commands to keep you safe.
- Never climb a power pole.

For Adults

- If power lines run through your trees, call Clark Electric Cooperative—professional tree trimmers with proper protective equipment can trim branches safely.
- Remember that power lines and other utilities run underground, too. Call 811 to have utility lines marked before you start digging.
- Starting that winter cleanup yard work? Sweep dried leaves and debris from outdoor receptacles.
- If they’re not already, consider upgrading your outdoor receptacles—or any outlets that could come in contact with water—to ground fault circuit interrupters (GFCIs). GFCIs interrupt power flow when a plugged-in device comes in contact with water. Regardless, keep your outlets and cords dry and covered outside.
- Use only weather-resistant, heavy-duty extension cords marked for outdoor use.
- Don’t leave outdoor power tools unattended for curious children or animals to find. Also, don’t work with power tools on wet grass or near water.

For more safety tips and information, visit SafeElectricity.org.—Sources: *Electrical Safety Foundation International, Safe Electricity* ■



SPEEDS			
exede internet		12 Mbps Downstream	3 Mbps Upstream
DAYTIME DATA ZONE Metered usage 5 a.m. – 12 midnight	10 GB month	15 GB month	25 GB month
LATE NIGHT FREE ZONE Unmetered usage 12 midnight – 5 a.m.	FREE Unmetered uploads AND downloads	FREE Unmetered uploads AND downloads	FREE Unmetered uploads AND downloads
DETAILS	MODERATE Perfect for occasional video downloads, photo sharing, music streaming, social networking and email.	MORE Great for those who spend more time on the Internet, use more data, and watch online videos more frequently.	MOST Gives you the most of all the things you love to do. This is the plan for those who depend on the Internet for work or entertainment.
PRICE	\$49.99 month	\$79.99 month	\$129.99 month

Call Clark Electric Appliance & Satellite 866-279-6544 for installation.
*\$49.99 activation fee, additional \$5.95/mo. Service fee. Clear view of the southern sky required.

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Call 811 at least three working days before doing any digging or excavation work.

One free, easy call gets your utility lines marked AND helps protect you from injury and expense.
Visit call811.com for more information.

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