



Tim Stewart,
CEO/Manager

Capital Credit Retirement

51st 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 \$695,445 capital credit general retirement to be made this year. This marks the 51st consecutive year that a capital credit retirement has been made, totaling in excess of \$20,756,000 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 1991, 1992 and the Dairyland Power Cooperative capital credits assigned for 1987, 1988.

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.

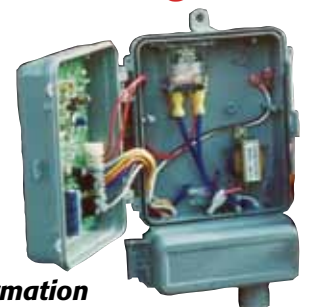
Load Management 101: The Big Picture

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.

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Load Management Your Device to Savings

- Electric Water Heating Credits
- Electric Heating Rates
- Air Conditioning Rates



**Contact Clark Electric
Cooperative for More Information**

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 from Clark Electric Cooperative.

The Clark Electric Cooperative scholarship program began in 1995, and since its inception we have provided more than \$167,000 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, and at our office located at 124 N Main St., Greenwood.

All applications must be returned to the cooperative office by 4:30 p.m. Friday, March 7, 2014.

Schools Eligible for Scholarship Consideration

Abbotsford High School	Neillsville High School
Colby High School	Owen-Withee High School
Granton High School	Pittsville High School
Greenwood High School	Spencer High School
Loyal 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. ■

Best Wishes for the New Year!

Clark Electric Cooperative and Clark Electric Appliance and Satellite, Inc. offices will be closed on Wednesday, January 1, 2014.



Understanding Portable Space Heaters

A number of portable and hard-wired electric heaters have been introduced to the marketplace in response to high home heating fuel costs. Don't be misled by cleverly worded ads that suggest one heater may be more efficient than a competitor's. All electric heaters, except ultra high-efficiency heat pumps, provide 100 percent efficiency, and watt for watt, cost the same to operate.

Three Main Heater Designs

The first step is to understand the three main heater categories. The first is the high-temperature radiant style. They are characterized by the glowing red heating elements and shiny mirrored reflector behind the coils. Radiant heaters don't attempt to heat the air, but rely on "beaming" their warmth directly to people or objects in the room. Just like the sun's warmth, it can be a very pleasing form of heat.

The second category is the natural convection style. Instead of using red-hot coils, these heaters distribute the same amount of heat over a wider surface of the heater. This allows the flow of air over their surface (natural convection) to transfer heat to the air. Often seen in a long, slender baseboard design, these heaters are warm to the touch but not hot enough to burn you. Other convection heaters are shaped like old-fashioned cast iron radiators. An oil-like fluid inside spreads the heat around the surface. On a watt-for-watt equivalent, natural convection heaters put out just as much warmth, but you don't feel the intense heat as from a radiant design.

The third category, fan-forced heaters, relies on a blower to push air over the heating coils. Designed like a "mini furnace," these heaters must warm the air in the room to increase comfort. Unlike the natural convection style, they don't rely on a large surface area to transfer heat to the air. Small fans are sometimes used in radiant heaters too, as a way to circulate the air. Don't let the presence of the fan fool you; if most of the heat radiates out from visible glowing coils, it's a radiant heater.

What Does It All Mean?

Each of the three designs described here uses a process called "electric resistance heating." Because all electric heaters use this same process, they all have the same efficiency—100 percent. There are no losses. Whatever the heater's shape or size, the amount of heat coming out is the same as the amount of electricity going in. Therefore, any

two heaters with a rating of 1,500 watts on the nameplate will deliver the same amount of heat, no matter what they look like. To calculate the hourly cost of operating an electric heater, consider the formula in the accompanying box.

What is different about each heater is the method used to transfer the warmth from the heating elements to the person or objects that need it. Any of the three portable electric heater types can allow room-by-room variation in temperature. This zonal heating method can save energy, but only by lowering the setting on the home's central heating thermostat. Then in the occupied room, a space heater is used to boost the temperature to a comfortable level.

If you use electric heat, we encourage you to employ our load management system to shift on-peak usage to off-peak. If you have an automatic backup heating source or storage heat system, you could qualify for a reduced dual fuel rate. This way, you not only save money, you also help keep costs down by avoiding peak times.—*Source: National Food and Energy Council; Richard Hiatt* ■

$$A \text{ (Amps)} \times V \text{ (Volts)} = W \text{ (watts)}$$

$$W \text{ (watts)} / 1,000 \times (\text{hours of use/day}) \times (\text{number of days used}) \times (\text{electric rate})$$

Example using 12.5 amp space heater:

$$12.5 \text{ amps} \times 120 \text{ volts} = 1,500 \text{ watts}$$

$$1,500 \text{ watts} / 1,000 \times 4 \text{ hours per day} \times 30 \text{ days} \times .1065 / \text{kwh} = \$ 19.17 / \text{month}$$

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**CLARK ELECTRIC APPLIANCE
& SATELLITE INC.**

111 East Miller Street, Greenwood, WI 54437

Call (715) 267-6544

1-866-279-6544

HOURS: Monday - Friday 8 A.M. to 4:30 P.M.

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Load Management

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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 generation 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.

Did you know?

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

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 sum-

mer shift” and try to reduce energy demand between the hours of 11 a.m. and 7 p.m.

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 through participation across the Dairyland membership is significant.

Load Control Expectations: Winter 2013–2014

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 p.m. 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 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 2013 (May-October) is **\$76,400**.

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.

If you have any questions or would like to participate in Clark Electric's Load Management Program, please contact our office at 715-267-6188 or 1-800-272-6188. ■



Clark Electric Cooperative

Your Touchstone Energy® Partner



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