



# OCTOBER IS COOPERATIVE MONTH



Tim Stewart,  
CEO/Manager

**October is National Cooperative Month. This is the month during which Americans celebrate cooperatives to raise awareness about the many benefits that cooperatives bring to our communities.**

Cooperatives exist in many forms and deliver a host of products and services such as financial services, grocery/food, dairy, grain, and of course energy. As I was preparing for this month's article, I thought you might be interested in how the cooperative business model started.

According to an article in the September 2013 issue of Rural Electric, the cooperative movement we know today traces its roots to a set of business guidelines drawn up by Charles Howarth, one of 28 weavers and artisans who founded the Rochdale Society of Equitable Pioneers in Rochdale, England, on December 21, 1844. The tradesmen had banded together to open a store selling food items they could not otherwise afford, starting out with a meager selection of butter, sugar, flour, oatmeal, and a few candles but soon expanding to include tea and tobacco. Eventually, the enterprise was so successful the group was able to open a cooperative factory and textile mill.

When introduced in the United States by the National

Grange in 1874, these "Rochdale Principles" fueled a cooperative explosion. After being formally written down by the International Cooperative Alliance (ICA) in 1937 (and last updated in 1995), they evolved into the seven cooperative principles used today. Although stated in many ways, the seven cooperative principles hold that a cooperative must provide:

- 1. Voluntary and Open Membership:** Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.
- 2. Democratic Member Control:** Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The elected representatives are accountable to the membership.
- 3. Members Economic Participation:** Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative.
- 4. Autonomy and Independence:** Cooperatives are autonomous, self-help organizations controlled by their members.
- 5. Education, Training, and Information:** Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. They inform the general public about the nature and benefits of cooperation.
- 6. Cooperation Among Cooperatives:** Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.
- 7. Concern for Community:** While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

These seven principles are underpinned by six ideals — the values of Self-Help, Self-Responsibility, Democracy, Equality, Equity, and Solidarity.





## Above and Beyond

### Electric co-op membership offers value far beyond affordable, reliable electricity

Here at Clark Electric Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 9,000 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing real value to you and the communities we serve.

So what exactly does real value mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Wisconsin Energy Cooperative News* in your mailbox every month, which keeps you informed about Clark Electric Cooperative, the electric industry as a whole, and what's happening at the state and federal levels. It's also providing the

best possible service at the best possible price, returning capital credits on an annual basis, and always remembering that members own this organization.

Real value also means getting the lights back on as quickly as possible and communicating with you as to how outages are progressing. Over three and a half years ago, the cooperative unveiled our outage information map on our web-

### Keeping the Lights On



site that allows you to see outages and track our progress. If you are traveling away from home you can even see if you are part of a predicted outage. The application works with smart phones, tablets, and computers. All you need is access to the Internet.

Real value can also be seen with cooperatives helping cooperatives. Electric cooperatives nationwide have executed a mutual-aid agreement that brings line crews in from other co-ops to help us restore power in the event of major storms. You may recall seeing our cooperative principles in action when



### Supporting the Community

cooperatives from Wisconsin sent line crews to the Gulf Coast in response to Hurricane Katrina.

Real value is commitment to community. In addition to providing opportunities for our youth through scholarships and leadership training, in 2004, Clark Electric Appliance and Satellite Inc. established the Adler-Clark Electric Community Commitment Foundation to support programs and events which enrich the lives of people of Clark County and the surrounding area communities. The mission is to strengthen local communities by aiding not-for-profit and community organizations fund projects



### Connecting with Members

**All your needs in one place! Shop small town local!**

*It is here - It is now!*  
*Virtually unlimited usage with Exede*  
*Up to 150 GB data*  
*\$99.99/month for existing and new subscribers*

So if you have been waiting, unsure what to do, now is the time 150 GB anytime day or night data with high-speed satellite internet through Clark Electric Appliance and Satellite!

\*Some restrictions apply, 150 GB package not available in all areas -- call for information!

**CLARK ELECTRIC APPLIANCE & SATELLITE INC.**  
 1209 West Dall-Berg Road, Greenwood  
 866-279-6544 or 715-267-6544 • Hours: M-F 8 a.m.-4:30 p.m.



### Cooperating with Other Cooperatives

that will enhance the quality of life of local residents of this area. To date, the Foundation has awarded \$378,205 for community enrichment projects.

October marks National Cooperative Month, when we take time to celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the communities we serve—is just one way we set ourselves apart. To learn more about cooperatives, visit [www.cecoop.com](http://www.cecoop.com) or [cooperative.com](http://cooperative.com).



# SAVE MONEY BY SLAYING ENERGY VAMPIRES IN YOUR HOME

As children, most of us were told to turn off the TV when no one was in the room to keep from wasting energy. But with today's televisions, turning off the set doesn't save as much energy as you think. "Off" doesn't really mean off anymore.

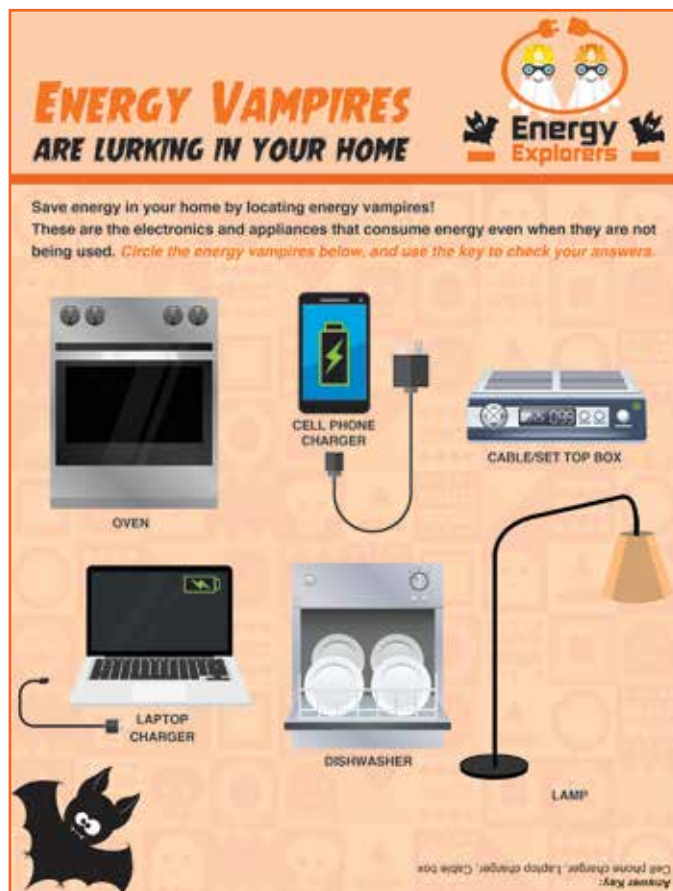
Several devices found inside your home are commonly referred to as phantom loads or energy vampires—consuming electricity even when switched off. Phantom loads can be found in almost every room, but a favorite "coffin" is your entertainment center.

Most TVs today slowly sip electricity while waiting patiently for someone to press the "on" button. They also use energy to remember channel lineups, language preferences, and the time. VCRs, DVD players, DVRs, and cable or satellite boxes also use energy when we think they're turned off.

Studies show that in an average home, 5 percent to 8 percent of electricity consumption stems from phantom loads. To put that in perspective, the average North American household consumes roughly 10,800 kilowatt-hours (kWh) of electricity per year. If you estimate that 6.5 percent of your total electricity consumption comes from phantom loads, the amount drained by these vampires equals about 700 kWh annually—or \$70 every year.

So how can you tell which devices are okay to leave plugged in and which need to have a wooden stake driven through their hearts?

**Identify Plug Parasites** Microwave ovens and alarm clocks, which use relatively small amounts of standby power, are acceptable to leave plugged in. A digital video recorder (DVR), on the other hand, uses a fairly significant amount of power when turned off, but if you record programs frequently



you will want to leave it plugged in.

You don't have to worry about unplugging items with mechanical on/off switches, such as lamps, hair dryers, or small kitchen appliances like toasters or mixers—they don't draw any power when turned off.

How do you slay other energy vampires? Try plugging household electronics like personal computers, monitors, printers, speakers, stereos, DVD and video game players, and cell phone chargers into power strips. Not only do power strips protect sensitive electronic components from power surges, you can quickly turn off several items at once. (Routers and modems also can be plugged into power strips, although they take longer to reactivate.)

**Smart Strips = Easy Savings** Power strips, however, are often hidden behind entertainment centers or under desks and forgotten. A better solution may be found in "smart strips."

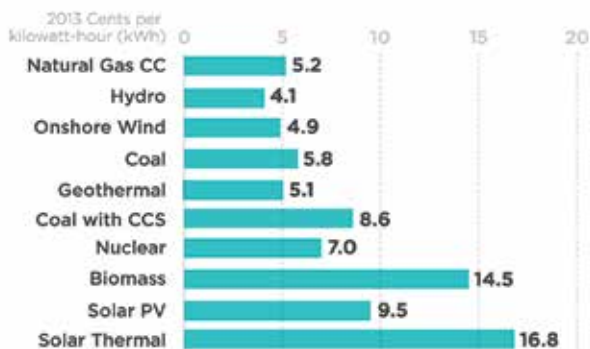
Smart strips are available online or at specialty electronic retailers and generally cost \$20 or more depending on their size. Payback generally can be achieved in under one year, depending on the type of equipment the strips control and how often they are used.

Maybe our parents asked us to turn the TV off because vampires, phantoms, and parasites haunted their electric bills. These days, smart strips can chase these load monsters away from your home—and your pocketbook.

## IN BRIEF

### THE COST OF NEW GENERATION

The cost to build new power plants can vary widely. Each type of generation carries a ballpark price tag. The costs shown below, based on each kilowatt-hour produced, take into account plant construction, fuel, operating and maintenance costs, operating performance assumptions, expected operating life, and general tax and financing assumptions.



NOTE: Wind and solar generation are not directly comparable to other technologies because their power production varies based on weather conditions. These costs also do not reflect tax incentives or grid integration costs.

Source: Estimates developed by NRECA using U.S. Energy Information Administration data from 2015.





## MEMBER INQUIRIES

### Office Hours

8:00 a.m. to 4:30 p.m. Monday–Friday  
Pay by Phone 844-219-1224

### Billing Inquiries During Regular Business Hours

715-267-6188 or 1-800-272-6188  
website: [www.cecoop.com](http://www.cecoop.com)

### Power Outages

If you have an interruption in your electric service, check your fuses, circuit breakers, and pedestal breaker if applicable before calling. Please report outage immediately.

**After Hours: 1-800-927-5707**

**Diggers Hotline: 1-800-242-8511 or 811**

## PAYMENT OPTIONS

**Clark Electric Cooperative offers several convenient ways to pay your bill.**

- By mail – Please allow four to five work days when mailing payments.
- A drive-up deposit box is available at the cooperative office for after-hour payments.
- By our website, [www.cecoop.com](http://www.cecoop.com), using the PayNow or SmartHub process.
- By SmartHub application for either iPad/iPhone/Android.
- By a monthly Automatic Bank Draft – ACH, from your checking or savings account. Visit our website to set it up.
- By credit/debit card (VISA, MasterCard, Discover, American Express). Call 1-844-219-1224.
- At one of our paystations in your area, (drop off on or before the due date each month):

#### Abbotsford

Abby Bank

#### Colby

Forward Financial Bank

#### Dorchester

Advantage Community Bank

#### Greenwood

Clark Electric Cooperative

Forward Financial Bank

Pioneer Bank

#### Loyal

Fourman Farm &

Home Center

BMO Harris

#### Neillsville

BMO Harris

#### Owen

Scott & Lori's

Family Foods

#### Spencer

Heritage Bank

#### Stanley

Forward Financial Bank

#### Thorp

Northwestern Bank

Forward Financial Bank

#### Withee

Forward Financial Bank

Pioneer Bank

## GEOTHERMAL

When COMFORT Matters



Looking for an efficient, cost-effective and environmentally friendly heating and cooling system? A geothermal heat pump is the greenest system available. Geothermal systems don't emit carbon dioxide, carbon monoxide, or other greenhouse gasses that can be harmful to the environment or, more importantly, your family. Save money and rest easy knowing your family will be comfortable and safe.



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[tthermgeo.com](http://tthermgeo.com)



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Energy Efficiency  
Tip of the Month

Heating your living space uses more energy than any other system in your home—typically making up about 42 percent of your utility bill. By combining proper equipment maintenance and upgrades with recommended insulation, air sealing, and thermostat settings, you can save about 30 percent on your energy bill.

Source: [energy.gov](http://energy.gov)

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