



## PLANNING PROCESS GETS UNDERWAY

Tim Stewart,  
CEO/Manager

During the fourth quarter of each year, the cooperative's management and staff begin to prepare a series of planning documents that will provide the tools for financial planning for the cooperative in the upcoming year. The board of directors meets with cooperative staff to review various department activities and the upcoming business plan.

Besides providing short-term goals and objectives, the business plan must also be consistent with the cooperative's long-range planning studies, goals, and objectives. It is vital that short-term goals and objectives are established to reach long-term objectives such as equity management plans, cash flow requirements, Rural Utilities Service requirements, maintenance funding, construction activities, and the member needs and service requirements. The board of directors and management are aware of the need to maximize the value of expenditures and contain costs where appropriate and feasible.

Our mission today is as it was years ago: to provide reliable, competitively priced energy and related services to our members while maximizing value for our members consistent with the wise use of resources and technology. Simply stated, to provide the best possible service for the best possible price. We continuously strive to work with our members to improve the social and economic well-being of our local communities. I will be providing more precise budgetary and work plan information in the upcoming months.

In closing, as the holidays are upon us I would like to offer a few holiday safety tips. Many of us have treasured holiday memento that we bring out of storage and proudly display every year. These items are often handed down through generations and might lack modern safety features. Take a few

moments to carefully inspect all of your holiday items to ensure everything is in safe, working order. A few things to look out for include:

- Brittle insulation on wires
- Rodent damage to wires
- Chafed or frayed wires, especially at stress points
- Worn switches with the potential to short circuit
- Corroded metal parts
- Broken legs, unstable bases, and other tip-over hazards

### Extension cords are temporary

Extension cords are designed for temporary use and should never be used as a permanent or long-term solution. Don't place extension cords in walkways or underneath rugs.

### Never defeat safety devices

There are reasons why some devices have fuses, some plugs have three

prongs instead of two, and one prong is wider than the other on two-prong outlets. When those safety features get in the way of your grand holiday décor plans, you might be tempted to tamper with or defeat those features. If your plugs won't fit together, that means they're not designed to work together.

### Look up and live

When working outside with a ladder, be mindful of the location of overhead power lines. Always carry your ladder so that it is parallel to the ground. Before placing your ladder in an upright position, look around to ensure you are a safe distance from any power lines. This includes your service extension. The overhead wire bringing power from the utility pole to your house. You should treat this line the same way you'd treat any other power line on our system. Maintain a safe distance

Wishing you all a merry and safe holiday season.



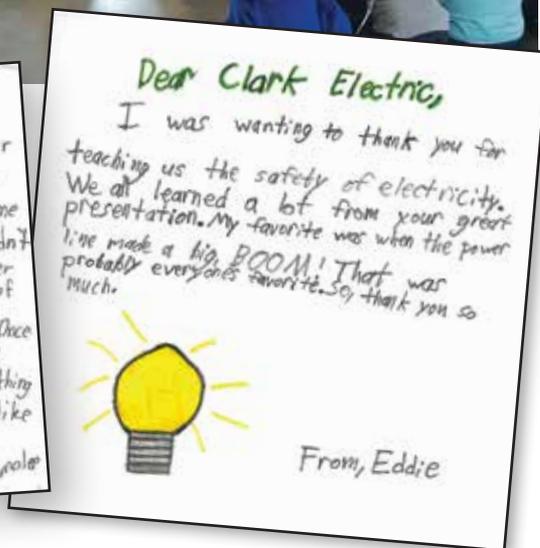
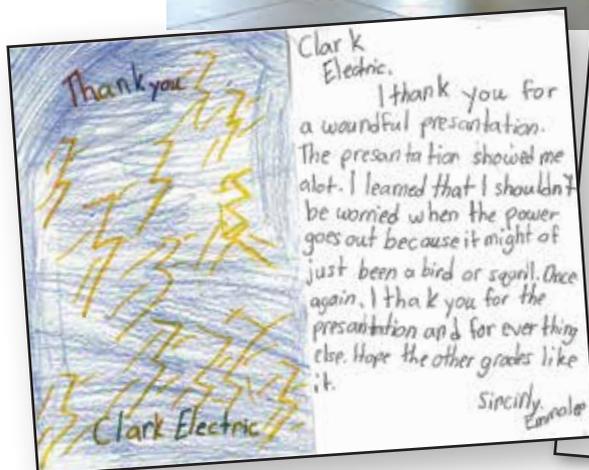
To ensure safe holiday decorating, replace any light strands that show signs of damage, such as bare or frayed wires, broken bulbs, or loose connections. Faulty lights can send an electrical charge through a tree and electrocute anyone who comes in contact with a branch.

## Colby Middle School Attends Safety Demonstration

On Wednesday, October 4, Clark Electric Cooperative hosted an Electrical Safety Demonstration for approximately 60 students from the Colby Middle School.

Linemen Scott Bailen and Kent Weigel conducted the safety demonstration at the cooperative's headquarters in Greenwood and talked about safety around power lines with the kids. A lot of questions were asked, and as always the kids jumped when fuses blew when the hot dog came into contact with the energized line.

Clark Electric conducts safety demonstrations for local schools and community clubs throughout the year. This is one of the ways Clark incorporates the 7th Cooperative Principle, Concern for Community, into the surrounding communities. If you would like a demonstration for your group just call our office at 715-267-6188 and ask for Amber.



## WINTER IS HERE

### Be alert for peak alerts

Winter is upon us, and with that comes the time for peak alerts for cooperative members. A peak alert is likely to occur on colder days during the winter months. On these days, the demand for electricity is highest, which also brings the need to conserve energy use whenever possible. The level of demand determines a large portion of the cooperative's energy costs during this time. Reducing or delaying your electrical usage during a peak alert helps lower this cost.

The key is to reduce your consumption between the hours of 4 and 9 p.m. on these coldest winter days. This helps Clark Electric save on our wholesale power bill, and this savings is passed along to the members. By turning off unneeded lighting and appliances, you can help us save a substantial amount.

On these days, the peak-alert messages will be broadcasted on the local radio stations. You can also look up the status on our website at [www.cecoop.com](http://www.cecoop.com). Go to the Operations Tab, Load Management Program and click on the load management status link.

Whether you hear the peak-alert message or not, please help us control our costs by reducing the amount of electricity you use during these winter days between 4 and 9 p.m.



*Happy Holidays*

The holiday season brings to mind all sorts of memories about experiences and days gone by, such as decorating and lighting the Christmas tree, anticipating the aroma of home-baked Christmas cookies, or sharing together with our families and friends.

Whatever memories you have from the past, it's the time of year when our actions can become part of warm memories for others and ourselves in the future. Sometimes we forget that it's those little things we do for others that can mean so very much.

All of us at Clark Electric Cooperative hope you and your family has a safe and a very joyful holiday season.

**Our office will be closed Monday, December 25, and Monday, January 1, for the holidays.**



**JOIN US FOR THE CELEBRATION OF THIS JOYOUS SEASON!**

**December 11 – 15, 2017**

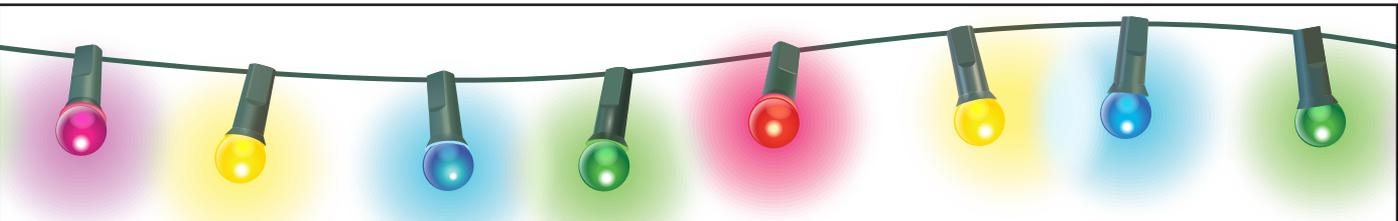
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## MERRY, BRIGHT AND EFFICIENT HOLIDAY LIGHTING

Decking the halls doesn't have to take a toll on your energy bill! Keep your holiday lighting merry, bright and energy efficient with LED light strands.

- Consider replacing older light strands with new ENERGY STAR LED® lights. LED strands are 70 percent more efficient and last 10 times longer than the age-old standard bulbs.
- You can get the look of cozy lighting with LEDs. Just look for “warm white” on the label.
- Unlike older light strands, LED lights give off virtually no heat, making them safer for kids and pets (and reindeer).
- Save energy by setting a timer for outdoor lighting and decorations. Program the timer so the lights turn on in the evening and turn off later at night when you typically go to sleep.

*Source: Dept. of Energy*



## Clark Electric Cooperative GIFT CERTIFICATES AVAILABLE

*Need ideas about what to get that special someone 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.



### START SAVING MONEY AND ENERGY TODAY!

Focus on Energy is offering a variety of FREE packs with energy saving products for your home. Please visit [focusonenergy.com/simple](http://focusonenergy.com/simple) to select which pack is best for you!\*

#### Packs contain a variety of products, such as:

- ENERGY STAR® qualified Light Emitting Diode (LED) Light Bulbs
- High-Efficiency Showerhead
- Water-Saving Bathroom Faucet Aerator
- Advanced Power Strip
- Pipe Insulation



\*One pack per household. Multifamily residents in 4+ units do not qualify. Visit our website for full eligibility requirements.

**To order your FREE pack, visit [focusonenergy.com/simple](http://focusonenergy.com/simple)**

Please have your electric and gas utility account number available prior to ordering. If you have any questions, please call 800.230.4701

#### REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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## THE HEATING SEASON IS HERE!

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