

# WHAT'S IN A LOGO?

## The Cooperatives Logo Turns 20 This Year



Clark Electric Cooperative adopted the current logo that we use many years ago. Have you ever wondered where this logo came from or what it means? As our logo is enjoying a birthday of sorts this year, I thought it might be good to re-visit what's behind our corporate symbol.

The National Rural Electric Cooperative Association first designed this logo as part of a national identity program among rural electric cooperative systems in 1986–1987. The strength of unity built the rural electric program in the halls of Congress and across rural America. Unity continues to sustain that strength, and we can symbolize that unity through this single, national logo.



Clark Electric's newest truck and our new logo.

The logo is comprised of various components that when placed together depict rural electrification.

- The electric bolts represent our primary purpose of providing electric power.
- The three bolts symbolize consistency, stability, and dedication to service.
- The rolling lines symbolize a busy main street.
- The circle represents cooperation, unity, commitment, and dependability.
- The lush green color brings to mind our closeness to the bounty of the countryside.
- The words Clark Electric Cooperative identify the cooperative as your local electric provider.

A second component of our logo was added more recently. Several years ago, Clark Electric Cooperative became a member of Touchstone Energy and as such added these words "A Touchstone Energy Cooperative" as a tag line to the existing logo. The core values of any Touchstone Energy member are Accountability, Innovation, Integrity, and Commitment to Community.

With these two components, our logo symbolizes the cornerstone values on which Clark Electric Cooperative was founded and still embraces today. ■

## NEW PRESIDENT ELECTED

### Directors Elect Gripentrog

Wilmer Gripentrog was elected to the board of directors in 1999. Wilmer represents the townships of Beaver, Greengrove, Loyal, Sherman, and Unity. At the board's reorganization meeting after the 69<sup>th</sup> annual meeting, Gripentrog's fellow directors elected him to lead the cooperative as its new board president.

Gripentrog precedes Tony Jarocki, who had been Clark Electric president for the last seven years. "Our new president is very capable of fulfilling the duties of president, which is evident of the board's vote in electing him," said CEO / General Manger Tim Stewart.

Behind every good leader is a woman, and in Wilmer's case it's no different. Pat Gripentrog (Wilmer's wife) is a great supporter of the cooperative. ■



President  
Wilmer Gripentrog

# A CO-WORKER REMEMBERED

*In Memory Of*



**JAMES D. RUST**  
1941 - 2006

*28 Years of Dedicated Service To Clark Electric Cooperative*

On Sunday, April 2, 2006, longtime employee Jim Rust passed away suddenly at his home. Jim spent 28 years as part of the Clark Electric family.

Jim worked in numerous capacities for the cooperative, including metering and as an equipment operator. Jim was hard working and dedicated. We're sure many of you can remember Jim as he help to bring and restore power to you.

Jim's favorite pastimes included being with his family, four-wheeling, and racing. Jim was a wiz at fixing anything and would always be willing to help.

Jim will be missed here at Clark Electric Cooperative. God's speed to you, Jim. ■



*Jim Rust operating a digger truck.*

## TIME CLOCKS



Do you have a time clock controlling your water heater or your dual-fuel equipment? If you're on our Time-of-Day rate, you most likely do. Since we changed our clocks recently, you must change your time-of-day clocks also.

It is important that you make these changes or you could end up having a higher-than-normal electric bill. Why? Because if you are on the Time-of-Day rate, your hours for control (where the clock shuts the device off) are different from what we would be billing by the meter. So, in essence you would have two more hours in the high-usage period.

Clark Electric Cooperative's Time-of-Day rate can save you money on your electric bill; however, you must be willing and able to shift your electric usage around so that you can utilize the lower cost of electricity. ■

## Time of Days Hours

**Morning On-Peak Hours:**

**6:30 a.m. to 9:30 a.m.**

**Evening On-Peak Hours:**

**5:30 p.m. to 9:30 p.m.**

**The remaining 17 hours  
are Off-Peak Times**

If you're interested in finding out more about Clark Electric's Time of Day rate or our Load Management Program, call our billing office for more information.



# MORE LOCAL NEWS

## ANNUAL MEETING HIGHLIGHTS

The 69<sup>th</sup> Annual Meeting of Clark Electric Cooperative was held April 12, 2006, at the Legion Hall in Loyal. More than 400 members and guests heard reports from several speakers detailing recent events in the electric utility industry and legislative arenas.

Chief Executive Officer/General Manager Tim Stewart reviewed the financial report for 2005 and delivered the management report. The primary focus of the address related to future power supply issues. According to Stewart, "Unprecedented cost increases in coal transportation, coal supply, and purchased power has accounted for wholesale price increases of over 20 percent as compared to the 2005 wholesale rate that Clark Electric Cooperative paid to provide our members' electric needs."

Stewart encouraged all members to write



CEO / General Manager Tim Stewart explains the petitions to our elected officials urging them to help with rising fuel rail transportation costs.



to our federal delegation urging their support of two bills that would help provide relief from unfair price gouging by the railroads. The first is the Railroad Competition Act of 2005, which would provide captive rail customers access to fair business practices. The second bill, sponsored by Wisconsin Congressman Mark Green (R-Green Bay), would repeal the antitrust exemption currently granted to railroads. (A sample letter that you can use is available at the cooperative business office in Greenwood.)

In the business session of the meeting, the members approved the two proposed amendments to the bylaws and re-elected Directors Chuck Bena, Tony Jarocki, and Howard Schultz to three-year terms. ■



Beata Kalies of Wisconsin Federation of Cooperatives and Brian Rude, director, external relations from Dairyland Power talked about what our other cooperative partners are doing to help with the rising fuel transportation costs.



Pat Susa and Kevin Sturland hand out member gifts—energy-efficient fluorescent light bulbs.

# HEAT UP YOUR LIFE

## Marathon Electric Water Heaters—The Best You Can Have



**What's so good about a Marathon Electric Water Heater?**

**A lot, but some of the most important items are:**

**A no-leak lifetime warranty—A Marathon Water Heater has a polymer tank instead of a glass-lined steel tank, which can break and rust!**

**Super insulation—With a solid foam installation that surrounds the tank, heat loss is nominal, which means it costs less to heat the water and keep it hot.**

**There are many more reasons to get a Marathon Electric Water Heater, but the best reason is that a Marathon Electric Water Heater is sold by Clark Electric Appliance & Satellite, Inc. and can also be installed by us.**

**With energy costs rising, a Marathon Electric Water Heater is a good investment. One way to make the investment really pay out is to also get a load management device connected to it.**

**A load management device helps by helping to keep our electric rates as low as possible. This is a great way to conserve energy!**

