

Energy Efficiency

Why It's So Important to the Cooperative

Have you ever heard the fable about the ant and the grasshopper? On a sunny summer day, a grasshopper was flitting about, and came across an ant toiling under the weight of a kernel of corn.

"Why all the hard work?" the grasshopper asked.

"I'm collecting this corn for winter, and I recommend you do the same," the ant replied.

"Why bother storing corn now? There's plenty to go around!" The grasshopper scoffed, hopping off into the sun.

Well, we all know how that winter went for the grasshopper, who never did get around to storing any corn.

That valuable lesson also applies to the electricity we use every day. Clark Electric Cooperative and electric cooperatives across the country stand at a crossroads. At the moment, we are able to power our homes with the mere flip of a switch, as safe, reliable, and affordable electricity remains readily available. The grasshoppers of the world are happy.

But in recent years, several factors—increasing demand for electricity, rising fuel and construction costs, and decisions limiting what types of power plants we can build—place our energy future in limbo. The U.S. Energy Information Administration (EIA) predicts that our need for electricity will climb by 30 percent between now and 2030. Unfortunately, the power available may not be able to keep up with this growth as construction of new generation capacity is being put on hold while Congress reworks national energy policy.

However, we do have a powerful resource to tap in the meantime: energy efficiency. With widespread energy-efficiency measures in place, including those we've implemented on our distribution lines as well as measures you can take at home, annual growth in electricity demand could drop by almost half of 1 percent, to 2.2 percent, according to the Arlington, Virginia-based Cooperative Research Network.

In other words, saving electricity now will both reduce your current utility bills and soften the blow against future power supply shortcomings. And being energy efficient doesn't mean being flat-out stingy with energy use. It means doing things in your home you normally would, but in a smarter way. Switching to compact fluorescent light bulbs (CFLs) is a great example. By simply changing an old incandescent bulb to a swirled CFL equivalent, you can get the same light while using 75 percent less electricity.

Clark Electric Cooperative is on your side in this effort, and we have a long history of helping members get the most out of the power coming down our lines. The vast majority of electric cooperatives across the nation—92 percent—join us in these efforts.

Please visit our web site at www.ccecoop.com if you would like to learn more about making your home more energy efficient, or go online at www.energysavers.gov, a valuable web site maintained by the U.S. Department of Energy. Together, we can save those "kernels of power" for an uncertain future and reduce our electric bills in the meantime. ■



Correction . . .

In the March "Wisconsin Energy Cooperative News," it was printed in a story that Director Anthony "Tony" Jarocki is from the Withee Township area and Director Howard Schultz is from the Pine Valley Township Area. This is incorrect and has been corrected in the Annual Report. The story should have read: Anthony Jarocki is from the Hixon Township area, and Howard Schultz is from the Weston Township area. We apologize for any inconvenience—*John Knox, Editor*

Longtime Director Passes

Ralph Woik Served Clark Electric Cooperative for 33 Years



Ralph Woik, a director of Clark Electric Cooperative for more than three decades, died Sunday, February 15, at the Clark County Health Care Center in Owen. He was 85.

During his long career in co-op governance, Woik also put in two stints as a director of Dairyland Power Cooperative, from 1978–87 and during 1996 and '97 to fill a vacancy.

Woik's 33 years on the Clark Electric board were interrupted twice when he was required by term limits to stand down from re-election. He was first elected in 1962 and served until 1974. He ran again in 1975 and served until 1987, stood down a second time and then ran and won in 1989, serving until 1997.

A farmer in the Owen area, Woik held the position of board president and every other elected Clark Electric board officer position at one time or another during his 11 terms.

Woik was also notably active as a director of other cooperatives in his home area, serving anywhere from six to 14 years on the boards of Rural Housing Cooperative, Central Co-op Shipping, Harmony Co-op, Marathon-Clark Dairy Co-op, and Production Credit Cooperative.

He is survived by his wife of 61 years, Elsie. ■

Survey Your Help Would Be Appreciated

Clark Electric Cooperative, in conjunction with its power supplier, Dairyland Power Cooperative, is conducting a survey to help plan for your future energy needs. Please help us by taking the time to fully complete this questionnaire. It should take you about 10 minutes to do so.

Your response is very important to the cooperative. Please return your survey in the enclosed envelope by July 1. All of your answers will be held in the strictest confidence. No reports created from this survey will identify you or any individual customers.

We would like to thank you for helping Dairyland Power Cooperative and Clark Electric plan for your future energy needs. If you have any questions or concerns that are not addressed in the survey, feel free to add them in the space provided at the end of the survey form. Please include your phone number or e-mail address if you would like us to contact you regarding these questions. If you have any questions about the survey, feel free to contact Raymond Sand, economist and forecasting specialist, Dairyland Power Cooperative. ■

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Contact Clark Electric Appliance & Satellite, Inc. for more information on geothermal systems and to see what you could be eligible for. Also, contact Focus on Energy to see what else is available. Focus on Energy can be reached at 800-762-7077, or check their web site at www.focusonenergy.com.



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Be the Sleuth Who Found These Lost Members

If you know where any of these members are, let the cooperative know so we can get them their capital credits.



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ANDERSON, ANDREW
BACHSCHMID, PAUL
BADER, JEFF
BALDYS, LARRY
BALTHAZOR, DAVE
BARR, LORE
BECK, ROBERT
BEDINI, LANCE
BELL, DEBRA H
BERG, JAMES B
BERGER, BRYAN
BERGMAN, LEONARD
BIGALL, WAYNE J
BJORDAHL, NANCY J
BLACK RIVER PUB,
ALBERT SMITH
BOBBE, DANIEL N
BOCHNEWYCH, JOHN
BONNAR, JAMES A
BORGESON, ALBIN E
BOWEN, CHRIS E
BRILL, DEBRA G
BRISKI, MARGARET L
BROESKE, DONALD
BROOKHART, JOHN HJR.
BROOKS, J. W
BRUNDIDGE, KEITH
BUNKELMAN, LYLE
BUNNELL, DONALD
BUSS, OTTILIE
BUSSE, JIM
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CAPAUL, BALZER
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CORNELL, BILL D
CORNELL, NANCY M
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