

*Celebrate Cooperative Month with your local cooperatives*

**A FREE Pancake & Sausage Breakfast**  
Activities for kids of all ages



## **MEMBER APPRECIATION DAY**


**Saturday, September 29**

7 a.m. to 11 a.m. at the CECO Building,  
west of Greenwood on CTH G



### **Clark Electric Cooperative**

124 N. Main St., P.O. Box 190, Greenwood, WI 54437  
715-267-6188 • 800-272-6188

Your Touchstone Energy® Partner 

### **NORTH HENDREN CO-OP DAIRY**

*Quality cheese since 1923*  
W8204 Spencer Road  
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### **Heartland COOPERATIVES**

P.O.Box 260  
Dorchester, WI 54425  
1-800-521-2021

### **"Take Back" Initiative 7-11 a.m.**

Bring your unused, controlled, non-controlled, and over-the counter medications in their original containers to be dropped off—free, with no questions asked.

*Questions? Contact the Clark County Sheriff's Department at 1-800-743-2420.*



### **Food Drive for Local Food Pantries**

Help us demonstrate the 7th Cooperative Principle, Commitment to Community, by bringing a non-perishable, non-expired food item to be donated to your local food pantry.

### **Electronic Recycling Drive 7-11 a.m.**

*More information about the Electronic Recycling Drive on page 29.*



### **Giant Inflatables Pumpkins Face Painting**



**Greenwood Fire & EMS**  
will provide free blood pressure testing.



**Memorial Medical Center**  
will be here to provide community health information.

# MOMENTS IN TIME: A History of Clark Electric Cooperative

I have said many times throughout this history series that the success of Clark Electric Cooperative truly has been a work of many hands. We have been blessed to have dedicated board members and high-quality employees who strive to provide the best possible service at the lowest possible price. Throughout the years, several of the directors and employees have been recognized on the state level for their exceptional contribution to rural electrification.

## Herman C. Potthast Award

Dedicated to the training and safety of rural electric cooperative employees, Herman Potthast served Wisconsin's and the nation's rural electric cooperatives for 29 years. He died of a heart attack in 1972, while attending the NRECA annual meeting in Las Vegas. He was 60. Starting



in 1973, the Wisconsin Job Training and Safety program has presented the Herman C. Potthast Award annually for job safety achievements. It is awarded to the worker who best represents the qualities of dedication, leadership, cooperation, and service. Jerry Sowieja was the first ever recipient in 1973. Bob Moseley won the award in 2001.

**Jerry Sowieja**, Clark Electric Cooperative line superintendent, was the first recipient of the Herman C. Potthast award. Sowieja had been on the Clark Electric

*(Continued on page 28 ►)*

1972-1975		1972-1975		
<p><b>September 2, 1972</b> – The manager reports that after many meetings with the manager of the Marshfield Water &amp; Electric Dept., a territorial agreement has been agreed upon. Approval of the agreement was made by the board (probably the first such agreement between any utilities in the State of Wisconsin). Budget billing is announced in the September issue of the R.E.C. News.</p> <p><b>November 4, 1972</b> – The board approves entering into a contract with the Breeder Reactor Corp. for development of the Liquid Metal Fast Breeder Reactor at a cost of ¼ mill per kWh sold during 1970 and to be paid over a period of 10 years (a project later to be abandoned).</p>	<p><b>March 6, 1973</b> – A long discussion is held by the board on financial future of the cooperative, including the possibility of a rate increase or borrowing, and also establishing a member equity as a base to work from in the future on either borrowing or increasing rates.</p> <p><b>March 27, 1973</b> – Bylaws committee meets again to vote on various changes to the re-stated bylaws to be presented at the annual meeting.</p> <p><b>April 7, 1973</b> – Board adopts revised retail electric rates. Basic rates are the same but the power cost adjustment is added. The PCA is to be changed every four months based on actual charges from D.P.C. only. P.C.A. base is .0115. Electric heat rates remain at .0133 per kWh.</p> <p><b>April 24, 1973</b> – Line Superintendent Jerry Sowieja is first recipient of the H.C. Potthast memorial safety award.</p> <p><b>May 31, 1973</b> – A motion is made and passed that young ladies also be allowed to serve on our Junior Board of Directors.</p> <p><b>June 6, 1973</b> – A discussion is held regarding the future of the queen contest since it had been left up to the board by the members at the</p>	<p>last annual meeting. The contest was ultimately abandoned.</p> <p><b>July 6, 1973</b> – Board adopts a motion that we become a member of the Federated Youth Foundation and pay the necessary \$250 membership fee.</p> <p><b>August 6, 1973</b> – Board adopts single-phase line extension policy and a policy on service to mobile homes, campers, and other temporary installations.</p> <p><b>November 3, 1973</b> – President is authorized to sign the stipulation giving the office employees the right, without a public hearing, to vote as to whether or not they want to join a union.</p> <p><b>December 1, 1973</b> – A full discussion is held in regard to future policy on underground construction and the cost involved due to equipment used, additional housing costs as well as increased materials inventory. It is generally agreed that the trend is toward underground construction and that we should move in that direction whenever cost and environment could justify it. The board approves the purchase of a Case cable plow and trailer for \$30,000. (Today, a cable plow costs approximately \$150,000).</p>	<p><b>February 2, 1974</b> – The manager asks the board to reconsider the amount of travel expenses paid to employees on cooperative business. He explains it has been 10 cents since the first of December but that the rapidly increasing automobile expenses (especially gasoline costs) exceed the 10 cents presently allowed. Board approves the change to 12 cents. The matter of setting the date for the 1974 annual meeting is discussed. It is felt that because many members want the meeting earlier than June, the meeting be set for April 20. (This is probably the first meeting to be held other than during the month of June).</p> <p><b>March 2, 1974</b> – A general discussion in regard to future financing is held. It is agreed that the figures in a three-year financial forecast are reasonable and that we should use cash reserves for our new building (garage and warehouse across the street), other equipment needed and the payment of capital credits, etc., rather than plan on borrowing right now. The manager also reports that the office employees rejected the offer by the IBEW to join the union.</p> <p><b>May 4, 1974</b> – Plans for the new building are gone over. Contract is awarded to Gaier Construction Co. of Neillsville.</p> <p><b>December 7, 1974</b> – Board approves purchase of a back hoe trenching machine. (This is the first back hoe purchased).</p>	<p><b>March 1, 1975</b> – Board adopts a resolution to the Wisconsin Legislature in support of Bill 297, which will allow the cooperatives to continue to charge penalties the same as the investor-owned utilities. Board adopts a change in rates: Electric heat rate to increase to 1.7 cents, off peak rate to 1.2 cents. Large power rate increases to 2 cents per kWh in the first step and 1.3 cents in the second step. Minimum charge set at \$60 per month. Power cost adjustment adopted and will be changed each month the cooperative's cost per kWh from Dairyland Power exceeds .0115 per kWh. A credit will be issued for costs under .0115.</p> <p><b>May 10, 1975</b> – (annual meeting) – Discussion is held on the possibility of refunding capital credits to aged persons. The board is advised to seriously consider this method. Compensation of board remains at \$30 per diem and 10 cents mileage. Delegates to be paid \$18 per diem plus 10 cents per mile.</p> <p><b>June 9, 1975</b> – Board authorizes management to invest in short-term securities through the CFC organization or the F &amp; M Bank in Greenwood.</p> <p><b>August 4, 1975</b> – Capital credit study committee is appointed: Brice Bender, Anthony Jarocki, Gary Schultz, Everett Dux, Gerhard Klein, Richard Eibergen, Ronald Cook, Darrell Horn, Irving Davis, Emil Luchterhand, and Jerry Glashoff.</p> <p><b>December 22, 1975</b> – Brice Bender, chairman of the capital credits study committee, reports recommendation that the payment of credits on the revolving plan and to estates be continued, but the paying on age is not recommended. The board approves the recommendation.</p>

## Moment in Time *(Continued from page 5)*

Cooperative staff since 1948 and became line superintendent in 1975. Before becoming line superintendent, he received statewide recognition as



the recipient for an award for saving the life of a fellow employee. The Potthast memorial award was presented to him by Marvin Nelson, safety specialist with the Rural Electrification Administration in Washington, D.C. Other guest speakers were John Bockoven, president of Federated Rural Electric Insurance Corporation in Madison, and Arnold Stevens, safety co-coordinator with the National Rural Electric Cooperative Association in Washington.

**Bob Moseley**, Clark Electric Cooperative director of operations, received the Potthast Award in 2001. Bob started as an apprentice lineman, then lineman. He became an operations aide in 1987, working his way to assistant line superintendent. In 1992 he became director of operations.



When describing Bob, it was said that he doesn't know the meaning of the words "I don't have the time" or "please find someone else to do the job"—he's just truly dedicated to his job. This award was in recognition for Bob's dedication in promoting training and safety.

## Ally of Cooperative Electrification Award

The Ally of Cooperative Electrification (ACE) Award is the highest honor given by the Wisconsin Electric Cooperative Association. It was started in 1967 and is presented annually in recognition of outstanding contributions to Wisconsin's electric cooperatives. Clark Electric Cooperative has had three award winners throughout the years

**Vern Howard** served the rural electrification program for 34 years be-



fore his retirement in 1971. Inscribed on the plaque were the words "For meritorious service in the field of rural electrification; for his dedication in bringing lights where there was darkness, ease where there was drudgery and a full life to every rural person through the use of electricity." In addition to serving as Clark Electric Cooperative president, he was a Dairyland Power Cooperative director for 23 years and also served Wisconsin Power Cooperative, one of Dairyland's predecessor organizations. Vern Howard received the ACE award in 1976 at the age of 80.

**Ralph Woik** received the top recognition on March 4, 1997. Woik served in various elected posts with cooperatively owned electric utilities and other cooperative organizations for over 33 years. Woik took his first electric cooperative leadership post in 1962 when he was appointed to the board of Clark Electric Cooperative. He was subsequently elected to the director's post 11 times by the cooperative membership. Woik was president of the Clark board for 12 years; he also served stints as vice president and secretary-treasurer. In addition, he was a director on the board of WECA for 10 years and also served on the Dairyland Power Cooperative Board of Directors.



**Dick Adler**, Clark Electric Cooperative CEO/general manager, received the Wisconsin electric cooperatives' highest honor in 2003; Adler was the 37<sup>th</sup> recipient of the award. At the awards presentation, Adler had words of thanks for his mentor, former Clark Electric General Manager Harland Bergemann, now 95 (in 2003). Adler said he and Bergemann continue to keep in touch "and he's still giving me good advice." The award was presented during the annual WECA Education and Legislative Day in Madison; a cooperative manager who called the recipient his mentor handed the plaque to Adler. Adams-Columbia's Marty Hillert, hired by Adler for his first cooperative job, said it was "a privilege and an honor" giving the award to a man he had "worked with and for and learned so much from." Adler has been "a person of uncommon patience, fairness, good-nature, intelligence, goodwill, and generosity," said WECA Statewide Manager David Jenkins. Adler had been employed at Clark Electric since 1960 and became its third general manager in 1978. He retired in January 2005. ■



# Fast, Convenient, Secure Ways to Pay Your Bill

**U.S. Mail:** A return envelope is enclosed with your bill. A portion of your bill (noted on your statement) should be sent along with your payment to ensure credit on the correct account. Payments sent through the mail should be made with a check or money order.

**In Person:** You may bring your payment into the cooperative office in Greenwood. Our hours are listed on the Contact Us page on our website at [www.cecoop.com](http://www.cecoop.com) and on the back of the billing statement. Also, a payment deposit box at the office may be used at any time.

**Pay Station:** You can pay your bill at one of 20 pay stations located throughout our service area. To locate a pay station, visit our website at [www.cecoop.com](http://www.cecoop.com) and click on the Billing/Payment Tab and then on Pay Stations. They are also listed on the back of your billing statement.

**Automatic Payment Plan – ACH:** Having your payment deducted automatically from your checking or savings account is easy, reliable, and it can help you save time and money. There are no checks, stamps, or trips to the office. We offer this service FREE of charge. To sign up, go to our website, [www.cecoop.com](http://www.cecoop.com), click on the Billing/Payment Tab, and then click on the Paying Your Electric Bill link. Complete the form and return it (along with a voided check if you choose to have it deducted from your checking account) to our office for processing.

**E-Bill:** This option alerts you by e-mail when your bill is available online. You can access your account information by clicking a link in the e-mail notification or by clicking the link on our website, [www.cecoop.com](http://www.cecoop.com), which takes you to a secure site. Then submit your e-mail address and password to view current and historical billing information, payment history, and usage history graphs.

E-Bill allows you, the member, to decide how and when you would like your payments processed. Payments can be withdrawn from your checking or savings account or charged to your American Express, Discover, Visa, or MasterCard account online. When you sign up for E-Bill, you still receive a paper bill in the mail for your records.

For more information, contact our electric billing office at 715-267-6188 or 1-800-272-6188. ■

## Electronics Recycling Drive

Clark Electric Cooperative, along with 5R Processors, will host an Electronics Recycling Drive Saturday, September 29, from 7 to 11 a.m., at the cooperative's headquarters in Greenwood. The event will be held in conjunction with our Member Appreciation Day. The following items are acceptable for recycling:

MONITORS/TERMINALS	CIRCUIT BOARDS	VIDEO BOARDS
CPUS	WIRE AND CABLING	C-PAP MACHINES
LAPTOPS	ALUMINUM CANS	GAME CONSOLES
DOCKING STATIONS	CASH REGISTERS	DVD AND VHS
PRINTER/TONER	KEYBOARDS/MICE	PLAYERS
CARTRIDGES	TELECOMMUNICATION	FAX CARTRIDGES
COPY MACHINES	EQUIPMENT	MAINFRAME
FAX MACHINES	AUDIO VISUAL	EQUIPMENT
PRINTERS	EQUIPMENT	NETWORKING
TVS	STEREO EQUIPMENT	EQUIPMENT
MP3 PLAYERS/IPODS	MICROWAVES	OTHER COMPUTER
CELLULAR AND HARD	UNINTERRUPTED	PERIPHERALS
WIRE PHONES	POWER SUPPLIES	GPS UNITS

*There is a \$10 charge for large projection screen TVs and a \$10 charge for broken glass on TVs.*

Residents may also purchase data removal services from 5R for \$10/per drive or \$10 per system or laptop. Fileservers will be extra if there is more than one drive. Computers, laptops, or single hard drives can be unloaded for data erasure at the designated DOD Wipe area (DOD=Department of Defense approved software). Serial number tracking with the owner's information will be properly recorded. The process can take anywhere from 3 to 10 hours, depending on the size of the hard drive. For this reason 5R has to bring the units/drives back to their facility to perform the data destruction/erasure procedures.

This method is a proven procedure based on military standards that ensure 100 percent removal of all data on your hard drive. 5R Processors will provide residents with a certificate of destruction and all accompanying serial numbers as their official report that your drive was erased before the unit or drive is sent on to the recycling/refurbishing department.

**The directors and staff at Clark Electric Cooperative and Clark Appliance and Satellite, Inc. would like to wish everyone a safe and happy Labor Day! Our offices will be closed Monday, September 3, 2012.**



### Clark Electric Cooperative

Your Touchstone Energy® Partner



**Tim Stewart, CEO/Manager**

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