

# CLOSED Circuit


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**CLARKE**

ELECTRIC COOPERATIVE, INC.

Your Touchstone Energy® Cooperative 

## Cooperative Highlights:

### ► New Contractor

Croft Construction from Troy, Missouri, is working in the Clio substation changing out poles and building a section of line.

### ► Row Maintenance

Coddington's will be working in the south circuit of the Lacona substation trimming trees and underbrush.

### ► New Office Hours

Effective January 1, 2011, Clarke Electric office hours will be:  
7:30 a.m. to 4:00 p.m.

## Your Money Stays at Home The third of the seven cooperative principles

Ever wonder who owns your power company? If you get electricity from Clarke Electric Cooperative, the answer's easy—look in the mirror.

You and other folks who receive electricity from us are the owners. Of course, being an owner doesn't mean you can drive to a substation and take home a transformer or borrow a spool of wire. Those assets are owned collectively by everyone who has signed up for electric service. A portion of the electric bill you pay each month, in fact, goes into building distribution infrastructure—poles, wires, and substations—that bring you a steady supply of power.

Cooperatives follow a unique consumer-focused business model led by a set of seven principles. The Third Cooperative Principle, "Members' Economic Participation," requires all of us to chip in a bit on our monthly bill to keep Clarke Electric in good shape.

Paying your monthly bill does more than build lines, buy equipment, and purchase wholesale electricity. You also pay the salaries of our hard-working employees who live right here in the community. They, in turn, buy goods at local businesses, spreading income around and boosting our local economy.

Here's another membership perk: you get money back. We're not-for-profit, so any funds left over after bills have been paid, infrastructure built, and an emergency fund established, goes into a capital credit account for each co-op member. Then, when your board of directors determines the co-op is in good financial shape, this capital is returned to you, either as a check or bill credit. How much money you get back depends on how much



electricity you used.

Patronage dividend refunds are to you what dividends are to stockholders at for-profit companies. Only we don't aim to make a profit. Our goal is to provide you with electricity at a price that is as close to cost as possible. That way, more of your money stays in your pocket—up front.

In short, you are receiving a vital resource, electricity, from a business owned and operated by you, your friends, and neighbors. Working together, we provide you with the highest level of service we can while striving to keep your electric bills affordable.

And that's the cooperative difference.

**Powered  
by CEC**

**Your cooperative conducts business locally. Investments we make in infrastructure don't profit someone in an area far away—benefits stay right here in our community.**

# Slower Growth Reflected in 2011 Budget/Workplan

Clarke Electric Cooperative's Board of Directors approved the new 2011 Budget and Work plan in December. Management and staff annually develop this document as a guideline for the cooperative's operations throughout the year. The annual budget reflects the cooperative's long-standing commitment to provide our member-consumers with reliable service in a timely manner, while maintaining the financial integrity of the organization.

Annual projections indicate that electricity sales will remain stable with little to no growth expected for 2011. The flat line in sales began in 2009, and it looks like it will continue through 2011. This means that the cost of doing business will increase while sales will remain flat, presenting a challenge for the cooperative.

Our focus for 2011 will remain the same as it was last year: FEMA work, the Department of Energy Smart Grid project, and system upgrades. 30-15-06-00

We are entering the final year of the FEMA storm rebuild work. Trying to complete the \$12.3M storm rebuild in four years has been a long, tedious project. More than 200 miles of line were damaged by the ice, wind, and trees. The rebuilds and upgrades will make the system much more reliable.

We are beginning the construction stage of our Department of

## Get Smart About the Smart Grid

Here are a few helpful smart grid terms:

**Advanced Metering Infrastructure (AMI):** Includes technologies and software applications that combine two-way communications with smart meters to provide electric utilities—using frequent meter reads—with near real-time oversight of system operations.

**Automated Meter Reading (AMR):** A component of AMI, AMR allows meters to report electric use back to a utility's office.

**Real-Time Pricing:** A method of setting rates where the retail rate for electricity varies on an hourly or more frequent basis as the price of wholesale power changes. Smart grid applications would allow consumers to adjust their power use according to the fluctuating retail rates.

**Demand Response:** Programs or mechanisms that reduce electricity consumption in response to market signals or other incentives. Demand response includes direct load control, time-of-use rates, interruptible contracts, utility dispatch of consumer-owned (distributed) generation, personal energy management, and other initiatives.



Source: National Rural Electric Cooperative Association  
Graphics by Funnellinc.com

Energy project. We will begin with deploying an automated metering infrastructure (AMI) in all 11 substations in the eight county service area. The AMI meters will enable the cooperative to have two-way communications between the meter and the cooperative. This allows for real-time information to be collected and analyzed.

A new backhaul communication system will be put in place at the same time as the AMI.

Finally, we will upgrade the Medora Substation (pictured at right) in the northern part of our service territory. This upgrade will convert our 34 kV line to 69 kV lines. This will improve reliability and reduce line loss as well as allow for

Substation	Broken Poles	miles of line	% of work done
White Oak	172	12	98%
Medora	166	12	70%
Murray	168	7	87%
Osceola	330	64	100%
Lacona	198	15	15%
Hopeville	179	16	30%
Derby	102	18	100%
Grand River	111	20	5%
Humeston	89	19	100%
Clio	182	17	100%
ROW Clearing			100%
<b>Total</b>	<b>1697</b>	<b>200</b>	

interconnection with two different transmission lines.

The Board of Directors provides leadership and direction through the analysis and approval of the cooperative's annual budget. As member-consumers, your support and loyal patronage are essential to the success of this cooperative as we continue our efforts in providing you safe, reliable and affordable electricity.



## Buying new? Be energy smart!

CEC promotes energy efficiency. We use rebates as a way to entice or reward consumers who choose energy-efficient equipment when making buying decisions.

Buying the most efficient equipment will likely not only save you money in lower operational costs over the life of the appliance, but it also slows the need to build new and very expensive generation facilities.

Since November 2010, CEC has awarded its members \$64,500 for energy-wise choices. This has resulted in an estimated savings of 963,000 kilowatt-hours.

When you are looking to buy new products, please visit our website, [www.cecnet.net](http://www.cecnet.net), to see what rebates are available in 2011. If you do not have internet, give us a call or stop in. We'd love to tell you about what we have to offer. 53-02-01-00

### Energy Efficiency

#### Tip of the Month

Ninety percent of the energy it takes to wash clothes is used to heat water. If you wash in cold water, you could save \$40 per year if you have an electric water heater and \$30 annually if you have one powered by natural gas.

Source: U.S. Dept. of Energy

### Reading Pays!

Look for your hidden account number in this issue and call during January to have \$10 deducted from your monthly energy account.



**SMART  
Energy**

## GE Heat Pump Water Heaters at CEC

### Have you heard?

Clarke Electric Cooperative is now selling GE Geospring Heat Pump Water Heaters.

A heat pump electric water heater has a compressor and evaporator integrated in it. The evaporator draws ambient heat from surrounding air using two variable-speed fans. Condenser coils wrap the tank all the way to the bottom to transfer this heat into the tank and heat the water.

**This innovative process creates the same amount of hot water as a traditional water heater, but can reduce water heating expenses up to 62% to save \$320 per year.**

Although the initial price tag may seem high to many people, if you take a closer look, it will typically pay for itself during the first 3 to 4 years, and it will save you operating costs for a much longer period of time after that.

The price is as follows:

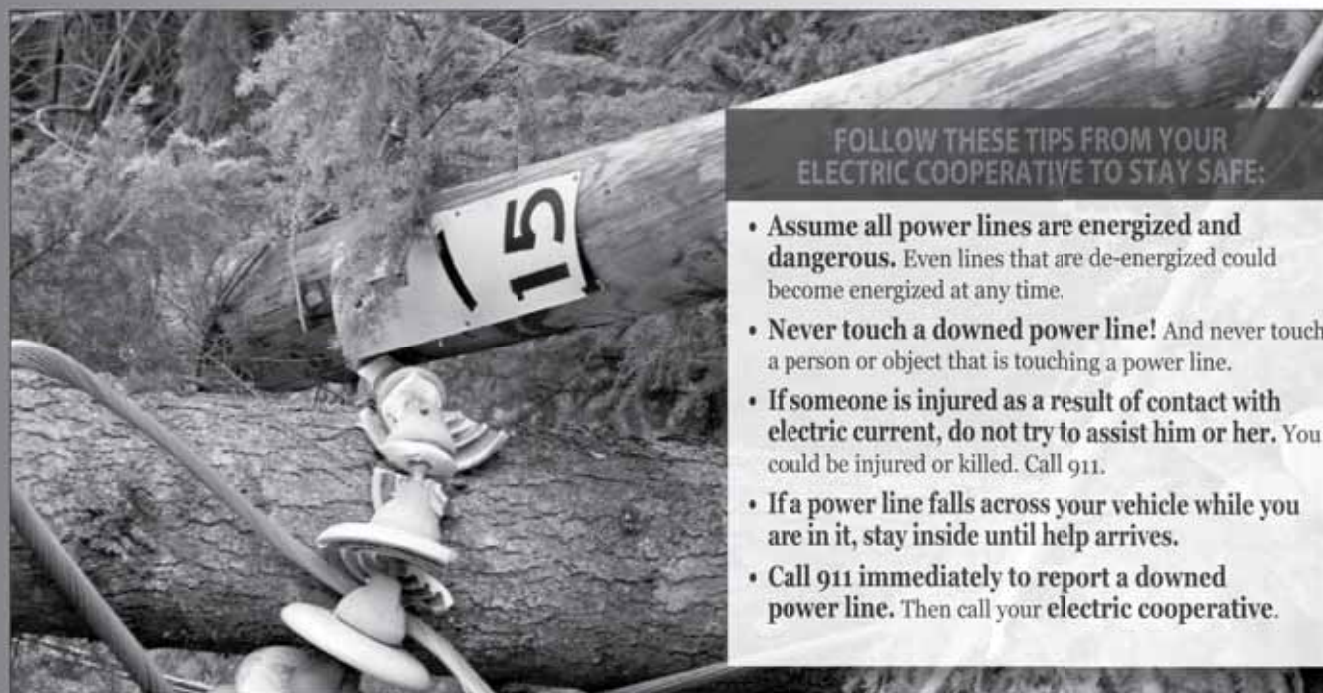
GE Hybrid Water Heater Price:	\$1,399.00
Tax:	\$ 97.93
Subtotal:	\$1,496.93
Less \$500 Clarke Rebate:	\$ 500.00
Total:	\$ 996.93

**If you are able to save \$320 per year in operational costs, your simple payback would be 3.12 years.**

**For additional details please visit [www.cecnet.net](http://www.cecnet.net) or call 1-800-362-2154.**

## Stay Clear!

*A downed power line may not be a dead line. It could cause serious injury or death.*



### FOLLOW THESE TIPS FROM YOUR ELECTRIC COOPERATIVE TO STAY SAFE:

- Assume all power lines are energized and dangerous. Even lines that are de-energized could become energized at any time.
- Never touch a downed power line! And never touch a person or object that is touching a power line.
- If someone is injured as a result of contact with electric current, do not try to assist him or her. You could be injured or killed. Call 911.
- If a power line falls across your vehicle while you are in it, stay inside until help arrives.
- Call 911 immediately to report a downed power line. Then call your electric cooperative.

# Win a Free Trip to Washington, D.C.

The annual contest for an all-expenses-paid trip to Washington, D.C. has begun for high school juniors. The winner will travel in June with approximately 40 students from across Iowa and more than 1,000 students nationwide. Students will visit the national monuments, the National Archives, Capitol Hill, the Smithsonian Museums, the Holocaust Museum, and Mount Vernon. They will cruise the Potomac River and do many other exciting things during the trip.

The trip is coordinated by the state organization that provides services and assistance programs to Iowa's RECs. Clarke Electric sponsors this trip every year.

Any eleventh grade student living in Clarke Electric's service area is eligible to compete for the trip. The contest will involve writing an essay and appearing before a panel of judges, which will make the final selection.

Students can call Jason Gibbs at 641-342-2173 or 1-800-362-2154, or clip the coupon below and send it to Clarke Electric Cooperative, P.O. Box 161, Osceola, IA 50213. The deadline to apply is March 7, 2011.



71 years of answering the call

## November Outages

Trees (2)

Unknown (1)

Animals/Birds (1)

Equipment failure (8)

Motor Vehicle (1)

Construction (1)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ CEC Acct # \_\_\_\_\_

School \_\_\_\_\_

Parents' Names \_\_\_\_\_



## Clarke Electric Cooperative, Inc.

Clarke Electric Cooperative, Inc., exists to professionally serve our members' changing needs, enhancing quality of life through leadership in community development and providing service excellence for our members' energy requirements.

P.O. Box 161, Osceola IA 50213 • 641-342-2173 • 1-800-362-2154

Our Web Site: [www.cecnet.net](http://www.cecnet.net)

Board of Directors: Tom Carson, Osceola; Ralph Evans, Decatur; Randy Gaumer, Murray; Larry Jackson, Clio; Paul Keller, New Virginia; Kyle Kelso, Weldon; Marilyn Marsh, Lucas; Frank Riley, Osceola; Bill Willis, New Virginia.

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- Don Lange, Manager of Operations and Engineering
- Dave Opie, Manager of Finance
- Jodee Eckels, Editor

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