



### More Power to You

## Members Mix Business, Pleasure

Shane L. Larson,  
Chief Executive Officer

For more than seven decades, Rock Energy Cooperative members have been gathering on an annual basis to participate in the governance of their co-op. On April 1, about 700 members, employees, and guests attended the co-op's 77<sup>th</sup> Annual Meeting and enjoyed a wonderful evening of food and fellowship. Hopefully, they also came away with a better understanding of their co-op.

This is the sixth year the Eclipse Center in Beloit has been the site of our meeting. Not only is the facility centrally located in our service area, it also is just about the only venue that can accommodate our large numbers.

Each year we make changes based on member feedback. Last year we heard that handicapped parking was an issue and the meeting space felt cramped without much room to move around. So this year, we worked with the crew from Best Events Catering to provide a handicapped parking area with shuttle service to the front door. We also made sure there was enough space between tables to allow easy access not only for members but also for the wait staff. Please let us know if we can make other improvements to make the meeting more comfortable and enjoyable.

In board elections, incumbent directors were re-elected. Congratulations to Marian Trescher, James Quade, and Jo Miller for being chosen to serve the membership for another three years. A special thanks to the other candidates whose involvement is so important to the process.

In my address to the membership, I recognized the people who contribute to the co-op's success. I'm truly blessed to work beside such a dedicated group of employees who are committed to doing their absolute best for the co-op. I also can assure you that each board member has a deep passion for the membership and never forgets why this co-op exists. We also truly appreciate the outstanding job performed by Share Brandt, manager of the Wisconsin Electric Cooperative Association, and Duane Noland, chief executive officer of the Association of Illinois Electric Cooperatives.

When we look back on 2012, the co-op had a very good year. Financially, we met all of our goals. We

maintained our base electric rates for the third year, and we returned \$900,000 in capital credits, bringing the total amount returned to members over the years to \$11.3 million.

The co-op also was successful in developing new programs. Our prepay program has allowed 600 members the flexibility to control their accounts with efficiency that they weren't able to have before. We also implemented a critical peak pricing rate that helps members save money if they are willing and able to shift the time of their electric consumption.

The largest outage in the co-op's history took place during a 2012 storm. On Tuesday, July 24, we started receiving outage calls about 4:30 a.m. In the next four hours, the phone company indicated that 16,000 calls were made to the co-op's phone number. At one point in the morning we had 7,000 members without power. That represents 40 percent of our electric services. From the office staff answering the calls to the linemen out in the field, all employees were committed to getting the power back on as quickly and as safely as possible. But it wasn't just Rock Energy crews working hard. On numerous occasions we have sent crews to other locations in their time of need. On July 24 it was our turn to ask for help, and we received assistance from two co-ops in Wisconsin. While an individual co-op may appear to be small when com-

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### 77<sup>th</sup> Annual Meeting Election Results at a Glance



Marian Trescher,  
Re-elected  
District 2 Director



James Quade,  
Re-elected  
District 4 Director



Jo Miller,  
Re-elected  
District 9 Director



# 77<sup>th</sup> Annual Meeting

April 1, 2013



Winning \$500 co-op scholarships are, from left, back row: Rebecca DalSanto, Hononegah High School; Logan Carroll, Craig; Micah Ayres, Dakota; Benjamin Treinen, Parker; front row: Amanda Pickel, Brodhead; Brianna Jensen, Hononegah; Stephanie Varilek, Parkview; Rachel McDonald, Clinton. Not pictured are Jessica Alf, Milton, and Micah Topel, Evansville, who were unable to attend the meeting. Left: Pickles the Clown entertains kids with face painting.



Students who will represent the co-op during Youth Tour to Washington are, from left, Claire Hahn of Clinton High School; Ashleigh Balsley and Kyle Wright, both of Hononegah. Left: Snappy, the mascot for the Beloit Snappers, visits the kids' room.



Chief Executive Officer Shane Larson and Chairman Darrel Weber visit with members before the meeting.

### Rock Energy Cooperative Director Dies

Gordon “Gordy” Alexander, director for Rock Energy Cooperative, died March 21 after a brief illness. He was 72.

Alexander, a resident of Roscoe, was elected to the board at the co-op’s annual meeting in March 2012.

He served 13 years in law enforcement, including five years as police chief in Harvard. After leaving law enforcement, he worked as an executive with Beloit Corp., Textron Fastening Systems, and Hamilton-Sunstand.

“While his time on the board was brief, Gordy was an excellent director and a terrific person,” said Shane Larson, Rock Energy’s chief executive officer. “He will be greatly missed.” ■



**Have a Safe and Happy Memorial Day!**

Rock Energy Cooperative offices will be closed on **Monday, May 27**, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 28. Members can make payments in the drop boxes at both offices throughout the holiday weekend. Even though our offices are closed, standby crews are always available 24 hours a day. If you need to report a power outage, please call (608) 752-4550 or toll-free (866) 752-4550.

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pared to a big utility, in reality we are very large because of the commitment co-ops make to each other.

Another significant event for the co-op took place on Saturday, Sept. 15, during Member Appreciation Day. To go along with our pancake breakfast, we thought we’d try a recycling drop-off for electronics and paper. To use a baseball analogy, since this was our first time at bat, we were hoping to hit a single. But instead we hit the ball way out of the stadium, just like Ryan Braun does at Miller Park. Not only did we set a record with 1,200 attendees that morning, we collected more than 9 tons of electronics and paper. Based on the event’s tremendous success, we will be providing recycling drop-off again this year.

Through the first quarter of 2013, the co-op is doing very well. Each year we invest millions of dollars to assure that we keep our electric and natural gas systems operating as reliably and as safely as possible. We also continue to develop projects and programs that bring value to members. One project will be the launch of our newly redesigned web site, which will provide members with more information in a user-friendly format.

There will always be challenges and issues for the co-op to face, and one of those might be electric aggrega-

tion in Illinois. We are carefully studying the issue and attempting to determine the possible impact it may have in our area. However, I’m very confident that if we stick to our core beliefs and remain focused on the member, we will continue to provide long-term value and excellent service to our members.

Board Chairman Darrel Weber hit the nail on the head during his address to the membership. He said you should expect your utility to deliver safe and reliable energy at an affordable cost. But Rock Energy goes beyond serving that basic need. Our employees and directors work hard every day to exceed your expectations. We do this because we’re committed to our members.

On a somber note, people at the annual meeting shared a moment of silence in memory of Director Gordon Alexander of Roscoe, who passed away recently. He was elected to the board at the co-op’s annual meeting last year. Although his time on the board was brief, Gordy was an excellent director and a terrific person. He will be greatly missed.

Thanks again to everyone who made our 77<sup>th</sup> annual meeting a success. We are proud to be your energy provider and are always ready to listen to your comments and concerns. Please give us a call or stop at either office and let us know if we can do anything to improve our service to you. ■

## Get Connected

Check out these great deals offered with your Co-op Connections Card.



**Kurtz Chiropractic, 123 N. Henry St., Edgerton – (608) 884-8731**  
Full-service chiropractic care.  
**Complimentary Foot Scan with Initial Visit**



**Shear Magic, 2545 Milton Ave., Janesville – (608) 754-5917 – www.shearmagicjanesville.com**  
Full-service family hair and nail salon.  
**Free Eyebrow Wax (with any service); \$5 Off Perm; \$5 Off Color/Cut Combo; \$5 Off Highlight**



For a complete listing of current deals, visit [www.rock.coop](http://www.rock.coop) and click on the Co-op Connections Card. Terms and conditions are subject to change as desired by participating businesses. Printable coupons also are available online.

### Healthy Savings Discounts

The same program that offers discounts at local merchants and has saved Rock Energy members \$52,000 on prescriptions also provides significant savings on dental, vision, hearing, lab and imaging services, and chiropractic work. To locate providers that participate in the Healthy Savings program, call (800) 800-7616 or go to [www.rock.coop](http://www.rock.coop), click on the Co-op Connections Card, and look under the Healthy Savings tab. Be sure to have your Co-op Connections Card handy.

### Add Up Your Savings!



Tell us how much you have saved by using your Co-op Connections Card. If you have a story you'd like to share, e-mail Barbara Uebelacker at [BarbU@rock.coop](mailto:BarbU@rock.coop) or call her at (866) 752-4550.



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Mark  
Your  
Calendar

## Rock Energy Family Night at the Ballpark



**Saturday, June 15**

**Beloit Snappers vs. Clinton LumberKings**

7 p.m. at Pohlman Field at Telfer Park in Beloit

*Special food prices! • Player autographs!  
Spectacular fireworks!*

Purchase vouchers in advance at REC offices for \$2 (a \$6.50 value). They're good for any home game this season.



**Energy Efficiency**  
*Tip of the Month*

Properly installed shades can be one of the most effective ways to improve windows' energy efficiency. Lower them during summer; in winter, raise during the day and lower at night on south-facing windows. Dual shades, with reflective white coating on one side and a heat-absorbing dark color on the other, can be reversed with the seasons and save even more energy. Learn more at [EnergySavers.gov](http://EnergySavers.gov).

Source: U.S. Department of Energy