



More Power to You

Happy Fifth Anniversary to Our Newest Members!

Shane L. Larson,
Chief Executive Officer

Five years ago the number of meters served by Rock Energy Cooperative nearly quadrupled as we welcomed the communities of South Beloit and Rockton, Roscoe and Rockton townships, and the Lake Summerset area into our cooperative family.

On Feb. 6, 2007, the co-op acquired the electric and natural gas assets of South Beloit Water, Gas & Electric from Alliant Energy. In one day, we went from 6,800 accounts to more than 25,000. We went from providing just electricity to our Wisconsin members to delivering both electricity and natural gas in Illinois. We went from a mostly rural co-op to one that also serves entire municipalities and more commercial and industrial members.

The change in ownership occurred rather quickly as the legal documents were signed, but the acquisition process actually took more than two years of planning and several months of preparation. Then after the ink dried, our work really started. In the past five years, we have made significant changes to increase the system's reliability, improve its integrity, and offer programs that help members use energy wisely. Of course, these benefits are not only for our newer Illinois members but also for their brethren across the border in Wisconsin.

Some of the improvements aren't all that visible to members, but they're vitally important. For example, we have rebuilt lines to improve reliability, installed advanced metering infrastructure to make meter reading more efficient and accurate, and performed a substantial amount of maintenance on the lines to assure that electricity and natural gas are available when you need them.

Other changes are easy to spot. Our district office and warehouse on Willowbrook Road in South Beloit opened in April 2009. Based on the number of members who visit the office on a regular basis, the ability to pay bills in person and talk to an actual human being is greatly appreciated. Our Illinois presence also is evident in our quick response time to outages and natural gas emergencies.

Residential members have the ability to take advantage of our Prepaid Energy Option, which allows more flexibility in how and when bills are paid. We continue to evaluate innovative rates and programs that may allow members to save on their energy bills.

(Continued on page 16d ▶)



Right: Rock Energy's gas crew installs a natural gas line at a home under construction in Lake Summerset near Davis.

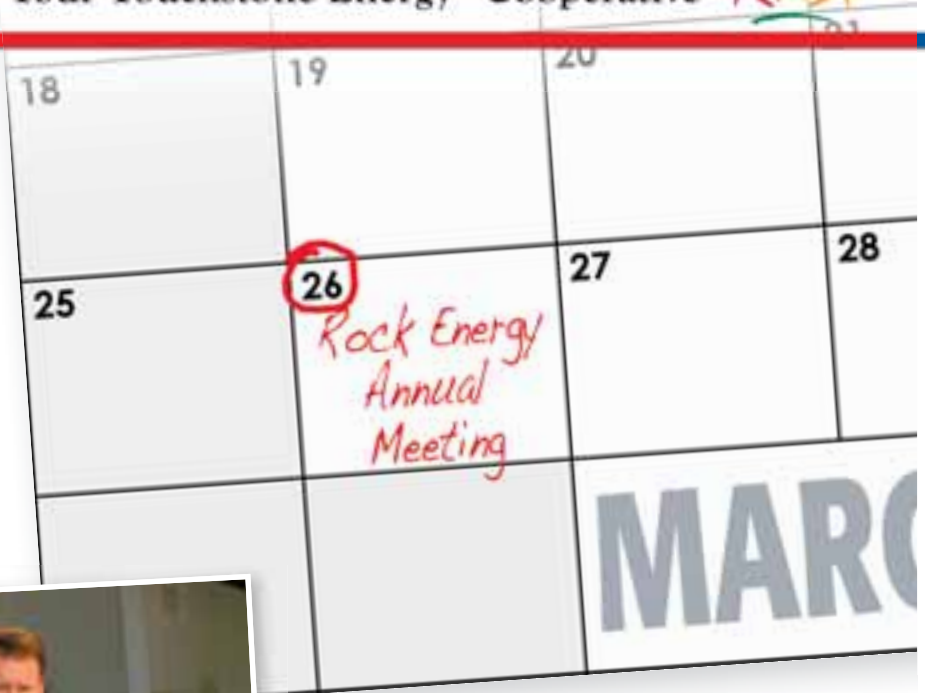
Above: Connections are made to an electric meter at a new home on Manhattan Street in Roscoe Township.





76th Annual Meeting

Monday, March 26
Eclipse Center, Beloit



Be sure to mark your calendar and join us for the meeting and dinner.

Look for complete details in next month's magazine.



Save Big with More Great Offers

Rock Energy Cooperative's Co-op Connections Program is about to save you even more money. The free Co-op Connections Card you rely on for prescription discounts and savings from local and national merchants just got even better.

Since the program started, Rock Energy members have saved more than \$45,000 on prescriptions in addition to savings offered by local and national merchants. Your new card now also offers significant savings on lab and imaging services, chiropractic, dental, vision, and hearing care plus big savings when you shop online.

Rock Energy is in the process of printing new cards, which will be mailed to members with their monthly statements in late March or April. But you don't have to wait to take advantage of the increased savings. Just go to HealthySavings.coop and click "Print My Card." The site works best if you use Internet Explorer as your web browser. Type in your first and last names and use the drop-down menu to find Rock Energy Cooperative. Hit "Submit" and your temporary card is ready to print. Then follow the instructions to begin saving.



Shane Larson, CEO
Barbara Uebelacker,
Editor

P.O. Box 1758
2815 Kennedy Rd.
Janesville, WI 53547

P.O. Box 126
15229 Willowbrook Rd.
South Beloit, IL 61080

(608) 752-4550 • (866) 752-4550

Here are the benefits offered with the Healthy Savings package:



Prescription: 10 percent to 85 percent discounts on most prescriptions at more than 60,000 pharmacies nationwide, including CVS, Walgreens, Walmart, Target, and more than 20,000 independently owned stores.



Dental: 20 percent to 40 percent discounts on dental care such as cleanings, X-rays, root canals, crowns, and orthodontics at more than 130,000 participating practices.



Vision: 10 percent to 60 percent discounts on eyewear including frames and lenses, mail-order contact lenses, eye exams, and LASIK at more than 12,000 eye-care facilities.



Hearing: 35 percent discount on hearing aids, plus a free initial hearing evaluation.



Lab and Imaging: 10 percent to 60 percent off usual charges for MRI and CT procedures, and you also can save on blood tests and other lab testing.



Chiropractic: 50 percent savings on chiropractic diagnostic services and 30 percent savings on chiropractic treatments and other services, along with a free initial evaluation.

To locate providers that participate in the Healthy Savings program, call (800) 800-7616 with your card handy or visit HealthySavings.coop.

The card also now offers discounts and cash-back savings when you shop online. MyVIP Savings.com is an amazing Internet mall where you can enjoy convenient shopping and exciting savings at more

than 1,000 of your favorite online stores, including Walmart, Macy's, Best Buy, and Target.



The savings associated with this card are absolutely free, just one of the valuable benefits of being a Rock Energy Cooperative member. As a Touchstone Energy cooperative, we are always looking out for you. If you have any questions, please call Barbara Uebelacker at (608) 752-4550 or toll-free (866) 752-4550 or e-mail BarbU@rock.coop.

Youth Programs Build Strong Citizens

Rock Energy Cooperative offers two opportunities for high school students to learn more about the political process and develop leadership skills.

The co-op will sponsor two high school juniors on the Electric Cooperative Youth Tour to Washington, D.C. The June 15-22 trip includes meetings with congressional representatives and tours of historic sites. More than 1,000 students from host cooperatives across the nation participate in the tour every year.

Another program is open to current high school freshmen, sophomores, and juniors. The Wisconsin Energy Cooperative Association's 49th Annual Youth Leadership Congress will take place July 11-13 at UW-River Falls. The program introduces students from across the state to cooperative business basics, demonstrates the value of cooperation in everyday life, and offers sessions to help develop leadership skills.

Applicants for both programs must be children of Rock Energy members and reside in the co-op's service territory. The deadline to apply for the Washington trip is Feb. 10, and applications for the UW-River Falls event must be received by March 9.

For more information, visit www.rock.coop or call Barbara Uebelacker, communications specialist, at (608) 752-4550 or (866) 752-4550 or e-mail her at BarbU@rock.coop. ■



Energy Efficiency *Tip of the Month*

Air is drawn into your home from low areas, so inspect your foundation for potential air-infiltration points. Fixing these leaks makes a bigger impact on your electric bill than sealing doors and windows! Caulk all cracks and gaps around your home, including spaces around wires for telephone, electrical, cable, and gas lines; water spigots; and dryer vents. Find more ways to save at TogetherWeSave.com.

Source: Touchstone Energy® Cooperatives

More Power to You

(Continued from page 16a)

For our commercial and industrial members, we offer programs for them to voluntarily reduce demand during critical peak periods to save money and the ability to access and analyze energy use data with web-based energy information software.

Being part of a cooperative family is perhaps one of the greatest benefits our newest Illinois members have enjoyed in the past five years. Unlike investor-owned utilities, co-ops aren't profit-based. They exist solely to serve their members. When a cooperative realizes a profit at the end of a fiscal year, the profit is allocated back to members in the form of capital credits. In the co-op's history, more than \$10 million has been paid back to past and current members.

To our newest members, Happy Fifth Anniversary! We are proud to have you as part of our cooperative family. To our Wisconsin members who have been with us for a while, thank you! We couldn't have done the acquisition without you. The transaction was truly a win-win.

New Co-op Connections Benefits

Our commitment to you goes beyond providing safe, reliable, and affordable energy, which is why I'm excited to tell you about added benefits now offered with your Co-op Connections Card. In addition to discounts at local merchants and savings on prescription drugs, the card now provides a new Healthy Savings package.

This brand-new benefit is part of our commitment to helping members save money during challenging economic times. Many insurance plans do not provide provisions for dental, hearing, and vision care. With the new Healthy Savings package, Rock Energy Co-op members have access to five discounted health benefit areas: vision, dental, hearing, lab imaging, and chiropractic care. See the story on page 16c to learn more about the features and how to use them.

Since we deployed the Connections Card, Rock Energy Cooperative members have saved more than \$45,000 on prescriptions. This new package will help you stretch your paychecks and underscores that we are always looking out for our members even more. We truly appreciate the opportunity to serve your energy needs. If we can do anything to improve our service to you, please let us know. ■