



More Power to You

We're Committed to Our Communities

Shane L. Larson,
Chief Executive Officer

Rock Energy Cooperative's commitment to members goes beyond providing safe and reliable energy at an affordable cost. That's our primary purpose, but we also care deeply about the communities we serve and do everything we can to support the areas in which our members live and work.

Concern for Community is one of the guiding principles of co-ops throughout the world and one that Rock Energy directors and employees consider fundamental to the cooperative way of doing business. These standards are based on the Rochdale Principles, named after the first successful co-op started in Rochdale, England, in the 1840s.

Officially, the principle is called Concern for Community, but I think Commitment to Community is a more appropriate way to describe what co-ops do. We not only feel concern for our communities, but we also are committed to taking action to improve them.

An example of this commitment can be found in frequent safety demonstrations our electric and natural gas departments present to fire departments and other emergency personnel. First responders often handle situations involving electricity and natural gas, and they require proper training to protect themselves and the public from danger.

During a December safety presentation to the Harlem-Roscoe Fire Department, which serves part of Winnebago County in Illinois, about 40 firefighters and rescue workers were reminded that they need to use extreme caution around downed power lines. When responding to vehicle accidents and storm-related incidents, emergency personnel must remember to assess the situation before rushing in to provide assistance. The power lines they encounter may still be energized, and a bad situation could get even worse very quickly.

Employees also have provided demonstrations to students at area schools, teaching our young members the basics of electrical safety: Never climb trees near power lines. Stay away from downed power lines. Water and electricity don't mix. Electricity is such a major part of their daily lives, we sometimes overlook that they might not be aware of how dangerous it can be.

Through our natural gas department's public awareness program, we regularly provide training sessions with local firefighters, emergency responders, public officials, excavators, and contractors. Natural gas, which we provide to our Illinois members, is a safe form of energy but can be dangerous under certain circumstances.



Safety training, however, isn't the only example of how Rock Energy demonstrates its Commitment to Community. We have strong community roots and have been in business for more than 75 years. Our business was founded here by members just like you, and we're not going to pull up stakes to pursue greener pastures elsewhere.

Our employees live in the communities we serve, and that helps strengthen the local economy. By providing these jobs, we help keep our communities healthy. Co-op workers pay taxes and contribute to their communities, which in turn makes them more vibrant.

We also strengthen our communities by providing reliable energy services to support the businesses and industries on our lines. We continually upgrade our equipment so municipal officials can confidently assure com-

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Teens Learn Co-op Principles on Trip to Washington, D.C.

Energy cooperatives are different from other utilities because giving something back to the communities they serve is part of their business plan. That's why Rock Energy Cooperative participates in the annual Electric Cooperative Youth Tour.

In June 2012, four area high school students—Zach Blevins of Roscoe, Becky DalSanto of South Beloit, Stephanie Drefahl of Brodhead, and Micah Topel of Janesville—represented Rock Energy on the Youth Tour to Washington, D.C. They toured Washington with more than 1,500 young leaders from across the nation and returned with a greater appreciation of the political process and a better understanding of cooperative business principles.

DalSanto, a senior at Hononegah High School in Rockton, said it was interesting to learn about the history of the Rural Electrification Administration, which helped pave the way for electric co-ops.

Topel, a senior at Evansville High School, was surprised at the size of the cooperative network. "I learned



Above: Micah Topel is pictured outside the White House. Left: Becky DalSanto and Zach Blevins pose with Rep. Don Manzullo.



Stephanie Drefahl meets Sen. Herb Kohl.



that cooperatives are much larger than just small rural organizations," he said. "I didn't previously know that they communicated and are organized on a national level as well."

Drefahl, a senior at Parkview High School in Orfordville, and Blevins, a senior at Hononegah High School, said they learned more about how cooperatives function to benefit their members.

The monuments and memorials that the group visited were among Drefahl's favorite parts of the trip. At the Holocaust Museum, she and other students met a U.S. Marine veteran who was present when the American flag was raised after the bombing of Iwo Jima during World War II.

"I was impressed by the amount of respect that is shown for members of our armed forces," she said. "That was a really nice thing to see."

While on the bus trip from Springfield, Ill., to Washington, students established their own chip and soda co-op to learn the principles required to keep members working together for the cooperative's success.

"The chip and soda co-op was cool, getting snacks for a reasonable price and then receiving money back in

How to Apply for 2013 Trip

Rock Energy Cooperative will fully sponsor two high school juniors to participate in the 2013 Youth Tour to Washington, D.C., which will take place June 14-21.

Applicants must be children of Rock Energy members and reside in the co-op's service territory. The all-expense-paid trip includes transportation, lodging, meals, and admissions to events. Round-trip travel is by motor coach from Springfield, Ill. Travel to Springfield is not included.

Current high school juniors who would like to be considered can get an application form at either our Janesville or South Beloit offices or online at www.rock.coop. Just click on the Youth Tour logo.

Applications must be submitted to the co-op by Feb. 22. If you have questions, please call Barbara Uebelacker, communications specialist, at (608) 752-4550 or (866) 752-4550. You can also e-mail her at BarbU@rock.coop.

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Energy Efficiency Rebates Available

Rebates are available to Rock Energy Cooperative's Illinois members who want to make their homes more energy efficient.

HomE Lite, a program administered by the Association of Illinois Electric Cooperatives, can help co-op members who live in Illinois pay for energy audits, insulation and weatherization projects, heat pump water heaters, geothermal systems, and air-source heat pumps. The amount of rebates for specific projects is listed in the box at right.

The HomE Lite program is a scaled-down version of the original HomE program, which provided about \$46,000 in rebates to Rock Energy members for energy-efficiency measures.

If you're interested in applying for a rebate, the process is simple. Just provide a copy of your bid or quotation to get preapproval. This makes sure the equipment



you choose meets the energy-efficiency qualifications of the program. Send to P.O. Box 1758, Janesville, WI 53547, fax to (608) 752-6620, or email to dalek@rock.coop. Then after the work is finished, provide a copy of your receipt and we'll mail your rebate.

Please remember that the rebates are available only for certain energy-efficiency measures. If you have any questions, please call Rock Energy at (866) 752-4550. ■

How much are the rebates?

Energy audit by BPI-certified auditor	Up to \$300
Insulation and weatherization	50% of total project cost, up to \$1,000
Heat pump water heater	\$250
Geothermal system	\$1,500
Air-source heat pump (16 SEER or higher)	\$1,000
Commercial heat pump installations	\$500 per ton of capacity, up to a maximum of \$10,000 for geothermal and air source heat pumps

77th Annual Meeting Monday, April 1 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.

Get Connected

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



Black Bridge Bowl, 1141 Black Bridge Road, Janesville – (608) 757-3030 – www.blackbridgebowl.com

A great place to have fun with family and friends. 24 lanes with automatic scoring.



Plenty of bumper bowling lanes just for the kids. Cool Glow Bowling. Funzi's Sportz Pizza serves up great food every day. BB Buckets Restaurant. Full-service pro shop. Open 7 days a week year-round. Check out our leagues and specials.

Buy 2 Games, Get 1 Free

Peterson Chiropractic Clinic, 92 E. Highway 59, Suite B, Edgerton – (608) 884-4643 –

<http://sites.google.com/site/petersonchiropractic/home>
Caring, committed, and close to home. Since 2007, striving to bring comprehensive chiropractic care in a relaxed environment to all ages, resulting in improved health and wellness every day. Centrally located, convenient parking, wheelchair accessible.



Free Initial Exam

Introducing New Healthy Savings Discounts!

The same program that offers discounts at local merchants and has saved Rock Energy members \$52,000 on prescriptions now offers 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 visit HealthySavings.coop. 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 or call her at (866) 752-4550.



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panies interested in locating in this area that Rock Energy can adequately meet their energy needs.

The Rock Cooperative Care program, which supplements the federally funded energy assistance program, also shows our Commitment to Community by helping low-income members pay their energy bills. These members might otherwise fall through the cracks because their incomes are too high to qualify for federal programs but too low to make ends meet.

We are dedicated to serving our members and the communities in which they live. We help members manage their energy usage, support local charities, and provide scholarships and other youth opportunities.

These are just some of the ways that Rock Energy has turned its Concern for Community into Commitment to Community. When it comes to Rock Energy, community comes first. That's the cooperative difference. Please let us know if there's anything we can do to improve our service to you. ■

Youth Tour

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the end, just like a real full-size co-op," Topel said.

After arriving in Washington, the students spent a day on Capitol Hill meeting with their congressional representatives and getting a first-hand look at how government operates.

Blevins said the Washington trip increased his interest in government and politics, and he now plans to major in political science. "The learning, social, and historical experiences will be long-lasting in my memory," he said.

DalSanto appreciated that she and other students could talk to their representatives and ask questions about issues that concerned them. Topel pointed out that it was interesting to meet Sen. Herb Kohl and talk to his assistants, which showed "a personal side of politics you don't always see in the media, which was cool."

All four students encouraged current high school juniors to consider applying for the 2013 trip. They not only learned a lot about co-ops and the political process, but they also made what they hope will be lasting friendships with other young people from around the country.

"Being in high school—a small one at that—it can often be difficult to find other people who share an interest in politics and current events, and this trip puts you right next to others who are interested in that too," Topel said. ■