



### More Power to You

## Another Successful Year at Rock Energy

Shane L. Larson,  
Chief Executive Officer

As a member of Rock Energy Cooperative, you are a part of something big. When the trade magazine *Intelligent Utility* recently polled utility experts to see what they consider to be one of the biggest power breakthroughs in the past 100 years, rural electrification was near the top of the list. Today, nearly every corner of this country has access to electricity. The movement began nearly 80 years ago when President Franklin D. Roosevelt created the Rural Electrification Administration. We are extremely proud at Rock Energy that we can play a small part in such a significant breakthrough.

That was one of the pieces of information I shared with about 625 co-op members, guests, and employees who attended Rock Energy's 79th Annual Meeting on Monday, March 30, at the Eclipse Center in Beloit. Our annual meeting is always scheduled for a Monday evening in late March or early April. We're glad that we picked March 30 since there was a spring snowstorm the previous Monday and the Badgers played in the Final Four championship game the next Monday. We are either very good planners or incredibly lucky.

In my remarks, I told members that the co-op is in terrific shape. We provide natural gas and electric service to nearly 27,000 meters. Operationally, we continue to invest in our infrastructure to ensure that we can provide you with extremely reliable service. In fact, we recently reached \$100 million in utility assets, up from \$17 million when I came to the co-op 15 years ago.

The electric utility system in North America is recognized as the single most complex machine ever built. While it is one of the most complex, it also is one of the most reliable, especially when you consider all the interconnections between the various grid participants. Our industry has seen many changes through the years, and I'm certain many more are ahead. As I enter my 30th year working for co-ops, I want us to make sure that the actions taken today will allow the largest, most complex machine ever built to provide reliable and affordable energy long into the future.

To illustrate my point about the complexity of our business, I showed some video clips during the meeting

that received some laughs from members. The videos were produced by E Source, a utility research and advisory company, in a format similar to Jay Leno's Jaywalking segments where random people are asked what appear to be simple questions.

In the first video, producer Bill LeBlanc asked: "What exactly is electricity?" Most people stuttered and stammered before admitting that they really didn't know. One woman said that electricity gets to her house through the electric plugs. It was obvious that people really didn't care that they couldn't define electricity as long as it was there when they needed it.

Another video asked: "What's the difference between a kilowatt-hour and kilowatt?" A few people were on the right track with their answers, but most didn't have a clue. The third video asked: "What does a pound of carbon weigh?"

In case you're wondering, a kilowatt is a unit of electrical power equal to 1,000 watts, and a kilowatt-hour is the basic measure of energy use. For example, a 100-watt light bulb burning for 10 hours uses 1 kilowatt-hour. The third question is a tricky one, because the answer can be found in the question. A pound of anything weighs a pound.

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### 79th Annual Meeting Election Results at a Glance



Morris Nelson,  
Re-elected  
District 1 Director



Darrel Weber,  
Re-elected  
District 3 Director



William Fischer,  
Re-elected  
District 5 Director



*Above left: Students who will represent the co-op during Youth Tour to Washington are Collin O'Sullivan, Hononegah, and Jessica Pozzani, South Beloit. Not pictured is Emma Hahn, Clinton. Above: Pickles the Clown entertains the kids with face painting and balloons. Left: Chairman Darrel Weber delivers opening remarks.*

*Above: A young member has a big hug for Snappy, the Beloit Snappers mascot. Right: Winning \$500 co-op scholarships are, from left: Andrew Hasse, Hononegah High School; Jordan Hoffman, Beloit Turner; Erin Marchant, Brodhead; Riley Miller, Evansville; Wyatt Reid, Hononegah; Allison Sukus, Milton; and Courtney Wille, Edgerton. Not pictured are Ciera Ballmer, Clinton; Brett Ott, South Beloit; and Bridget Ryan, Dakota, who were unable to attend the meeting.*



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Board Chairman Darrel Weber said during his address to the membership that the co-op's success can be attributed to members, directors, and employees all working together to make sure we have safe and reliable energy for the lowest possible cost. If we continue working together, our co-op will remain as strong as it has been for the past 79 years, he added.

Members also heard from Share Brandt, manager of the Wisconsin Electric Cooperative Association, and Duane Noland, president of the Association of Illinois Electric Cooperatives. Share is retiring this summer after doing an awesome job representing Wisconsin co-ops. We're going to miss her.

During the business meeting, incumbent directors were re-elected. Congratulations to Morris Nelson, Darrel Weber, and Bill Fischer for being chosen to serve the membership for another three years. I want to extend a special thanks to the two other candidates, Jeff Hillmann and Greg Terwee, whose involvement is so important to the democratic process.

We were proud to have Wyatt Reid, a senior at Hononegah High School in Rockton, speak at our meeting.



*Wyatt Reid, Youth Leadership Council representative, thanks the co-op for investing in its youth.*

Wyatt represented Rock Energy on the Youth Tour to Washington, D.C., last year and was chosen by students from Illinois to represent them on the Youth Leadership Council of the National Rural Electric Cooperative Association. This is the first time Rock Energy has been represented on the council.

Wyatt thanked the co-op for investing in its youth. "As cooperative members, indirectly and directly, all of you have supported me and the thousands of other students and helped us grow as individuals, as leaders, and as future co-op members."

Before dinner was served, there was a moment of silence in memory of Mike Duffy, co-op director who passed away last June. Mike served on the board for a little more than three years.

While his time on the board was relatively short, his contributions were many. He is greatly missed.

Rock Energy is a wonderful organization with truly dedicated employees and directors. Our employees' goal is to provide members with great service each and every day. And the directors take their role very seriously, tackling difficult subjects each and every month. No matter the subject, they will always do what is right for the members.

Thanks to everyone who made our 79th annual meeting a success. If you didn't make it to this meeting, we sincerely hope that you'll join us next year. It is a privilege to be your energy provider and a responsibility that we don't take lightly. Please let us know if we can do anything to improve our service to you. ■



*"The electric utility system in North America is recognized as the single most complex machine ever built," CEO Shane Larson tells members.*

### Have a Safe and Happy Memorial Day!

Rock Energy Cooperative offices will be closed on **Monday, May 25**, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 26. 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.

## Get Connected

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



**ABC Fire & Safety Inc., 2407 Riverside Drive, Beloit – (608) 362-1634 – [www.abcfireandsafetybeloitwi.com](http://www.abcfireandsafetybeloitwi.com)**

Sales and service of fire extinguishers.

**10% Off All New Fire Extinguishers**

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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 \$105,000 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.

### Mark Your Calendar

## Rock Energy Family Night at the Ballpark



**Saturday, June 20**

**Beloit Snappers vs. Wisconsin Timber Rattlers**

**7 p.m.**

**Pohlman Field at Telfer Park in Beloit**

Purchase vouchers in advance at Rock Energy offices for \$2 (a \$7 value). They're good for any home game this season.

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

# SAFETY FIRST!

**DANGER**



## May is National Electrical Safety Month

America's Electric Cooperatives are on a quest for safety excellence.



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