



Shane L. Larson,  
Chief Executive Officer

## More Power to You

# ELECTRONICS RECYCLING, DOCUMENT SHREDDING MOVE TO NEW LOCATION

When we started offering electronics recycling at Member Appreciation Day in 2012, we had no idea it would become so popular.

The electronics drop-off location that first year was in the small parking lot at our headquarters on Kennedy Road in Janesville. That lot was closed for parking during Member Appreciation Day, but plenty of spaces remained available in the large lot behind our warehouse for folks attending the pancake breakfast. Our business neighbors have always been kind enough to allow us to use that area for events.

Eventually, we moved the recycling drop-off to that area too, which meant that fewer parking spaces were available for members. Last year the steady line of cars, trucks, and trailers filled with recyclables resulted in a traffic bottleneck and parking safety concerns. We realized that our event had grown too big for the space we had available and some changes would need to be made.

This year electronics recycling and document shredding will take place at the same time as Member Appreciation

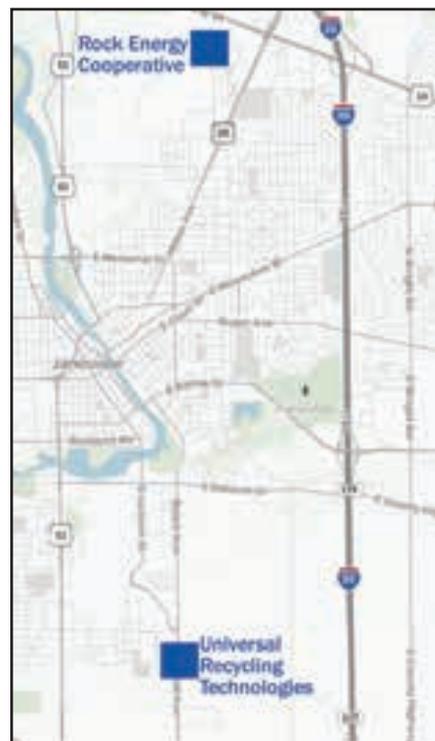
Day—Saturday, Sept. 9—but at a different location. These two services will move to Universal Recycling Technologies, 2535 Beloit Ave., Janesville. Not only will that free up parking space and improve traffic flow at our event, but it also will save the co-op money in hauling costs and provide a safer environment for our members and employees.

We'll provide more details in next month's magazine and at [www.rock.coop](http://www.rock.coop), but you can see from the map on this page that it's just a short drive from the co-op to Universal Recycling.

The pancake breakfast and all other activities associated with Member Appreciation Day will continue to be at our headquarters on Kennedy Road in Janesville from 8 to 10:30 a.m. The hours for electronics recycling and document shredding will be from 8 to 11 a.m. so members can drop off their items either before or after they eat breakfast.

You might wonder why an energy cooperative would provide these services. We decided to add them in 2012 to provide extra value to our members. It is also part of our Concern for Community

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This map shows the location of Rock Energy and Universal Recycling Technologies. For a more detailed map and directions, visit [www.rock.coop](http://www.rock.coop). Copies of the map also are available at our offices.



Since 2012, Rock Energy members have brought 50 tons of electronics and 14 tons of paper to our annual Member Appreciation Day for recycling.



# Prevent energy loss with adequate insulation

**Walls. Floors. Ceilings. Attic.** These are some of the prime areas of a home that need insulation for you to maximize energy efficiency.

Adding insulation to your home is a sound investment that is likely to quickly pay for itself in reduced energy bills, according to the Department of Energy. In fact, DOE estimates that you can reduce your heating and cooling needs up to 30 percent by properly insulating and weatherizing your home.

If your home is more than 20 years old and was not specifically constructed for energy efficiency, additional insulation can likely reduce your energy bills and increase the comfort level of your home. The actual amount of savings for each home depends upon several factors—the current level of insulation, your climate, efficiency of your heating/cooling system, and your energy rates. On average, older homes have less insulation than homes built today, but even adding insulation to a newer home can pay for itself within a few years.

A prime area that is chronically under-insulated is the attic. Whether you live in a cool or warm climate, attic

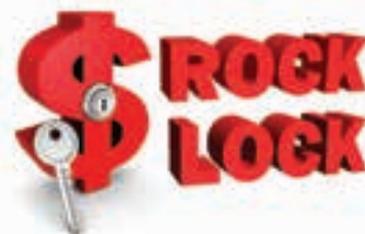
insulation is essential to help keep warm air inside in the winter and prevent hot attic air from heating your living spaces in the summer. If you have R-19 or less insulation in your attic, consider bringing it up to R-38 in moderate climates and R-49 in cold climates. For flooring in cold climates, if you have R-11 or less insulation, consider bringing it up to R-25.

Heat flows naturally from a warmer space to a cooler space. During winter months, this means heat moves directly from heated living spaces to adjacent unheated attics, garages, basements, and even outdoors. It can also travel indirectly through interior ceilings, walls, and floors—wherever there is a difference in temperature. During summer months, the opposite happens—heat flows from the exterior to the interior of a home.

Proper installation of insulation creates resistance to heat flow. Heat flow resistance is measured or rated in terms of its R-value—the higher the R-value,

the greater the insulation's effectiveness. The more heat flow resistance your insulation provides, the lower your heating and cooling costs will be.

For more information about insulation and other ways to save energy and money, visit [energy.gov](http://energy.gov).



## Members can lock in natural gas rates

Rock Energy Cooperative is offering a program for residential members who want to lock in their natural gas rates for the winter to avoid the risk of price increases.

Rock Lock is a fixed-rate plan that ensures members will always pay the same price per therm for their natural gas. Even if demand increases and supplies decrease, members on a fixed-rate plan would continue to pay the same rate throughout the winter.

There is no guarantee of savings from participating in the Rock Lock program. It only guarantees that the price you pay per therm of natural gas will not change during the contract period. The number of participants in the program will be limited.

If you're interested in learning more about Rock Lock, contact Mike Salmons, energy services manager, at 866-752-4550.





# EVEN RUSTY SHOULD CALL 811 BEFORE DIGGING!

For details, go to  
[www.rock.coop/call811](http://www.rock.coop/call811)



Know what's below.  
**Call before you dig.**





Mark Your Calendar!

# Member Appreciation Day 2017 Pancake Breakfast



Watch for details!

Saturday, Sept. 9 • 8 to 10:30 a.m.

REC Headquarters, 2815 Kennedy Road, Janesville, Wis.

## More Power to You

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mission, one of seven cooperatives principles Rock Energy and all co-ops follow. Since we introduced these programs five years ago, we have recycled more than 50 tons of electronics and about 14 tons of paper, keeping the items out of our community landfills.

Old TVs, computers, phones, and other electronics may not be valuable to us anymore

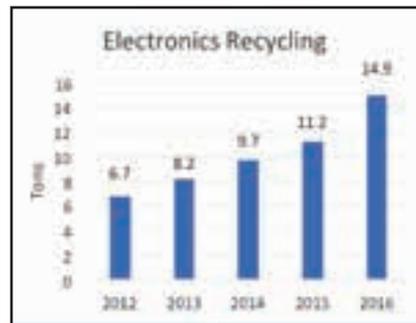
because they're broken or obsolete, but the products contain valuable resources. The metals, plastics, and glass used in electronics require energy to mine and manufacture. By recycling electronics and reusing the materials, we are conserving our natural resources as well as reducing the energy demands from mining and manufacturing.

The Environmental Protection Agency estimates that reusing the components of 1 million laptops rather than mining new resources saves enough energy to provide electricity for more than 3,600 homes for a year.

Our document shredding service has a dual purpose. It not only helps keep tons of paper out of landfills, but it also gives members the security of knowing that their personal information will not fall into the wrong hands. Shred-It will have one of its mobile shredding trucks at the Universal Recycling site.

By shredding all unneeded documents that contain your personal information, you are taking one of the most important steps toward protecting yourself from identity theft. The Federal Trade Commission estimates that as many as 9 million Americans become identity theft victims each year. Research shows that most identity thieves obtain information through traditional paper-based sources rather than electronic channels.

As always, Member Appreciation Day will be filled with lots of activities. We hope these changes will make the morning even more enjoyable. This annual event gives co-op employees and directors an opportunity to express their gratitude to our members and allows us all to have some fun together. Please join us on Saturday, Sept. 9, so we can show you how much we appreciate our great members! If there's anything we can do to improve our service, please let us know.



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**Rock Energy Cooperative**

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# ROCK ENERGY COOPERATIVE

Empowering Members Since 1936