



More Power to You

We're Swinging on Your Behalf

By Shane L. Larson,
Chief Executive Officer

Whether the March 29 annual meeting of Rock Energy Cooperative was the first one you have attended or the 40th one, I want to thank you for taking time out of your busy schedule to participate in the governance of your co-op.

About 700 members, guests, friends, and employees gathered at the Eclipse Center in Beloit for the meeting and dinner. That's a big crowd! In fact, Best Events, our caterer, tells us that Rock Energy's annual meeting is always its biggest event of the year.

In board elections, incumbent directors were elected. Congratulations to Marian Trescher, James Quade, and Jo Miller for being chosen to serve the membership for another three years.

Your board members are committed to the co-op and doing what is right for members. A special thanks to the other candidates whose involvement is important to the process.

Members also approved changes to the co-op bylaws, deleting a requirement that

two candidates be nominated from each expiring district and adding a conflict of interest provision to the director qualifications.

In my report at the annual meeting, I announced that rates will be modified effective June 1, 2010. For residential members, the base rate of 9.2 cents will increase to 9.7 cents. The monthly Power Cost Adjustment will still be utilized to accommodate power cost variables.

This change is a direct result of increases to our wholesale power costs. If power costs had not increased to the point they will June 1, no increase would have been necessary. Wholesale electric costs are, unfortunately, increasing throughout the entire country. In our part of the world, legislative mandates contribute to the increases.



Share Brandt (left), manager of the Wisconsin Electric Cooperative Association; and Duane Noland (right), CEO of the Association of Illinois Electric Cooperatives.

Along with the economic downturn, the additional capital costs associated with renewable facilities add to the costs of operating existing power plants.

Legislative actions have real consequences, which makes it vitally important for you to contact your legislators about energy issues.

Share Brandt, manager of the Wisconsin Electric Cooperative Association, explained at the annual meeting that the costs associated with a proposed Clean Energy Jobs Act in Wisconsin would continue to drive energy rates up. She urged members to contact their state legislators and tell them that the enhanced renewable portfolio standard that increases the percentage of power obtained by renewable sources to 25 percent by 2025 would increase the price of energy.

With our area's high unemployment, we are finding that more members are struggling to pay their energy bills. The proposed change would only add to their financial problems.

Wisconsin legislators who spoke at the annual meeting—Assembly Speaker Mike Sheridan, Rep. Kim Hixson, and Rep. Chuck Benedict—said they welcomed comments from constitu-

ents. Please give them a call or e-mail them to explain how important affordable energy is to you.

On the national level, Duane Noland, CEO of the Association of Illinois Electric Cooperatives, updated members about Our Energy, Our Future, a national campaign to keep climate change legislation fair, affordable, and achievable. He urged members to sign an information card distributed at the annual meeting. By signing the card, members authorize Rock Energy to e-mail congressional representatives on their behalf to support legislation that would prevent the Environmental Protection Agency from using the Clean Air Act as a tool for reducing greenhouse gas emissions.

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Rock Energy Cooperative's 74th Annual Meeting



Youth Leadership Congress Scheduled for July 7-9

Understanding the cooperative difference and identifying traits of leaders are just two of the topics to highlight the 47th WECA Youth Leadership Congress.

The WECA Division of Cooperative Network offers the opportunity to participate in the YLC to high school students throughout the state. The conference, co-sponsored by Wisconsin's electric cooperatives and the University of Wisconsin-River Falls, is scheduled for July 7-9 on the UW-River Falls campus.

Rock Energy Cooperative will pay for two high school students to attend the sessions. Applicants must be current freshmen, sophomores, or juniors who reside in the co-op's service territory. For more information, call Barbara Uebelacker, communications specialist, at (608) 752-4550 or (866) 752-4550 or e-mail her at BarbU@rock.coop by May 21.

Through a mix of workshop sessions, hands-on activities, and team-building experiences, participants will be exposed to a variety of real-life issues and will be given the opportunity to identify and explore their leadership potential. Top-notch professional speakers, teen peers, and exceptional cooperative employees will provide participants with information and tools to deal with the weighty issues high school students face every day.

David Trechter of UW-River Falls will open the conference with an interactive session on "The Cooperative Difference." Also featured at this year's YLC will be nationally acclaimed speaker Craig Hillier. As a part of his dynamic presentation, Hillier will enlighten students about being leaders, stretching their creativity, and discovering the value of cooperation.

Other sessions will focus on how and why co-ops operate and the benefits they provide members. Sessions on alternative energy, careers in electric cooperatives, and credit unions will also be held. ■



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Rates Set to Change June 1

Electric prices will be modified effective June 1, 2010. The following chart indicates changes to the base rates on Residential (Single Phase General Service) and Three Phase General Service. No changes will be made to the monthly Service Charge. The monthly Power Cost Adjustment (PCA) will continue to be used to address variable power costs.

	Residential	Three-Phase General Service
Previous Base Rate	9.2 cents	8.90 cents
New Base Rate	9.7 cents	9.26 cents

Have a Safe and Happy Memorial Day!



Rock Electric Cooperative offices will be closed on Monday, May 31, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, June 1. 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. ■



Mark Your Calendar Rock Energy Family Night at the Ballpark

Saturday, June 12

Beloit Snappers vs.
Bowling Green Hot Rods
7 p.m. • Pohlman Field
at Telfer Park in Beloit

Special food prices! • Player autographs! Spectacular fireworks!

Purchase vouchers in advance for \$2 (\$6.50 value). They're good for any home game this season. Special Rock Energy seat cushions for \$3 each. Both available at either REC office.



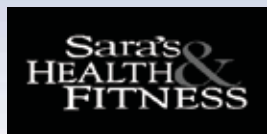
Get Connected



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

Sara's Health & Fitness - Edgerton, WI - (608) 884-9728
www.sarashealthfitness.com

Coed fitness center. Open 7 days per week. Fully staffed. Treadmills, ellipticals, bikes, free weights, circuit group classes included. Personal training. Punch cards and class cards. ZUMBA is here!! Visit our state-of-the-art gym in a small-town setting.
Half Off Enrollment Fee (\$25 value)



Kids Spot - Roscoe, IL - (815) 623-5437 - www.kidsspotinc.com



Tumbling, gymnastics, dance, and cheer facility. Community programs and events offered for ages 18 months through high school—both boys and girls.

\$10 Off Birthday Party

Berg's Party Store - South Beloit, IL - (815) 389-3084
www.bergspartystore.com

Party supplies for birthdays, weddings, anniversaries, baby showers as well as luau, holiday, and theme parties. Complete line of disposables and over

500 Mylar balloons. We specialize in balloon-decorating services including bouquets, centerpieces, arches, pillars, and sculptures.

Free 18" Mylar Balloon with \$15 Purchase



Sal's Landscape & Garden Center - Janesville, WI
(608) 868-7288 - www.salslandscaping.com



A full-service landscaping contractor providing residential and commercial services. Visit our retail garden center as well. We are committed to excellence and customer satisfaction, including brick patios, retaining walls, shrubs, trees, rock gardens, brick sidewalks, trimming and

edging, seeding and sodding, spring and fall cleanup, landscape lighting, stonework.

10% Off Retail Products; 5% Discount on Landscaping Services

For a complete listing of current deals, visit www.rock.coop. Terms and conditions subject to change as desired by participating businesses. You also can use your Co-op Connections Card to receive a discount on prescription drugs.

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I'm happy to report that we collected 412 cards from members at the meeting. We will enter that information into the Our Energy, Our Future database. It's not too late to get involved. Just visit www.ourenergy.coop or stop at either of our offices to sign a card and we'll e-mail information on your behalf.

There are significant challenges that await us. As we deal with legislative issues, operational issues, and cost issues, you can count on the co-op to represent your needs. That's different from other utilities—investor-owned utilities, in particular—that are beholden to shareholders. We are beholden to you, and we take that very seriously. We will be in there swinging on your behalf when we talk to legislators and our power suppliers. We know that your energy costs are a significant part of your family and business budget. We will do everything we can to keep them affordable.

Thanks again to everyone who made our 74th annual meeting a success. If you didn't attend this year's meeting, we hope you'll join us next spring when we will celebrate our 75th anniversary.

As a co-op, we exist for you! 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 if we can do anything to improve our service to you. ■

The delegation from Rock Energy Cooperative participates in the recent Wisconsin Electric Cooperative Association Education & Lobby Days in Madison. Co-op representatives from throughout the state met with legislators to talk about energy issues.

