



Shane L. Larson,
Chief Executive Officer

More Power to You

700 Attend Co-op's 78th Annual Meeting

About 700 people gathered at the Eclipse Center on March 31 for Rock Energy Cooperative's 78th annual meeting. This month's column is the first of a two-part report on the annual meeting.

Chairman Darrel Weber opened his remarks by saying: "The fact that you're here tonight means that you survived the coldest winter in 35 years." He was right about that. The very cold winter we just experienced resulted in a double whammy in terms of energy costs. Not only did we have very high usage, but we also had higher energy prices.

We understand that the higher bills resulted in a financial strain for some members, and Rock Energy is committed to working with those who need assistance. We have helped thousands of members using deferred payment arrangements as well as our hardship and Cooperative Care programs. If you are having difficulty, please call our office so we can help you manage your higher-than-normal energy bills.

In 2013, Rock Energy returned more than \$900,000 back to the membership with the retirement of capital credits. With last year's retirement, the total returned to our members is now more than \$12.2 million. The return of capital credits, involvement in the community, and participation at the annual meeting are just a few reasons why the cooperative business model has been so successful over the years.

For the past few years the co-op has commissioned a company to perform an extensive member survey. One question asks about members' satisfaction with the co-op. In 2011 Rock Energy scored 86 percent on that question. That number increased in the 2013 survey with 88.6 percent responding that they are satisfied with the co-op. Of course, we're pleased that our members continue to rate us high, but we are always looking for ways to improve. A couple areas we're enhancing include our phone answering system and member communication using current technology.

We will be moving our after-hours answering service to a company that specializes in taking calls for energy co-ops. This new answering service will be able to handle a

higher volume of calls, which is necessary during outages.

In addition, our eBill system will be changed to SmartHub. This new application will allow members to access more information about their accounts using their computer, smart phone, and other mobile devices. See the story on page 16c for more details.

John Freitag, director of operations at the Association of Illinois Electric Cooperatives, also addressed members. "We're pleased to be your partner in Illinois and represent your interests in the state capital in Springfield. Your co-op has an excellent reputation and does an extremely good job service-wise. You have the lowest rates among the Illinois electric cooperatives."

During the business meeting, members re-elected three incumbent directors—Mike Duffy, Bill Dietsch, and Ron Richards. I congratulate them for being chosen to serve another three years. I also want to thank District 6 candidate Gilbert Styles, whose involvement was so important to the process.

Members also approved changes in the Articles of Incorporation and adopted Restated Bylaws to replace the existing Bylaws. These changes will better ensure compliance with current law and provide consistency between the Articles of Incorporation and Bylaws.

Two people who had attended co-op gatherings for many years were remembered during the meeting. In October we lost our longtime attorney Dave Collins,

(Continued on page 16d ►)

78th Annual Meeting Election Results at a Glance



Mike Duffy,
Re-elected
District 6 Director



Bill Dietsch,
Re-elected
District 7 Director



Ron Richards,
Re-elected
District 8 Director



Chairman Darrel Weber delivers opening remarks.



Students who will represent the co-op during Youth Tour to Washington are Wyatt Reid, Hononegah, and Julia Kaster, Clinton.

Above: Winning \$500 co-op scholarships are, from left: Cullen Osmond, Parker High School; Klynn Wolfe, Milton; Sara Kearns, Parkview; Chantal Hielkema, Hononegah; Claire Hahn, Clinton; Amy DalSanto, Hononegah; Sadie Gummink, Clinton; and Kristen Broege, Craig. Not pictured are Darby Hoffman, Beloit Memorial, and Abigail Martin, Milton, who were unable to attend the meeting. Right: Pickles the Clown is always a big hit with the kids.

78th Annual Meeting
March 31, 2014



Managing Account, Paying Online is Easy with SmartHub

Starting May 1, Rock Energy Cooperative's online bill payment system will have a new look, be easier to use, and offer more features. SmartHub, a free app for computers and mobile devices, will replace eBill to provide members with secure account management right at their fingertips.

A link to SmartHub can be found on Rock Energy's website, www.rock.coop. Members who already have an eBill account will be able to log in to SmartHub using their same user ID and password. If you are new to online

account management, you will need to sign up for SmartHub as a new user. All you need is your account number, account holder's last name, and email address.

The mobile app is available for both android and iPhones. Simply look for SmartHub in the Apple Store or the Google Play Store.

"SmartHub uses advanced technology so members can see their electric usage on a daily, weekly, and monthly basis," said Mike Salmons, energy services manager. "It's also pos-



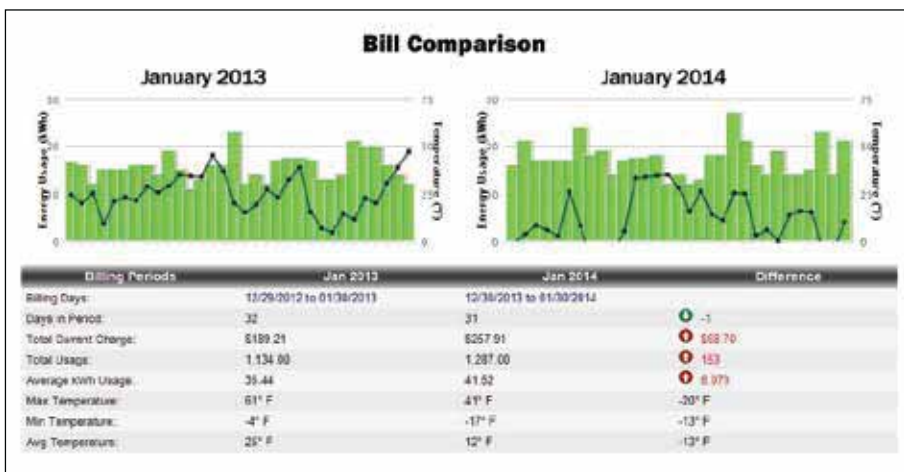
Current eBill users can log in to SmartHub with their same user ID and password.

sible to compare usage from month to month or from any two time periods."

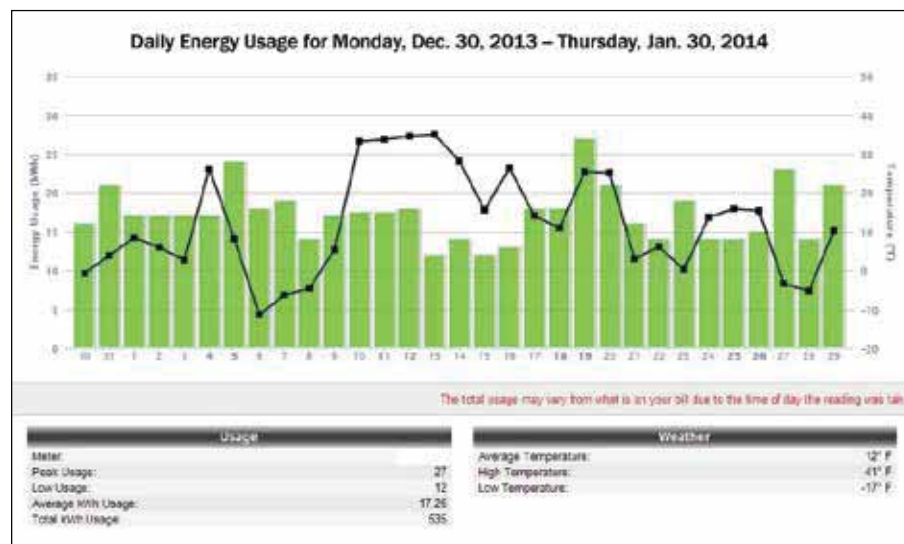
With SmartHub, you can:

- Check your usage.
- Contact our office.
- Pay your bill.
- Receive account notifications.
- Report a service interruption.
- Sign up for paperless billing.

Members who have any questions about SmartHub can visit www.rock.coop, where detailed information and frequently asked questions are posted. Or call (866) 752-4550 and one of our member service representatives would be happy to assist you. ■



SmartHub allows members to chart their daily usage, compare usage from any two time periods, and provides a variety of other information.



Mark Your Calendar
Rock Energy Family Night at the Ballpark

Saturday, June 21
Beloit Snappers vs. Clinton LumberKings
7 p.m. Pohlman Field at Telfer Park in Beloit

Special food prices! • Player autographs!
 Spectacular fireworks!

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

Get Connected

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



Marcella's Ceramics, 1150 E. Inman Parkway, Beloit – (608) 362-5056

Distributing hobby ceramic supplies and equipment since 1958. Our comprehensive inventory for hobby ceramics includes Greenware, Bisqueware, paint, brushes, tools, kilns, pottery wheels, and modeling clay. Don't miss the Blue Violet Studio at Marcella's. Our Blue Violet Studio is open pottery studios for all ages. Join us for birthday parties, bridal and baby showers, bachelorette parties, corporate parties, or even scouting.

20% Off Retail Products (excluding equipment)

Perfectly Plus Women's Consignment, 32 E. Racine St., Janesville – (608) 563-2626 – www.perfectlyplus.net

Plus-size women's clothing 14 (XL) and up. Shoes, jewelry, handbags, and accessories. Personalized service, weekly sales, and continuous markdowns. Providing a wide variety of new and gently used, plus-size clothing at affordable prices in a comfortable and friendly atmosphere. Our consignors always receive the greatest monetary return on their gently used items. Dedicated to plus-size women who want to feel beautiful in what they wear as well as comfortable where they shop.

15% Off Entire Purchase

Have a Safe and Happy Memorial Day!

Rock Energy Cooperative offices will be closed on **Monday, May 26**, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 27. 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.



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Co-op Employees Sometimes Work on Your Property

Rock Energy Cooperative employees and contractors work throughout our service territory, including on the rights-of-way and easements, and across your private property and driveways. Our efforts to ensure reliable energy for you and your neighbors mean we must cross your property from time to time. You may see us:

- Making routine repairs.
- Restoring power outages.
- Updating our electric and natural gas distribution system.
- Replacing meters.
- Maintaining vegetation in rights-of-way.
- Locating buried utilities for construction and digging projects.
- Working to upgrade poles, wires, transformers, and equipment.
- Inspecting lines, power poles, transformer boxes and equipment.

Most field work, except in emergencies, is conducted during normal working hours Monday through Friday. Every effort is made to avoid damage and unnecessary intrusion.

If you have concerns about our work on your property, contact Rock Energy at (866) 752-4550. We appreciate your cooperation. ■

More Power to You *(Continued from page 16a)*

who conducted director elections at many annual meetings. Dave was a terrific attorney for the co-op and a truly wonderful person. And sadly in February we lost Liz Dybevik, the wife of longtime and now retired board member Stan Dybevik. While Liz didn't serve in an official capacity for the co-op, she certainly was a big part of Rock Energy.

Thanks to everyone who made our 78th annual meeting a success. It was terrific to see so many familiar faces as well as meet some new members. The evening is always a highlight for the board and employees. I'm proud to report that we have a tremendously talented team of employees working on behalf of our members. The nine directors, who are members just like you, are truly watching out for the interests of the co-op. In my 14 years at Rock Energy, it has been my privilege to work with such a member-focused board. We are proud to be your energy provider. Please let us know if there's anything we can do to improve our service to you. ■