



Shane L. Larson,
Chief Executive Officer

More Power to You

ROCK ENERGY BUILT ON STRONG FOUNDATION



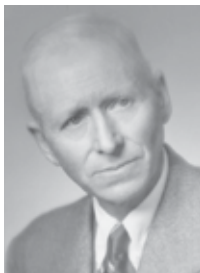
County by bringing electricity to their homes, farms, and businesses.

The founders of your co-op had a mighty goal in 1936. They set out to empower the residents of rural Rock

Three of the men—George Ballmer, J.B. Dybevik, and Emmett Yale—are pictured here, and you can see the determination on their faces. They were among the 14 founders of Rock County Electric Cooperative Association, and each one went on to serve on the board of directors for 25 years or more. We owe them and everyone who served the co-op in the early days a debt of gratitude and are proud to carry on their mission.



Founder
George Ballmer
Director 1936-1963



Founder
J.B. Dybevik
Director 1936-1961



Founder
Emmett Yale
Director 1936-1962

That was the theme of Rock Energy Cooperative's 80th Annual Meeting and Anniversary Celebration on March 28 when more than 600 Rock Energy Cooperative members, guests, friends, and employees gathered at the Eclipse Center in Beloit.

We live in the greatest country in the history of this world. But remarkably this co-op came into existence during one of our country's most difficult time periods—the Great Depression. Although times were extremely tough in 1936, our cooperative forefathers knew the time was right to bring the lights to the countryside.

From today's perspective, nothing was easy back in 1936. The holes for the electric poles were dug by hand, and there certainly weren't computers to help with the office work. But motivated by a higher purpose, those early employees and directors established the strong background of the cooperative that still exists today.

While Rock has flourished for 80 years, other companies didn't fare as well. Thousands and thousands have gone out of business, and many of them are big, well-known companies:

Montgomery Ward, Pan Am, TWA, Paine Webber, Eastern Airlines, WorldCom, Beatrice Foods, Compaq, American Motors, E.F. Hutton, Atari.

Rock has encountered some good times and some tough times in the past 80 years. Not only have we survived some severe weather events, but we also made it through five wars, the Great Depression, and 10 recessions. Our February magazine highlighted some of Rock's milestones, which are now posted on our website. Just go to www.rock.coop, click on Your Co-op, and scroll down to History.

In addition to the founding of Rock, here are some other things that were happening in 1936:

- An average home was priced at \$3,925.
- A gallon of gas cost 10 cents.
- The nation had only 48 states. Alaska and Hawaii didn't become states until 1958.
- The Hoover Dam was completed after five long years of construction.
- Joe DiMaggio made his Major League Baseball debut with three hits.
- Janesville's General Motors employed 3,000 people and produced 139,957 vehicles.

During his address, Board Chairman Bill Dietsch asked members to imagine what life was like in the 1930s. When the sun set, kerosene lanterns lit up homes and barns. An icebox kept food cold. A wood-burning stove was used for cooking. Clothes were scrubbed on a washboard and pressed with a piece of iron heated on the stove. Farm work was back ▶

80TH ANNUAL MEETING ELECTION RESULTS AT A GLANCE



Marian Trescher,
Re-elected
District 2 Director



James Quade,
Re-elected
District 4 Director



Wendell Boyer,
Elected
District 9 Director



breaking and time consuming. That all changed when the co-op brought electricity to people in rural areas and helped improve the quality of their lives.

Throughout the evening, speakers congratulated Rock on its 80th anniversary. Members were shown a video message from Paul Ryan, speaker of the House of Representatives, who praised the co-op for providing reliable energy to areas that others ignore. Steve Freese, manager of the Wisconsin Electric Cooperative Association, also congratulated the co-op for delivering electricity to its members for 80 years.

Beata Wierzba, director of government relations at WECA, presented the co-op with three awards for excellence in the local pages of the monthly magazine—winner in the human interest and photography categories and honorable mention for co-op news.

Duane Noland, president of the Association of Illinois Electric Cooperatives, said he was impressed on a recent visit to Rock Energy’s headquarters to see that employees greeted members by name when they stopped in to pay their bill or ask a

Regardless of what lies ahead, our guiding principles are the same today as they were back in 1936.

question. That’s a good example of the co-op business model, he said.

Members re-elected Marian Trescher in District 2 and James Quade in District 4. Wendell Boyer is a new director in District 9, filling the seat held by Jo Miller, who retired from the board. Congratulations to them for being chosen to represent the membership for the next three years.

Dietsch presented an award to Miller for her 24 years of dedicated service to the co-op. Miller made history in 1992



Above: Board Chairman Bill Dietsch presents Jo Miller with an award for her 24 years of service as a co-op director. Left: A beautifully decorated anniversary cake is displayed.



when she became the first woman to serve on the board. She is a wonderful person who I am going to miss. I wish Jo and her husband, Ray, the absolute best.

Trescher, with assistance from Directors Bill Fischer and Ron Richards, presented college scholarships and other youth awards. The scholarship selection committee had a huge task this year, evaluating 49 outstanding applications before choosing the 10 winners. Serving on the committee were Diane Amundson, Edgerton; Bess Ann Wenham, Milton; Lori Duffy, South Beloit; and Shawne Reid, Rockton. Money for our youth programs comes from members’ unclaimed capital credits, which are invested through the Federated Youth Foundation. Photos of the scholarship and youth award winners can be found on the next page.

Before dinner was served, the winners of two door prizes were announced. Leon Maerz of Edgerton and Judy Wubbena of South Beloit each won a certificate for an \$80 credit on their Rock Energy bill.

As we look ahead, we know there will be challenges. There always are. Those challenges may come in the form of new technologies, business opportunities, or legislative mandates. Regardless of what lies ahead, our guiding principles are the same today as they were back in 1936. We are built on a strong foundation. From the co-op board to our employees, we are committed to ensuring that Rock Energy Cooperative is around for another 80 years.

From the depths of the Great Depression came a small electric co-op with a big mission. That small cooperative has grown substantially, but our mission has remained the same—empowering our members.

Thanks to everyone who attended our 80th anniversary celebration and made the evening a great success. It is a privilege to serve your energy needs, a responsibility we don’t take lightly. Please let us know if we can do anything to improve our service to you. ☺



Above left: Rock Energy employees Jack Slaback, left, and Cal Calkins help kids with their craft projects. Above right: Pickles the Clown entertains in the kids' room. Below left: Amanda Stevens, Stevens Academy, will represent Rock Energy at Youth Leadership Congress in July at UW–River Falls. Below right: Students who will represent Rock Energy on the Youth Tour to Washington are, from left, Leah Knaul, Thunder Valley Schools; Nathan Stevens, Stevens Academy; Seth Trickel, Parkview High School.



Winning \$500 co-op scholarships are, from left, back row: Katherine Butler, Hononegah High School; Collin O'Sullivan, Hononegah; Jake Hermanson, Milton; Carson Brauer, Parkview; Hanna Kearns, Parkview; front row: Jessica Pozzani, South Beloit; Erika Gustafson, Hononegah; Heather Messling, Evansville; Emma Hahn, Clinton; Amber Pickel, Brodhead.



BRODHEAD STUDENT ATTENDS CO-OPS YES!

Brett Hammon, a Brodhead High School student, learned about cooperatives and honed his leadership skills at Cooperative Network's annual Co-ops Yes! Youth Leadership Conference in Eau Claire.



Hammon represented Rock Energy Cooperative at the March 7-8 conference, which teaches students about cooperatives and leadership through presentations, case studies, and networking with co-op professionals.

Three speakers focused on cooperatives. Margie Hylkema from Organic Valley shared the cooperative's story and the meaning of democratic member control. William Nelson, recently retired from CHS Inc., discussed the seventh cooperative principle, "concern for community." Natalie Locke from Aynah provided an active introduction to cooperatives and had students conceive their own co-ops.

Motivational speaker Craig Hillier shared his interactive and inspiring message, helping students identify their leadership styles and learn how to work as a team to achieve their goals. At the closing session, motivational speaker Vince Pellegrini left students with some actionable ways to tap into their leadership potential.

HAVE A SAFE AND HAPPY MEMORIAL DAY!

Rock Energy Cooperative offices will be closed on Monday, May 30, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 31. 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 866-752-4550.



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Angela's Attic

10% Discount on Purchase of \$20 or More (cash/check only; prices not marked "Firm" or "Sale")

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Tollway Inn

parking at your door; exterior corridors; four HBO channels; free lobby coffee; near restaurants and shopping; small pets allowed; AM/FM alarm clock; no smoking rooms; RV/bus/truck parking; guest laundry facilities with free detergent.

10% Off Rack Rate

For a complete listing of current deals, visit www.rock.coop and click on the Co-op Connections Card. You also can use the card for discounts on prescriptions as well as dental, vision, hearing, chiropractic, lab, and imaging services. To locate providers, call 800-800-7616.

Mark Your Calendar

Rock Energy Family Night at the Ballpark



Saturday, June 18

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!

Shane Larson, CEO

P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080
608-752-4550 • 866-752-4550

Barbara Uebelacker, Editor



ROCK ENERGY COOPERATIVE
Empowering Members Since 1936