



More Power to You

Shane L. Larson,
Chief Executive Officer

America Needs Balanced Energy Approach

This month's column is the second of a two-part report on Rock Energy Cooperative's 78th annual meeting conducted March 31 at the Eclipse Center in Beloit.

My address to the membership focused on the fact that co-ops believe America needs a balanced energy approach, particularly with the generation of electricity. By balanced, I mean using all of our resources—natural gas, wind, solar, nuclear, and coal—to produce electricity.

For various reasons, but predominantly due to mandates by the Environmental Protection Agency, coal-generating facilities are being shut down. Between 2009 and March 2014, coal plants that had generated nearly 23,000 megawatts were retired in the United States. Plants that generate another 27,000 megawatts are scheduled to be closed by 2022. That means millions of homes and businesses will need to get electricity from a source other than coal. Right now, it looks like that source will be natural gas.

While there is an abundance of natural gas, it takes pipelines to get the gas that's in the ground to our homes and businesses or to plants that use gas to generate elec-

tricity. In certain areas of the country, there is a shortage of pipelines.

I quoted an Associated Press news story from March 11 that said: "Now there is concern about whether the natural gas industry can produce all the gas their old and new customers need, and deliver it to them through a pipeline system that hasn't been able to keep up with the new demand." A substantial part of that new demand will come from the increase in generating electricity using natural gas instead of coal.

We all want our kids and grandkids to have clean air and safe water. But I'm concerned that my kids and future grandkids will have enough affordable energy. There are millions of

Americans who believe that the current energy path we are on is the right one. We certainly respect that.

However, I asked annual meeting attendees to participate in Action.coop, a nationwide effort to tell the EPA that America needs a balanced energy approach. A total of 228 people joined the effort during the annual meeting and signed cards to the EPA asking the agency to keep

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RENEWABLE ENERGY



NUCLEAR POWER



NATURAL GAS



CLEAN COAL

America needs an
ALL OF THE ABOVE STRATEGY
to keep energy bills affordable

TELL THE EPA TO RECONSIDER
ITS "ALL-BUT-ONE" APPROACH

ACTION.COOP



Join Us Saturday, June 21 for **ROCK ENERGY FAMILY NIGHT** at the **BALLPARK**



Beloit Snappers vs. Clinton LumberKings

7 p.m.

**Pohlman Field at Telfer Park
in Beloit**

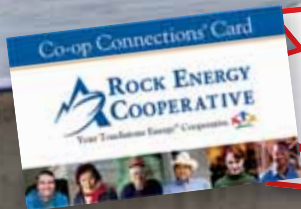
Gates open at 6 p.m.

The first 30 kids win a special gift.
(Must be accompanied by adult member.)

Come early to collect
team autographs.
Then stay late for a spectacular
fireworks show!

Stop at either our Janesville or
South Beloit offices to buy
game tickets. Tickets are \$2
each (\$7 value) and good
for any 2014 regular season
Snappers home game.

**Show your Co-op Connections
Card at the ballpark on June 21 to buy
reduced-price food vouchers. Get a hot
dog, chips, and soda or pizza and soda
for just \$2. If you don't have a card,
stop at either Rock Energy location
to get yours free!**





New eBill App!

Rock Energy Cooperative has a new online bill payment system. SmartHub, a free app for computers and mobile devices, will replace eBill to provide you with secure account management right at your fingertips.



powered by



- Check your usage
- Pay your bill
- Receive account and outage notifications
- Sign up for paperless billing
- Contact our office

To sign up, go to
www.rock.coop
and click on logo



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



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10% Off Insurance Deductible



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Commercial and residential plumbing services, including new construction, remodeling, repairs, sewer and water laterals, radiant heat, faucets, and fixtures. We don't want all the business... just yours!

\$15 Off Any Service Call

For a complete list of current deals, visit www.rock.coop and click on the Co-op Connections Card. Terms and conditions 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 \$59,000 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, 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 or call her at (866) 752-4550.

Have a Safe and Happy Independence Day!

Rock Energy Cooperative offices will be closed on Friday, July 4, in observance of Independence Day. We will reopen at 7:30 a.m. Monday, July 7. 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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energy bills affordable. If you weren't able to attend the meeting, you can get a card at either of our offices or you can support the cause by visiting the Action.coop website.

We don't want to be Chicken Little, but if this winter was a glimpse into the energy future of this country, we're in for some real challenges.

Share Brandt, manager of the Wisconsin Energy Cooperative Association, also urged members to sign the cards. "We're going to send these messages to the EPA to remind the folks there that we're just the electric ratepayers out here who are going to feel the pain in our electric bills when all of these regulations have to be achieved, and they will at some point. We're asking the EPA to give us enough time to transition to new technologies, for new technologies to be created and available, so that we can continue to provide affordable and reliable electricity for you."

Thanks to everyone who attended our 78th annual meeting and made it a success. Mark your calendar for next year's meeting, which the board has set for Monday, March 30. As always, we are proud to be your energy provider. Please let us know if there's anything we can do to improve our service. ■



Shane Larson, CEO
Barbara Uebelacker,
Editor

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