



More Power to You

Donated School Supplies Will Help Needy Students Get Ready to Learn

Shane L. Larson, Chief Executive Officer

We're only a couple of weeks into the summer season, but soon we'll be bombarded by back-to-school ads and store shelves will be filled with all the supplies students need to start the new school year. If any students are reading this, you'll probably hear a loud groan at the thought of classes being back in session.

As you're browsing the ads and walking past the store displays, think for a moment about the cost of sending kids back to school. The National Retail Federation estimated that parents spent an average of \$86 per child on school supplies last year.

With less fortunate students in mind, Rock Energy Cooperative is sponsoring a Back-to-School Supplies Drive. We've gathered information from the 15 school districts in our service territory and compiled a list of some common items that students need. We hope that our members and employees will unite to help families who are having difficulty providing the proper tools for their children to succeed in school.

Some might wonder why an energy cooperative that distributes electricity and natural gas would sponsor a donation drive unrelated to its mission. They would be right that energy and school supplies are not connected. But as a cooperative we abide by a set of principles, and the seventh one is Concern for Community: local people working for the local good.

Directors and employees at Rock Energy want to see the communities we serve succeed. Why? The answer is simple: we live here too.

First and foremost, we strengthen our communities by doing what we do best: providing a safe and reliable supply of energy at an affordable cost. We also support policies and undertake projects that are good for the communities we serve because what's good for our community is good for the co-op. I can't think of a better way to support our communities than helping to educate the future generation. Please consider donating items to this

worthwhile cause. All the details are on page 16b.

In our continuing effort to enhance communications with members, we have added a Current Outage Map to our website. Members can see outages by zip code, county, or township using any device with Internet access, including smart phones. See page 16c for all the details.

Despite our best efforts to prevent outages, factors beyond our control—such as storms, wind, and lightning—can occasionally interrupt electric service. With the new online outage map, members can visit our website to see if their outage is part of a larger one or a more isolated problem. The map also displays how many

outages we are experiencing throughout our service territory. This information can be beneficial in determining how long it may take to restore your power because the more outages on the map, the longer it could take to make repairs.

It's important to note that members still need to let us know if they're without power because our outage management system might not have detected the problem. After checking your breakers and fuses and determining that the problem is not on your end, just call us at (866) 752-4550.

In July we take time to reflect on our country's history and remember how the actions of our nation's founders helped shape the way we live today. It's also a good time to pay homage to the legacy of our cooperative founders and think back on the rich history of the electric cooperative movement. A small group of determined people worked hard to improve their quality of life and the quality of life for all those who would come after them.

This Independence Day, as we think about the future of energy cooperatives and how we will continue to shape our country and our society, we remember what it took to bring power to our communities and are guided by the determination of those who came before us.

If we can do anything to improve our service to you, please let us know. ■





Back to School Supplies Drive



Rock Energy Cooperative is sponsoring a School Supplies Drive so our employees and members can donate back-to-school items to help families who are having difficulty providing the proper tools for their children to succeed in school.

Needed supplies

- | | |
|--|------------------------|
| #2 wooden yellow pencils | Zipper binders |
| Ballpoint pens | Protractor |
| Plain pocket folders | Ruler |
| Spiral notebooks – wide ruled | (1/8 scale and metric) |
| Notebook paper – wide ruled | Scissors |
| 3-ring binders | (preferably Fiskars) |
| Box of 24 or 64 crayons (preferably Crayola) | Backpacks |
| Pink erasers | Kleenex |
| Glue bottles | Deodorant |
| Glue sticks | |
| Dry erase markers | |
| Colored pencils | |
| Washable markers | |
| Watercolor paints | |
| Highlighters | |

Donations will be delivered to the following school districts for distribution to needy families:

Beloit	Durand	Milton
Beloit Turner	Edgerton	Parkview
Brodhead	Evansville	Prairie Hill
Clinton	Hononegah	Rockton
Dakota	Janesville	South Beloit

**Donation
deadline is
July 31!**

Drop-off locations

Rock Energy Cooperative offices

2815 Kennedy Drive
Janesville, WI
7:30 a.m. to 4 p.m. Monday through Friday

15229 Willowbrook Road
South Beloit, IL

Lake Summerset Association

1202 Lake Summerset Road
Davis, IL
8 a.m. to 4 p.m. Tuesday through Friday, 8 a.m. to noon Saturday

Online Map Displays Current Outages

Rock Energy Cooperative members can now view power outages on the co-op's new online outage map.

Available on computers and mobile devices connected to the Internet, this color-coded map shows how many outages the co-op is experiencing at any given time. Members can view the number of outages by county, zip code, or township. As power is restored, the numbers are updated.

To view the outage map, visit www.rock.coop and click on Current Outage Map at the top of the page. Then you can click on the county, zip code, or township tabs located to the right of the map to see what areas, if any, have outages.

Most of the time, the map will not show any outages. But if your power goes out during a storm, you can use your battery-powered laptop or smart phone to see if your outage is an isolated one or whether it's part of a larger problem.

The map is updated every two minutes by the co-op's outage management system, which employees use to track outages and repairs. For members' privacy and security, the map does not display specific addresses that are without power.

When members call Rock Energy to report an outage, their account information is entered into the outage system. If several members on the same line are without power, the system predicts that the entire section must be off and indicates an outage for all accounts on that line. After just a few calls are received, our line crews have a good idea where the problem is and how many

members are affected. Members are still advised to call (866) 752-4550 to report outages in case the outage management system has not identified the problem.

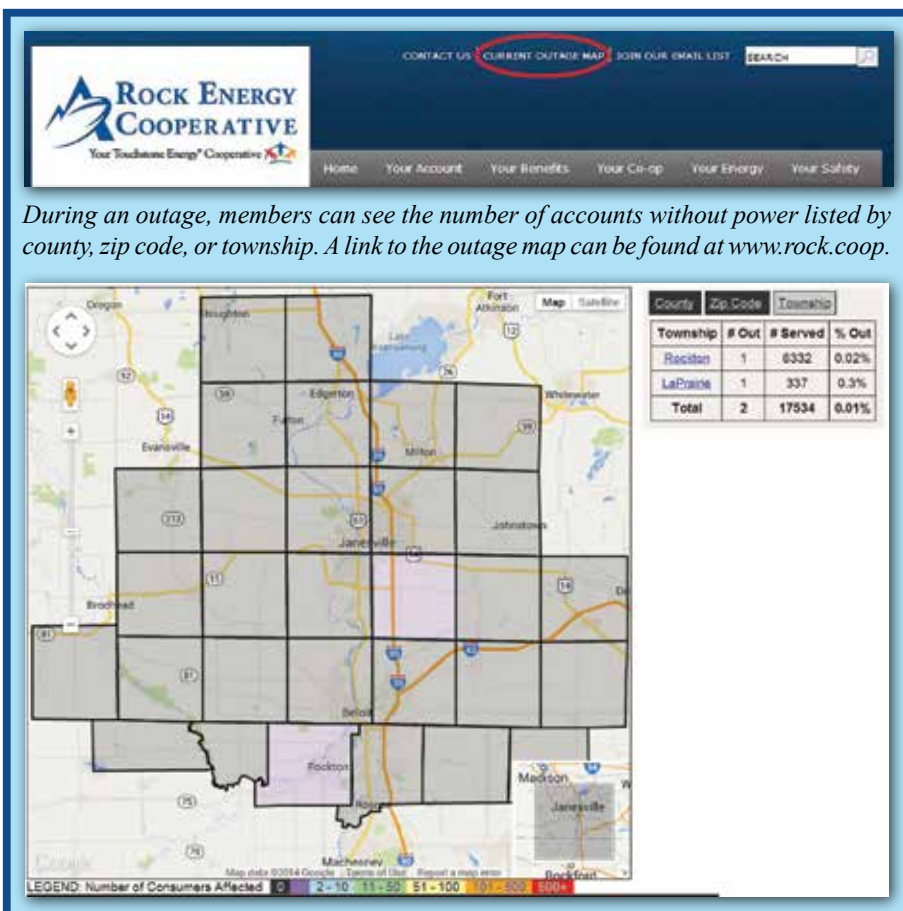
"We have used an outage management system for several years," said Denny Schultz, the co-op's director of utility operations. "Now, through technology, we're able to share this information. Members can see if an outage is isolated to a specific area or is more widespread. During storms when there are many outages throughout our service territory, it may take longer to restore power."

The online map isn't the only

way members can learn about outages. Through SmartHub, the co-op's account management system, members can sign up to receive notifications of power outages affecting their home or business.

Members can choose from multiple notification options, including text message, phone call, and email. Once an option is selected, members automatically will receive personalized updates if an outage occurs at their home or business due to severe weather, traffic accidents, or other causes.

To learn more, please visit www.rock.coop and click on SmartHub in the Your Account section. ■



Get Connected

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



The Villager, 429 E. Grand Ave., Beloit (608) 365-6007
www.villagergallery.com

Art gallery and custom framing. Select from hundreds of picture moldings ranging from the exquisitely simple to the breathtakingly ornate. Discover a growing collection of local original artwork. Frame it at The Villager!
\$10 Off Framing Jobs of \$75 or More



Mac's Pizza Shack, 2307 Milton Ave., Janesville (608) 756-4191 – www.macspizzashack.com

Pizza and ice cream. Great food for busy families!
\$1 Off Lunch or Evening Buffet (every day)



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.

Mark Your Calendar!

Member Appreciation Day 2014 Pancake Breakfast

**Saturday, Sept. 13
8 to 10:30 a.m.**



REC Headquarters, 2815 Kennedy Road, Janesville, Wis.

Watch for details!

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. 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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Energy Efficiency

Tip of the Month

Replacing your conventional power strips with advanced power strips (APS) can help reduce the electricity wasted when electronic devices are idle. These power strips are a convenient and low-cost way to save.

Source: Department of Energy