



### More Power to You

# Our Linemen Are on Your Team

Shane L. Larson,  
Chief Executive Officer

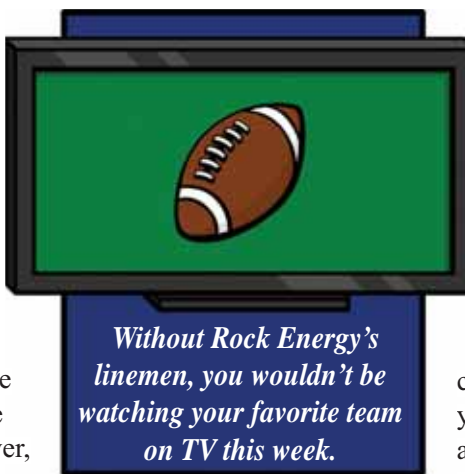
Fall is one of my favorite times of the year—the leaves change colors, the weather cools down, and football season starts. I love football—always have and always will. In Nebraska, where I grew up, it was a birthright to be a football fan. The co-op, like a football team, has many positions, but at this time of year we'd like to shine the spotlight on the line positions.

Like all sports, football has its superstars. Usually they're quarterbacks, running backs, or receivers—the players who score the points and get most of the glory. Linemen, on the other hand, are the unsung heroes of the sport. They work on the line of scrimmage, making sure that the quarterback has time to throw the perfect pass and creating a hole for the running back to slide through.

In many ways, electric linemen are similar to the football players who have the same title. Both groups convey power, but in different ways. The football linemen use their power on the line of scrimmage. Rock Energy Cooperative's linemen make sure you have the power needed to run your everyday life. They work in all types of weather and at all hours of the day and night to keep power flowing safely and reliably to members' homes and businesses.

Both groups of linemen perform out of the spotlight, doing their jobs with little or no recognition. We take them for granted. We assume the offensive linemen will do their job to protect the quarterback from the opposing team. And we expect the TV to turn on when we press the remote button.

Without Rock Energy's linemen, you wouldn't be watching your favorite team on TV this week. Our guys put up the poles and connect the wires that bring the game into your home. So when you turn on the game, think of the electric linemen on your team who are working behind the scenes.



*Without Rock Energy's linemen, you wouldn't be watching your favorite team on TV this week.*

### Stay Safe During Fall Projects

Fall also is a good time to complete those do-it-yourself projects that you've put off all summer. But before you tackle any project, remember to always practice safety measures to avoid injury. Just like a helmet and pads are required on a football field, safety items are essential for home projects. Wearing eye and ear protection as well as gloves are important to keeping you safe.

For outdoor projects, first check the area where you'll be working. Identify potential hazards and take time to avoid or correct any problems. Don't forget to look up for power lines, and avoid using long poles or ladders within 10 feet of overhead wires.

If your project involves digging, call 811 beforehand even if you think you know where the underground lines are. The 811 service will mark all underground lines in your area for free before you start work.

### See You at Member Appreciation Day

When planning fall projects, remember to keep the morning of Saturday, Sept. 14, open for Rock Energy's Member Appreciation Day. See page 16c for all the details.

Due to the overwhelming response last year, we're offering document shredding and electronics recycling again at this year's event. A total of 6.7 tons of electronics and 2.5 tons of paper were collected last year. Workers will be available to help members carry their bags and boxes of documents to the shredding truck and unload heavy electronics from vehicles.

This annual fall event allows Rock Energy directors and employees to say a special thank you to our members. We hope to see you there, and please let us know if there's anything we can do to improve our service. ■



# Rock Linemen Power Our Members



During this football season and throughout the year, Rock's linemen provide the power you need.



**(866) 752-4550**



# Member Appreciation Day Pancake Breakfast

**Saturday, Sept. 14**

**8 - 10:30 a.m.**

**Rock Energy headquarters,  
2815 Kennedy Road,  
Janesville**

- Pancakes, sausage, juice, milk, water, coffee
- Health fair
- Bucket truck rides
- Jugglers
- CFL Charlie
- Spin-to-win prize wheel
- Bounce house, balloons
- Popcorn, ice cream



**It's our way  
of saying  
"Thanks!"  
to you!**

**Back by popular  
demand:  
Document Shredding  
Electronics Recycling**

## Document Shredding



- Limit: 4 boxes or bags of material per member.
- You do not need to remove staples, paper clips, hanging files, or black binder clips from materials.
- CDs and credit cards also will be shredded.
- No three-ring binders.
- All material will be shredded on site.

## Electronics Recycling



- Accepted items: TVs, personal computers, printers, scanners, fax machines, calculators, cell phones, keyboards/mice, radios, stereos, telephones, DVD/CD players, VCRs.
- No air conditioners, microwaves, dehumidifiers, vacuums, toasters, or large appliances.
- No businesses please.

## Get Connected

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



**Jerry's Sport Service, 3100 Riverside Drive, Beloit – (608) 365-4520 – [www.jerrysboats.com](http://www.jerrysboats.com)**



Boat, engine, and trailer sales, fishing equipment, piers, docks. Conveniently located right on the Rock River. For 35 years we have been putting our customers first, doing all we can to ensure every detail is managed to your satisfaction. Whether buying or selling, upgrading or downsizing, going faster or slower, we have a boat for you, with the largest selection of boats in the Midwest. Great deals await and trade-ins are always welcome. Featuring Lund and Polar Kraft fishing boats, Yar Craft boats, San Pan and Parti Kraft pontoon boats, Hurricane and Princecraft deck boats.  
**10% Off**

**Three Blind Mice Computers, 20 W. Fulton St., Edgerton – (608) 884-6891 – [www.threeblindmicecomputers.com](http://www.threeblindmicecomputers.com)**  
Specializing in new and used computers; sales, service, and repair.



**\$25 Off (any computer repair)**

### Healthy Savings Discounts

The same program that offers discounts at local merchants and has saved Rock Energy members \$52,000 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](http://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](mailto:BarbU@rock.coop) or call her at (866) 752-4550.



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## Have a Safe and Happy Labor Day!

Rock Energy Cooperative offices will be closed on Monday, Sept. 2, in observance of Labor Day. We will reopen at 7:30 a.m. Tuesday, Sept. 3. 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. ■



### Energy Efficiency

### Tip of the Month

Like homes and other businesses, farms of all types can lower their electricity bills by turning off or reducing use of lights and small equipment in outbuildings. Timers and sensors can help, too. Regular cleaning, maintenance, and seasonal tune-ups help keep larger equipment running at top efficiency.

Source: E Source

## Always Call Before You Dig.



One easy call gets your utility lines marked and helps protect you from injury and expense.

**Safe Digging Is No Accident: Always Call 811 Before You Dig**

Visit [call811.com](http://call811.com) for more information.



Know what's below.  
Call before you dig.