

**Steve J. Jones,**  
**Chairman**

### More Power to You

# Power to the People, for the People, from the People

**C**ooperatives don't just exist. They exist to make a difference. They exist to make a difference in the lives of the people who own them. They exist to make a difference in the lives of the people who work for them. They exist to make a difference in the lives of the people who live in the communities they serve. They exist to make a difference in the lives of the people who love them.

Rock Energy Cooperative is a 100% member-owned electric utility. Our members are the owners of our company, and they elect the Board of Directors to represent them. Our members are the backbone of our company, and they are the reason we can provide the best service in the industry.

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- Distributed more than \$100,000 in capital credits to our members for the year ending 10/31/14. Our members are the backbone of our company, and they are the reason we can provide the best service in the industry.

## OCTOBER IS NATIONAL CO-OP MONTH

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Discover the meaning of membership!

- Awarded 37 scholarships to help young people begin their careers in the electric utility industry. Our members are the backbone of our company, and they are the reason we can provide the best service in the industry.
- Conducted a public survey with our Co-op members to determine what they want to see in the future. Our members are the backbone of our company, and they are the reason we can provide the best service in the industry.

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- Donated thousands of Christmas cards to our members. Our members are the backbone of our company, and they are the reason we can provide the best service in the industry.

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# Innovating to Serve Our Members

**E**lectric cooperatives have been a long way. Just in 2011, 17,000 miles of 10,000-volt lines were retired. [www.touchstoneenergy.com](http://www.touchstoneenergy.com)

**innovate**  
COOPERATIVELY

The implementation of being paid for energy services are made possible by smart and reliable.

Touchstone Energy is using the most advanced technology available.

Members of Midwest Co-op-owned Touchstone Cooperative are taking a look at how the technological advances have improved service to them and how they can get the most out of their service—yes, we mean you.

When that is done, you'll appreciate the technology simply more. You'll appreciate the power that keeps your lights on and your life going. You'll appreciate the service that keeps your lights on and your life going. You'll appreciate the service that keeps your lights on and your life going.

Touchstone Energy is using the most advanced technology available. We're using the most advanced technology available. We're using the most advanced technology available.

There are many ways to get the most out of your service. We're using the most advanced technology available. We're using the most advanced technology available.

Even though they may seem in different ways, these services are all part of the same service. We're using the most advanced technology available. We're using the most advanced technology available.

Advanced Utility: Existing technology can be adapted with help of smart meters to provide more information about your service. We're using the most advanced technology available. We're using the most advanced technology available.

Touchstone Energy started using smart meters in 2005. We're using the most advanced technology available. We're using the most advanced technology available.

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In the early days of electric co-ops, everything—even raising utility poles—was done by hand.

### Give us Power to You

(Continued from page 16)

will start their discussion next on the re-organization of divisions. If you're interested in reading on that work, see Executive on page 16B for more detail on executive powers.

**Providing all divisions the right to vote on Shareholders' Part 4, before directors and management votes. If your right was taken to help decide who will represent you.**

**We agreed that our membership shall be political views and opinions on the subject matter, including the subject matter being. During the past year we received requests to participate in this process and we have taken to initiate Rock Energy Cooperative Agency that have to service. Indeed, every approach. In addition, we have taken all of our resources—members, staff, time, capital, and more—to provide electricity. However, there are still some concerns that are still being resolved. Indeed, we have taken all of our resources—members, staff, time, capital, and more—to provide electricity. However, there are still some concerns that are still being resolved. Indeed, we have**

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### Homeowner's Insurance Policies Cover Losses from Power Outages

Rock Energy Cooperative works diligently to make sure your electricity is there when you need it, but like all things, nothing is 100 percent guaranteed.

Power outages or voltage issues—whether triggered by a storm, lightning, trees, equipment failure, animals, or vehicles hitting power poles—can damage computer equipment, TVs, and other appliances in your home. These events are out of our control, and Rock Energy does not compensate for any damaged equipment.

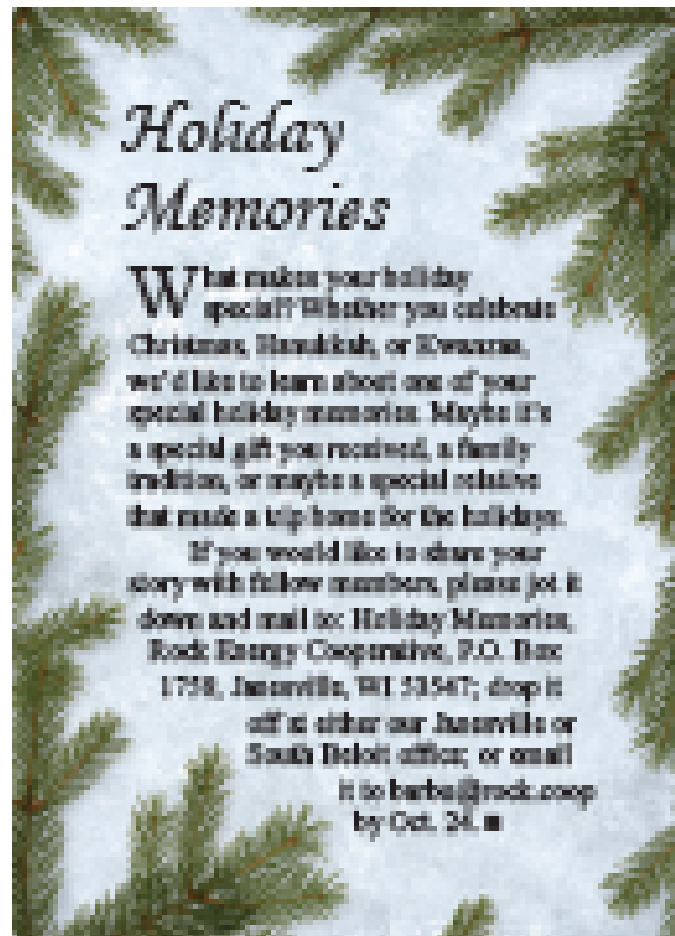
However, most homeowner's insurance policies cover losses from power interruptions caused by lightning, windstorms, and other sources. Make sure you're familiar with your policy and what is covered. Call your agent if you're not sure about your specific coverage.

You can help protect your own equipment by unplugging it during a power outage and by installing surge protection. ■

Energy, we work hard to keep your electricity reliably available. We don't even get together in the middle. Please join us—our members—don't. We already do you. Please join us—our members—don't. We already do you. Please join us—our members—don't. We already do you.

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### Holiday Memories

What makes your holiday special? Whether you celebrate Christmas, Hanukkah, or Kwanzaa, we'd like to learn about one of your special holiday memories. Maybe it's a special gift you received, a family tradition, or maybe a special relative that made a trip home for the holidays.

If you would like to share your story with fellow members, please jot it down and mail to: Holiday Memories, Rock Energy Cooperative, P.O. Box 1758, Janesville, WI 53547; drop it off at either our Janesville or South Deloit office; or email

it to [barba@rock.coop](mailto:barba@rock.coop) by Oct. 24. ■

## Get Connected

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



**Homes of Carpets, 1414 Canton Road, E Polo - (815) 363-7110 - [www.homesofcarpets.com](http://www.homesofcarpets.com)**

Local Carpet Superstore serving the entire state area



For over 40 years, offering quality merchandise, honest, and dependable craftsmanship, and always prompt and courteous service. Find a comprehensive selection of brands and products for builder/residential, educational, multi-family housing, and office/retail needs. Opened in 1966 as Carpet Specialists on Park Avenue; in 1977 became Homes of Carpets. One of Illinois' best quality carpet stores featuring over 400 styles of carpet in stock as well as vinyl flooring, tile, and laminate.

10% OFF All Items sold

**Tollway Inn, 1714 Gardner St., South Elmhurst - (630) 389-2291 - [www.tollwayinn.com](http://www.tollwayinn.com)**

Inn has 37 newly renovated rooms, all ground floor, free



parking at your door, in-lane corridors, four 110 channels, free lobby coffee, eat-in restaurant and shopping, small pet allowed, AM/PM alarm dock, no late bag fee, 24/7, 24/7 truck parking, guest laundry facilities will be delayed. 10% OFF Rack Rate

### Healthy Savings Discounts

The new program that offers discounts at local merchants and has saved Rock Energy members \$100,000 on participating sites provides significant savings on dental visits, hearing, lab and imaging services, and chiropractic work. To locate providers that participate in the Healthy Savings program, call (800) 888-7676 or go to [www.iclcoop.org](http://www.iclcoop.org), click on the Co-op Connection Card, and look under the Healthy Savings tab. Because it has your Co-op Connection Card handy.

### Add Up Your Savings

Tell us how much you have saved by using your Co-op Connection Card. If you have a savings goal like to share, e-mail Barbara Uebelacker at [BarU@rockenergy.com](mailto:BarU@rockenergy.com) or call her at (815) 732-4200.



## Director Nominations Open

The Rock Energy Cooperative Boarding Committee will be accepting nominations from the board of directors for positions that will be open during the March 20, 2012, annual meeting. Chairpersons for the three are:

- **Position 1: Public Policy, Public Affairs, and Public Involvement in Wisconsin.**
- **Position 2: Marketing, Membership, and Customer Services in Wisconsin.**
- **Position 3: Climate, Energy, and Technology in Wisconsin, Global Climate Change, Energy Efficiency, and Energy Involvement in Illinois.**

Additional information about nominating for a position on the Board of Directors, including procedures, can be found at [www.rockenergy.com](http://www.rockenergy.com) and most all other qualifications. Please contact ICL's Boarding Committee at (815) 732-4200 or (815) 732-4200 or e-mail [board@rockenergy.com](mailto:board@rockenergy.com) by Dec. 1. ■



### Energy Efficiency

## Tip of the Month

Light bulbs, and that means either standard incandescent bulbs or energy-saving CFLs, are your best investment for electricity savings. Light bulbs including compact fluorescent, a practical way to keep the lights in your home.

*Thomas DePompolo, attorney*



**Sharon Larson, CEO  
Patricia Uebelacker,  
SVP**

**200 E. Mac 1700  
P.O. Box 1000, E. Polo  
Aurora, IL 60499**

**200 E. Mac 104  
E. Polo, Illinois 60499  
South Elmhurst, IL 60120**

**(815) 732-4200 • (815) 732-4200**