



Shane L. Larson,
Chief Executive Officer

More Power to You

TOGETHER WE'RE STRONG; CO-OP STRONG!

A single string will easily break, but several wound together will be strong—co-op strong! That simple sentence perfectly represents the two topics of this month's column: Co-op Month and Co-ops Vote.

Co-ops around the country celebrate October as National Co-op Month to recognize the cooperative difference and remind you about Rock Energy's purpose. Our top priority is providing you—our members—with safe and reliable service and keeping your energy bills affordable.

The co-op business model allows us to do just that. Co-ops fill a community need, giving a voice to folks that profit-

We never lose sight of the fact that you are the reason Rock Energy exists.

driven businesses often overlook. We never lose sight of the fact that you are the reason Rock Energy exists.

Cooperatives Build is this year's theme, spotlighting the many advantages co-ops offer to their members. Cooperatives Build

Community. Cooperatives Build Jobs. Cooperatives Build a Better World. Cooperatives Build Trust.

Nationwide, about 29,000 cooperative businesses provide service to more than 130 million people and employ 2 million workers. Co-ops are found in all sectors of the economy, including utilities, agriculture, retail, housing, banking, health care, and child care.

Locally, Rock Energy provides energy to more than 16,000 households and businesses in the eight counties we serve in southern Wisconsin and northern Illinois. We are one of about 1,000 energy cooperatives across the nation.

I mentioned the cooperative difference earlier, but just what does that mean? Energy cooperatives share the same principles as their members because co-ops are located in the communities they power. Rock Energy is always looking out for you with a focus on member needs and local priorities.

As a Rock Energy member, you can participate in the democratic process by electing fellow members to represent you on the board of directors. You also participate financially through our capital credits program. At the end of each year,

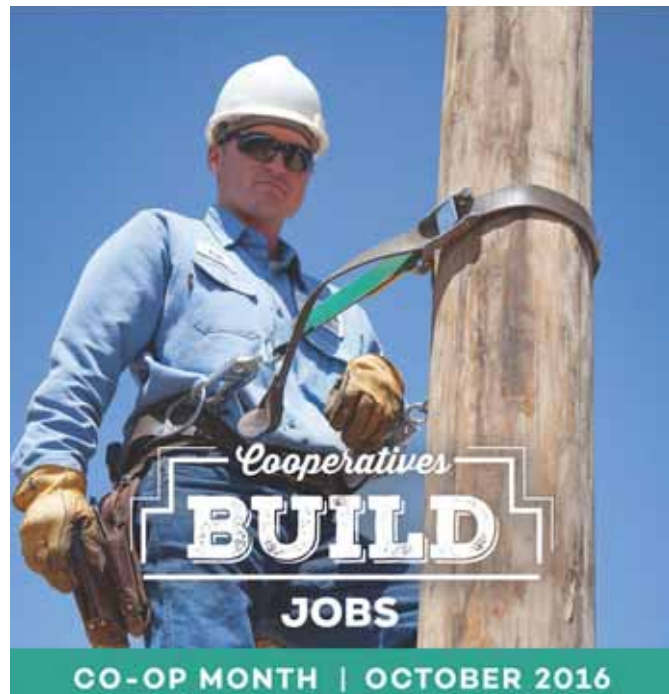
any margins that exceed actual costs are allocated to members in the form of capital credits. Since the co-op was founded 80 years ago, about \$15 million has been returned.

As a not-for-profit business, members know they can trust their co-op because it was created to deliver on the promise of providing safe, reliable, and affordable energy to members—not to generate money for shareholders.

The focus on community values mixed with the cooperative business model makes co-ops stronger and sets us apart from traditional power companies. That's the cooperative difference!

Together, co-ops across the country have a powerful voice that needs to be heard on Election Day. To help educate members, the National Rural Electric Cooperative Association, of which Rock Energy is a member, developed Co-ops Vote. The non-partisan, nationwide effort informs members about issues important to energy co-ops and the communities they serve. The topics include the continued need for affordable and reliable energy and other rural economic development issues.

One of the key elements of Co-ops Vote is a quick and easy member pledge. I encourage you to visit www.vote.coop to ►





help send the message that candidates need to consider our concerns to earn our vote. The website also provides a wealth of voter resources, including information on the candidates, the voter registration process, election locations, and background on some of the issues we want our elected officials to understand.

Help send the message that candidates need to consider our concerns to earn our vote.

There are no endorsements or political ads because we believe candidate preference is highly personal. Please consider taking the pledge to vote and set aside some time on Tuesday, Nov. 8, to cast your ballot

for president, vice president, Congress, state legislators, and a variety of other offices.

By the way, I thought you might be interested in knowing that co-ops share the month of October with apples and caramel along with many other foods and causes. So sometime this month, enjoy a caramel apple and think about how Rock Energy Cooperative builds stronger communities. Please let us know if we can do anything to improve our service to you.

CO-OPS

VOTE

A PROGRAM OF AMERICA'S
ELECTRIC COOPERATIVES

WWW.VOTE.COOP

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 for more information.

DIRECTOR NOMINATIONS OPEN

The Rock Energy Cooperative Nominating Committee will be selecting candidates to run for board of director positions that will be up for election at the March 27, 2017, annual meeting. Districts up for election are:

- **District 6:** Rock and Beloit townships in Wisconsin; Rockton Township in Illinois.
- **District 7:** Newark and Plymouth townships in Wisconsin.
- **District 8:** Avon, Spring Valley and Spring Grove townships in Wisconsin; Durand, Laona, Shirland, Rock Grove and Rock Run townships in Illinois.

Active members who are interested in running for a position on the REC Board of Directors must permanently reside in one of the areas up for election and meet all other qualifications. Please contact REC headquarters at (608) 752-4550 or (866) 752-4550 or send an e-mail to questions@rock.coop by Dec. 1.

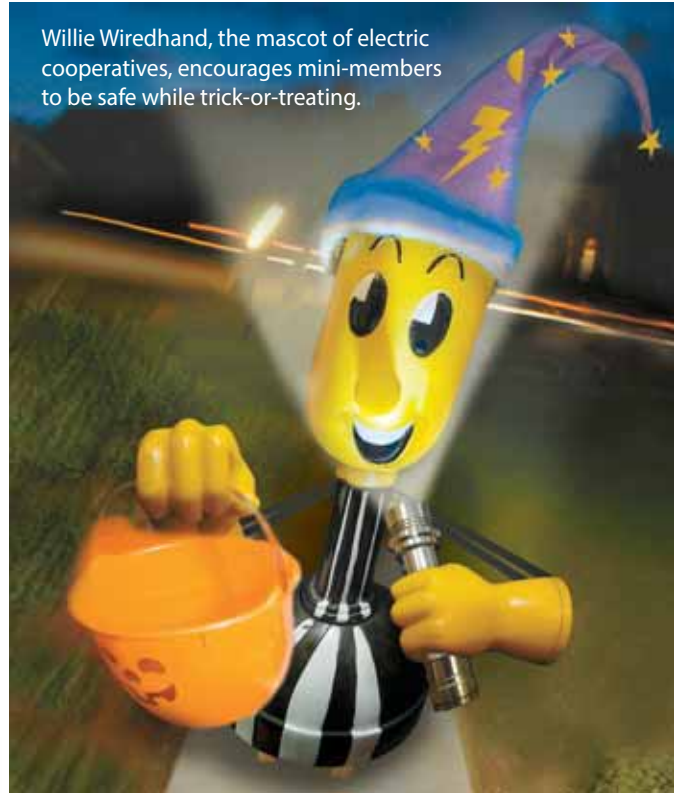
Don't Let ELECTRICAL HAZARDS Haunt Your HALLOWEEN

The decorative lights, fog machines, black lights, and animatronics of Halloween make for adventurous, entertaining times for children and adults. With these decorations, though, the risk of fire or electrocution could be lurking around the corner. It is important to check for electrical hazards before accidents happen.

Use the following tips to keep electrical hazards from haunting you this Halloween:

- Inspect electrical decorations. Look for cracked or frayed sockets, broken or bare wires, and loose connections.
- Before decorating, read the manufacturer's instructions regarding installation and maintenance. Also, check the instructions to see how many light strings can be connected together.
- Always unplug light strings before replacing any bulbs.
- Fasten outdoor lights securely to trees, walls, or other firm supports. Do not use nails or tacks that could puncture light strings or electrical cords.
- Don't overload extension cords or place them near or in snow or water.

Willie Wiredhand, the mascot of electric cooperatives, encourages mini-members to be safe while trick-or-treating.



MY CO-OP

HALLOWEEN SAFETY TIPS



WALK SAFELY

- Cross the street at corners, using traffic signals and crosswalks.
- Always walk on sidewalks or paths. If there are no sidewalks, walk facing traffic as far to the left as possible. Children should walk on direct routes with the fewest street crossings.



TRICK OR TREAT WITH AN ADULT

- Children under the age of 12 should not be alone at night without adult supervision. If kids are mature enough to be without supervision, they should stick to familiar areas that are well lit and trick-or-treat in groups.



KEEP COSTUMES CREATIVE AND SAFE

- Decorate costumes and bags with reflective tape or stickers and, if possible, choose light colors.
- Have kids carry glow sticks or flashlights to help them see and be seen by drivers.



DRIVE EXTRA SAFELY ON HALLOWEEN

- Drive slowly, anticipate heavy pedestrian traffic and turn your headlights on earlier in the day to spot children from greater distances.
- Popular trick-or-treating hours are 6:30 p.m. to 9:30 p.m., so be especially alert to kids during those hours.

Source: Safekids.org

- Provide well-lit walkways and porch lighting for trick-or-treaters. Make sure the walkways are clear for trick-or-treaters because masks can impair vision.
- Keep power cords off walkways and porches that trick-or-treaters may use. You don't want them to trip.
- Make sure electrical decorations are approved by a nationally recognized certification organization like "UL" (Underwriters Laboratory) and marked for outdoor use if you are using them outside.
- Do not overload your circuit breakers or fuses.
- Plug lights and decorations into circuits protected by ground fault circuit interrupters (GFCIs). Portable outdoor GFCIs can be purchased where electrical supplies are sold.
- Make sure decorative lighting is well-ventilated, protected from weather, and a safe distance from anything flammable like dry leaves and shrubs. Do not coil power cords or extension cords while in use or tuck under rugs or drapes.
- Turn out all lights and decorations before leaving or going to bed. Always have at least one fire extinguisher available and know how to use it.



Get Connected

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



E & D WATER WORKS INC.

If Water Runs To It or Through It, We Do It.



E&D Waterworks, 915 N. Parker Drive, Janesville – 608-752-4718 – www.edwaterworks.com

Bottled water and salt delivery, water treatment sales and service, well inspections and water testing, water softeners, heaters, chlorinators and filters. All your water needs!

10% Off Labor on Any Service Call (Rock County residents only)



ABC Fire & Safety Inc., 2407 Riverside Drive, Beloit – 608-362-1634 – www.abcfireandsafetybeloitwi.com

Sales and service of fire extinguishers.

10% Off All New Fire Extinguishers

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.



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

DID YOU KNOW?

Rock Energy Cooperative's Automatic Bill Payment lets you pay your bills automatically without writing a check. You won't have to worry about missing a payment, and you'll save time as well as the costs of checks and postage.

There's no charge for the service, which is available to all members, including those who are signed up for Budget Billing.

Your payment will automatically be deducted from your checking or savings account on the due date. You will receive a statement each month

showing your energy usage, and the deduction will appear on your bank statement.

To get started and download an application, go to www.rock.coop/files/auto_pay_form.pdf. Once completed, drop off the form and a voided check or deposit slip at either our Janesville office at 2815 Kennedy Road or our South Beloit office at 15229 Willowbrook Road. The information can be mailed to Rock Energy Cooperative, P.O. Box 1758, Janesville, WI 53547. Please give us a call at (866) 752-4550 if you have any questions.



Energy Efficiency Tip of the Month



An average household dedicates about 5% of its energy budget to lighting. Switching to energy-efficient lighting is one of the fastest ways to cut your energy bills. By replacing your home's five most frequently used light fixtures or bulbs with ENERGY STAR-rated models, you can save \$75 each year.

Source: energy.gov

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