



A MESSAGE FROM:  
**Shane L. Larson,**  
Chief Executive Officer



# Capital Credits

## *An Exclusive Member Benefit*

**C**apital credits. Margins. Allocation. Retirement. These concepts are unique to cooperatives, a business model that many people might not fully understand. Think of it this way—if you use a significant amount of energy per year you get a bigger piece of the cooperative pie. Your piece is reflected on the capital credit allocation notice you receive.

Each eligible co-op member gets a slice based on how much energy they used during the previous year. A residential member whose monthly bill is relatively modest will get a modest slice of the pie. But larger industrial members who pay thousands of dollars each month will receive a bigger piece.

Obviously, that's an oversimplification, so I encourage you to read the Frequently Asked Questions on our website to get a more thorough understanding of capital credits and how they are distributed (scan the QR code below).

Members' economic participation is one of the seven co-op principles and distinguishes energy cooperatives from investor-owned and municipal utilities.

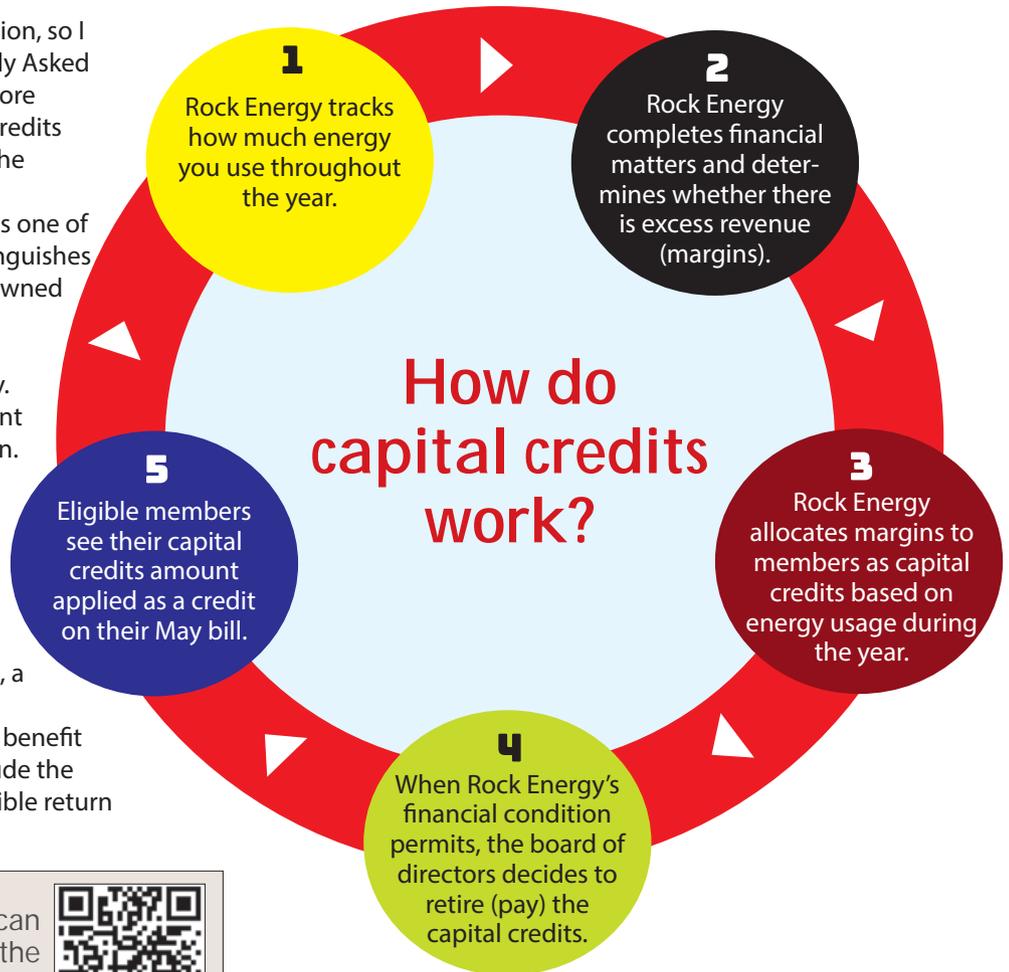
As a co-op member, you get to participate financially in Rock Energy. The amount shown on your statement each May indicates your participation. That money is used as working capital to operate, maintain, and upgrade the cooperative's energy distribution system.

As a cooperative, we don't talk about profits because we're a not-for-profit business. By definition, a cooperative is "an enterprise that is collectively operated for the mutual benefit of its members." These benefits include the generation, accumulation, and possible return of capital credits.

This year, Rock Energy is distributing more than \$1.4 million to current members on their May statements and over \$300,000 to past members. Since it was founded 89 years ago, more than \$31 million has been paid back to past and current members.

After reading this column, I hope you have a better understanding of co-op finances and capital credits. If you have any questions, please give us a call. As always, I want to thank you for allowing us to be your energy provider.

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



For more information, scan the QR code here to view the Capital Credits FAQs:



# Remembering Rock Energy Board Chairman Clark Schoonover

On April 2, following a short battle with cancer, Rock Energy's board chairman, Clark Schoonover, passed away in his home surrounded by his family at the age of 71.

"Clark was a wonderful person and a dedicated board member who loved the co-op," Rock Energy CEO Shane Larson said. "Our sympathies go out to his wife, Alice, and the entire Schoonover family."

Clark had served on the board since October 2014. He was appointed as Chairman of the Board in 2020.

"Clark's leadership in the boardroom will have a lasting impact on Rock Energy Cooperative for many years to come," said Rock Energy Board Vice-Chair Barb Miller.

"Clark always came up with different ideas," said Board Secretary Marian Trescher. "He challenged us as a board to do things differently and influenced us to make changes. He was a great guy, and I really appreciated his input so much."

## A Life Worth Remembering

A lifelong South Beloit, IL, resident and Rock Energy Cooperative member since 2007, Clark was a retired engineering test technician at Collins Aerospace (formerly Sundstrand), in Rockford, IL, where he worked for almost 48 years. Clark was born on April 6, 1953, in Madison, WI; the son of Vernon and Myrtle (Rhead) Schoonover. He married the love of his life, Alice C. Koch, on October 25, 1975, at the First Methodist Church in Beloit. He worked for Sundstrand as an engineering testing technician, retiring Jan. 1, 2021.



Rock Energy Board Chairman Clark Schoonover addresses co-op members at the 2022 annual meeting at the Eclipse Center in Beloit.



Schoonover family.

Clark was always busy with his family and was very involved in his community. He was on the board for the South Beloit Library, Macktown Living History, and Police & Fire Commission. He was a member of the Beloit Rifle Club, South Beloit Businessman's Association, and volunteered for the South Beloit Fire Department. Clark was a small business owner. He operated Shade Tree Cycles in Beloit. He was also a union representative for Sundstrand.

Clark had many hobbies as well. He flew model airplanes, hunted deer, worked wood, and participated in 1771 reenactments. He collected vintage woodworking and hand tools and hats. He made hard apple cider, enjoyed camping, riding motorcycles, and was a musician, playing the dulcimer and the guitar. Clark and Alice had a Chevy SSR that they enjoyed riding in. Their license plate was "Big Grin" because they always had big grins on their faces while on their drives.

He was a life-long learner, and was curious of many things. Clark was Alice's caretaker. He did everything he could to make sure she was taken care of. He was a wonderful father and grandfather, and a father figure to many.

Survivors include his loving wife of almost 50 years, Alice C. Schoonover; sons Victor (Jennifer Wilz) Schoonover and Brent (Nicole) Schoonover; grandchildren Josie, Henry, and Millie; sister Sue (Richard) Hansen; many nieces and nephews; and close friends. He is predeceased by his parents Vernon and Myrtle; in-laws Hilbert and Jane Koch; brother Duane Schoonover; and his precious bulldogs Muggsy, Clyde, and Penny.

Source: Tribute Archive

# Rock Energy Holds 89th Annual Meeting

Rock Energy Cooperative held its 89th Annual Meeting on Monday, April 7, 2025, at the Eclipse Center in Beloit, WI. Just under 400 people were in attendance, representing 213 co-op members.

During the meeting, 2025 Rock Energy director elections were announced for districts 2, 4, and 9. Presiding over the elections was attorney Jessica Shrestha. Directors elected are as follows:

- **Marian Trescher – District 2 (re-elected)**
- **Todd Thompson – District 4 (re-elected)**
- **David Diestler – District 9 (elected)**



Marian Trescher



Todd Thompson



David Diestler

New board member David Diestler replaces former board member Wendell Boyer in District 9. Boyer opted not to run for re-election this year.

Calling the meeting to order and providing opening remarks was Board Vice-Chair Barbara Miller, followed by an address from Rock Energy CEO Shane Larson. Miller also provided the Official Notice of the Annual Meeting, Treasurer's Report, and Chairman's Report.

In Miller's opening address, she began by acknowledging the passing of Rock Energy's Board Chairman Clark Schoonover.

"Under normal circumstances this annual meeting would be directed by our board chair Clark Schoonover," Miller said. "It's with a heavy heart that I tell you that Clark peacefully passed away Wednesday of last week. With the love of his life Alice at his side, his last days were enjoyed with the visits of his many friends. He was comforted in being surrounded by his wife of 50 years, Alice, and other family members."

A tribute to Clark (slideshow) was shown on the large screens later in the evening.

Rock Energy Board Vice-Chair Barbara Miller addresses audience members at the Eclipse Center during the co-op's 2025 annual meeting, which was held on April 7.



Rock Energy CEO Shane Larson talks with co-op members at the 89th annual meeting.

## CEO Address

While addressing co-op members, Larson made a point of reiterating that the co-op's investment in the West Riverside plant has proved to be a good financial decision.

"Financially we had a good year in 2024," Larson said. "We have healthy financials. For those that don't know, we own a small portion of the generating facility between Janesville and Beloit called the West Riverside Energy Center, and that ownership has contributed strongly to our financials."

"We continue to invest in our plant, which includes our poles, our wire equipment material, etc.," said Larson. "We invested about 4% of our total utility plant, which is about 6.5 million. Our total utility plant is about 175 million. To put that into perspective, when I started in 2000, that was 17 million, so, 175 million today and 25 years ago, 17 million. So, you can see that we've definitely grown from that aspect."

Larson also mentioned in his address that the co-op and its board members are always looking forward and ready to address challenges, such as electric vehicles, fluctuating natural gas prices and supply chain issues.

"Overall, I think we're well positioned for future challenges," Larson said. "We have a great staff, we've got a dedicated board and, again, we're well positioned to move forward with whatever the challenges are on behalf of our membership."

Also this year, Rock Energy has a new attorney, Jessica Shrestha.

"This is Jessica's first time at our annual meeting," said Miller. "She's been doing a wonderful job as our corporate counsel since the retirement of our long-time attorney Niles Berman."

*Continued on page 18D*



The 2025 Rock Energy Scholarship (\$1,000 each) recipients were recognized at the annual meeting. Back Row (L to R): Greta Schuler, Gretchen Roeske, Natalie Rasmussen, Isabella Kovac, Emma Kuo, Carter Freedlund, Kaden Woodsmall, Emma Steinke, Ella Roehl and Camryn Czerwinski. Front Row (L to R): Adrianna Mahlum, Madilyn Brown, Angello Massetti, Iniya Ilankovan, Hannah Johnson, Gabrielle Loch, Jer' Novia Hermanson, Abigail Anderson, Hailey Hoffman and Hallie Crouch. Winners not pictured: Dakota Almized, Ian Raymond, Ashleigh Tilton, Madison Bussinger and Nora Knoploh.



Rock Energy Scholarship recipients Hailey Hoffman, Craig HS, (left) and Camryn Czerwinski, Milton HS, (right) address the audience at the 89th annual meeting.



### ROCK ENERGY OFFICES CLOSED FOR 4th OF JULY

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 still make payments in the drop boxes at both offices throughout the holiday weekend. Even though our offices are closed, crews are always available 24 hours a day. If you need to report a power outage or a natural gas incident, please call 866-752-4550.

**Shane Larson, CEO**

P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547  
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080  
866-752-4550

**Jonas Berberich, Editor**



**ROCK ENERGY  
COOPERATIVE**  
Empowering Members Since 1936