



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



SCAN QR CODE FOR:
Capital Credits FAQs

Co-op Membership Benefits You With Capital Credits

Rock Energy is a cooperative. And as a cooperative, when there are margins (profit) at the end of the year, that margin is proportionally allocated to each member who consumed energy from the co-op. This process is called a capital credit allocation. Over the years, these allocations are retired (paid out) to current members, and even past members who still have a capital credit allocation balance. Capital credits represent a substantial portion of the cooperative's total equity. Capital credits are one of the many benefits of co-op membership. Capital credits reflect each member's proportional contribution to the cooperative's equity. This differs from dividends that investor-owned utilities pay shareholders, who may or may not receive service from the utility. All capital credits allocated to the membership are retained (owned) by the cooperative until the board of directors elects to retire (pay out) a portion of them.

On Your Statement

Your June statement this year shows your share of the co-op's earnings, as well as your overall capital credits balance. That money is used to maintain and upgrade the system and repay associated indebtedness. In 2026, Rock Energy is distributing just over \$1.5 million in capital credits to current members and about \$200,000 to past members. Since the co-op was founded 90 years ago, about \$28 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. For more information about capital credits, I encourage you to scan the QR code (to the left) to learn more about the capital credits process.

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.

Shane Larson

Longtime Board Member, Marian Trescher, Retires

After 22 years on the Rock Energy Cooperative board of directors, Marian Trescher is retiring. Trescher first became involved with Rock Energy through her husband, Howard. During his 43 years as a director, Marian was always by his side, handling schedules and taking notes at meetings. When Howard passed away in 2004, Marian was elected to fill his seat, a position she has held ever since. In 2011, she was elected board secretary. She has received many certifications and also served on the Federated Youth Foundation Board and WECA Education Committee. In the 1960s, when Howard served on the board, Marian started and organized the "cooperative queen" program for the co-op. In the early 70s, Rock Energy's queen went on to win the cooperative queen title at both the state and national level as "Miss Rural Electrification." Marian served as her chaperone, traveling with her to speaking engagements and events across the country (see "Miss Rural Electrification" information on page 18C).



Above, Trescher (left) at the Miss Rock County Electric Cooperative Competition with winner Sandra Sagen in 1968.



Above, Trescher at the NRECA Legislative Conference in 2010. From left, Darrel Weber, former Rock Energy Board Member, Bill Dietsch, former Rock Energy Board Member, Janie Dietsch, Herb Kohl, former US Senator, Marian Trescher, and Shane Larson, Rock Energy CEO.

Trescher retired from teaching after spending 27 years in the Milton and Janesville school systems. Trescher's experience includes work with the Milton Town Board (Supervisor); Town of Milton Planning and Zoning Board (Chairman); Milton Joint Fire Commission; Milton Grange (Secretary); and the township as Chief Election Inspector. She has also been involved in many community groups throughout the years. In addition to her many hours of community service, Marian also enjoys spending time with her three children, and is an avid supporter of her ten grandchildren and 14 great-grandchildren.

"Beyond her accomplishments, what truly stands out is who she is—a leader who listens, a colleague who supports others, and a person who genuinely cares about her community, her cooperative. She has helped guide this cooperative not just in keeping the lights on, but in strengthening the connection between the co-op and the people it serves, the members."

— Barbara Miller, Rock Energy Board Chair



Above, Trescher was the recipient of the 2022 Ally of Cooperative Electrification (ACE) award.

Miss Rural Electrification

Making Rock Energy Co-op History

Trescher started the Miss Rural Electrification program at Rock Energy in the early 1970s. She chaperoned contestant Sandi Torkilson (now Hargrave) as she traveled the country during her reign. The Miss Rural Electrification had to have the poise to handle a full load of public-speaking engagements, sometimes in front of thousands of people. Her speaking engagements would also require a thorough understanding of, and appreciation for, electric cooperatives. After she was crowned Miss Rock County Electric Cooperative, Hargrave's focus was on the Miss Wisconsin RE title, which was determined at the WECA Annual Meeting in Milwaukee two months later. She won that title too, along with a college scholarship, and spent the summer appearing in some local parades and revisiting the Youth Leadership Congress, this time as a featured speaker, as she prepared for the national competition. At the end of February 1972, Hargrave accompanied the Treschers to Las Vegas for the NRECA annual meeting, where Miss Rural Electrification would be crowned at a pageant held March 1 at the Las Vegas Convention Center. Hargrave recalled a whirlwind week of appearances and tours in Las Vegas with the other candidates, who quickly became friends. By the end of the night, she stood victorious as Miss Rural Electrification 1972, with a large contingent of family and co-op supporters in the audience . . . and, of course, with Trescher right there beside her!

"I just can't say thank you enough, Marian. Congratulations on your outstanding tenure with Rock Energy Cooperative. Thank you for your entire dedication to the co-op. Everyone at the co-op appreciates all you have done."

— Shane Larson, Rock Energy CEO



Pictured above is Trescher speaking at the 2013 Rock Energy Annual Meeting.

Planning To Increase Your Electric Load? Contact Rock Energy First

Are you planning to purchase an electric vehicle? Build an addition onto your home? Maybe you're going to add a fan or two to cool livestock? Is your business buying new machinery that will use additional electricity? If so, please include Rock Energy in the planning process (contact us at 866-752-4550).



WHY SHOULD YOU CONTACT ROCK ENERGY?

Co-op facilities are designed to meet an individual member's initial load requirement at the time service is started. If that load is significantly increased, the capacity of the present system might not be sufficient to handle it. When that happens, the system becomes overloaded and there could be a power outage. An overloaded system also can damage the co-op's transformers or your electrical equipment, which might lead to expensive repairs.

Our equipment often can handle an overload for a while, but its life span will decrease significantly when the rated capacity is exceeded over an extended period of time. That means additional costs for the co-op and may result in the member paying for the damaged co-op equipment.

Please make sure you notify us as far in advance as possible to ensure that the required service upgrade will be available when you need it. You can contact Rock Energy at 866-752-4550.



A look back in time at Rock Energy Cooperative

Rock Energy is celebrating its 90th anniversary in 2026. The founders had a mighty goal in 1936, as they set out to empower the residents of rural Rock County by bringing electricity to their homes, farms, and businesses. Three of the men—George Ballmer, J.B. Dybevik, and Emmett Yale—are pictured below, and you can see the determination on their faces. They were among the 14 founders of the Rock County Electric Cooperative Association, and each one went on to serve on the board of directors for 25 years or more. We owe them and everyone who served the co-op in the early days a debt of gratitude.



Emmett Yale



George Ballmer



J.B. Dybevik



Mark Your
Calendar

OCT.
10th

MEMBER APPRECIATION DAY

Saturday, Oct. 10 • 8:30 to 10:30 a.m.

Rock County Fairgrounds (Craig Center)
1301 Craig Ave. / Janesville, WI

Look for more details in upcoming issues of the
co-op magazine and newsletter.

REC OFFICES CLOSED IN OBSERVANCE OF INDEPENDENCE DAY

Rock Energy Cooperative offices will be closed on Friday, July 3, in observance of Independence Day. We will reopen at 7:30 a.m., Monday, July 6. Members can 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 natural gas leak, 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