



Shane L. Larson, Chief Executive Officer

More Power to You NEIGHBORS, FRIENDS CELEBRATE COOPERATIVE COMMUNITY

About 550 people gathered at the Eclipse Center in Beloit on March 27 for Rock Energy Cooperative's 81st annual meeting. It was great to see so many familiar faces in the crowd. I

also suspect that some people were attending their first annual meeting. I hope this was the first of many more to come.

Chairman Bill Dietsch opened his remarks by saying that the purpose of the annual meeting goes beyond taking care of important co-op business. It's also a community gathering of co-op members where neighbors can catch up with old friends, make new connections, and enjoy a good dinner. There was a real sense of community in that banquet hall, and it was heartening to see all the smiles and hear all the laughter during dinner.

As Treasurer James Quade pointed out, Rock Energy is in good financial shape. The cooperative had \$2.3 million in margins in 2016, and the board authorized payment of more than \$1.1 million in cash and credits to our current and past members. Over the past 81 years, the co-op has returned nearly \$16 million back to members through our capital credits program.

In my remarks, I pointed out that we have invested more than \$22 million in our electric and natural gas assets in the past five years. It's important that we continue investing in the co-op's infrastructure to ensure that we can provide reliable service well into the future.

As we look to the future, power costs continue to dominate our cost structure. With electric power costs representing nearly 77 percent of our total electric expenses, it's important that we continually evaluate ways to address this cost. For the past year, we've been working with Alliant Energy, our power supplier, on the possibility of becoming a small percentage partner in its Riverside plant expansion. The new, highly efficient natural gas power plant is expected to go online in 2020. If we finalize the agreement, the partnership will represent a unique opportunity for our membership to benefit financially for many, many years.

In February, we celebrated the 10th anniversary of acquiring our Illinois territory and welcoming new members to our family. On Feb. 5, 2007, we were a co-op with 6,700 meters. On the next day, we became a co-op with more than 27,000 meters, including about 9,000 natural gas accounts.

The transition to a much larger co-op was challenging, but we had a truly dedicated team of employees and board members who were

willing to take the necessary actions to ensure that the acquisition was a success, not only for our new Illinois members, but also for our existing Wisconsin members. There's no doubt that adding Illinois members to our co-op family has been a positive move. With the increased size and scale, the acquisition allowed us to become much more cost effective.

In fact, Rock Energy was recognized in a 2016 Touchstone Energy Cooperatives report as one of the most efficient co-ops in the country. While being efficient is obviously important,

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it's also essential that our quality service doesn't become collateral damage to cost efficiency. Last year, our Illinois statewide association conducted a random survey of our members. Based on a series of questions, the

survey provided us with an American Customer Satisfaction Index score of 88. Our score compares favorably with some well-known companies: Amazon, 86; Google, 84; Apple, 84; FedEx, 82; Coca-Cola, 81; Netflix, 79; Walmart, 72.

While we're pleased with our overall score, we're committed to doing everything we can to continue improving our service to you.

During the business meeting, members elected four directors: Barbara Miller, District 1; Clark Schoonover, District 6; Bill Dietsch, District 7; and Ronald Richards, District 8.

We also paid tribute to longtime director Morris Nelson, who passed away in September. Morris had a down-home, country wisdom about him. He had an uncanny ability to take complicated issues and focus on what was really important. ►

81th Annual Meeting Election Results at a Glance



Barbara Miller
District 1 Director



Clark Schoonover
District 6 Director



Bill Dietsch
District 7 Director



Ronald Richards
District 8 Director



He was deeply committed to the co-op, which was in his DNA. Before he joined the board in 1997, his father, Wayne, served as a director from 1962 to 1997. For 54 years, a member of the Nelson family committed time and energy to serving our members. I was glad that Morris' daughter, Elise, and her husband, Ryan, joined us at the meeting.

We truly miss Morris as a director and as a friend. His cooperative legacy will continue through his many contributions to Rock Energy.

Marian Trescher, with assistance from Directors Bill Fischer and Ron Richards, presented college scholarships and other youth awards. The scholarship selection committee had a difficult task picking the 10 scholarship winners from a record 60-plus applications. Serving on the committee were Lori Duffy, South Beloit; Glen Thompson, Edgerton; Lisa Walsh, Davis; and Bess Ann Wenham, Milton.

Money for our youth programs comes from members' unclaimed capital credits, which are invested through the Federated Youth Foundation. Photos of the scholarship and youth award winners who attended the meeting are on this page.

Our cooperative's success depends on the efforts of many people. Our employees do an excellent job serving the needs of our membership each and every day. The board of directors provides great leadership and vision. Our statewide associations offer tremendous support on a wide range of issues. But most of all, our success depends on you—the member. Without you, the cooperative wouldn't exist.

Thanks to everyone who made our 81st annual meeting a success. If you didn't attend this meeting, we sincerely hope that you'll join us next year. It's a privilege to be your energy provider. Please let us know if we can do anything to improve our service to you.



Ian Isely of South Beloit High School will represent Rock Energy on the Youth Tour to Washington in June. Another representative, Brett Jones of Hononegah High School, could not attend the meeting.



Winning \$500 co-op scholarships are, from left, back row: Cole Walker, Beloit Turner High School; Bobby Wolter, Brodhead; Jake Negus, Craig; Jackson Elliott, Craig; front row: Brandon Wells, Hononegah; Colleen Toberman, Parkview; Catherine Vickerman, Milton; Emily Moccero, Evansville. Scholarship winners Erin Seichter, Parker, and Dylan Witte, Clinton, were unable to attend the meeting.



Clockwise, starting from left: Snappy, the Beloit Snappers mascot, mingles with the crowd to promote Rock Energy's Night at the Ballpark on Saturday, June 10.

'Rock Energy firmly believes that what's good for our members and our communities is good for the co-op,' Chairman Bill Dietsch says in his opening remarks.

The kids ham it up for the camera to see who can act the silliest.

Pickles the Clown turns balloons into various shapes as she entertains in the kids' room.

A feeling of community filled the Eclipse Center on March 27 for Rock Energy's 81st annual meeting.



MY CO-OP





Get Connected

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



Marcella's Ceramics, 1150 E. Inman Parkway, Beloit – 608-362-5056

Distributing hobby ceramic supplies and equipment since 1958. Our comprehensive inventory for hobby ceramics includes Greenware, Bisqueware, paint, brushes, tools, kilns, pottery wheels, and modeling clay. Don't miss the Blue Violet Studio at Marcella's. Our Blue Violet Studio is open pottery studios for all ages. Join us for birthday parties, bridal and baby showers, bachelorette parties, corporate parties, or even scouting.



20% Off Retail Products (excluding equipment)

Perfectly Plus Women's Consignment, 32 E. Racine St., Janesville – 608-563-2626 – www.perfectlyplus.net

Plus-size women's clothing 14 (XL) and up. Shoes, jewelry, handbags, and accessories. Personalized service, weekly sales, and continuous markdowns. Providing a wide variety of new and gently used, plus-size clothing at affordable prices in a comfortable and friendly atmosphere. Our consignors always receive the greatest monetary return on their gently used items. Dedicated to plus-size women who want to feel beautiful in what they wear as well as comfortable where they shop.



15% Off Entire Purchase

Healthy Savings Discounts

The same program that offers discounts at local merchants and has saved Rock Energy members about \$132,000 on prescriptions also offers significant savings on dental, vision, hearing, lab and imaging services, and chiropractic work. To locate participating providers in your area, call 800-800-7616 or go to 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.



Current Deals

For a complete listing of current deals, visit www.rock.coop and click on the Co-op Connections Card.

Mark Your Calendar



Rock Energy FAMILY NIGHT AT THE BALLPARK

Saturday, June 10

**Beloit Snappers vs. Quad Cities River Bandits
7 p.m. Pohlman Field at Telfer Park in Beloit**

- ★ *Special food prices!*
- ★ *Player autographs!*
- ★ *Spectacular fireworks!*

Purchase vouchers in advance at Rock Energy offices for \$2 (a \$8 value). They're good for any home game this season.

HAVE A SAFE AND HAPPY MEMORIAL DAY!

Rock Energy Cooperative offices will be closed on Monday, May 29, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 30. 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 866-752-4550.



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ROCK ENERGY COOPERATIVE
Empowering Members Since 1936