



By Shane L. Larson,
Chief Executive Officer

More Power to You

When you heard news that the House of Representatives took action on climate change legislation, you may have thought it was time to kick back, relax, and enjoy the rest of the summer.

Well, that's not the way Congress works. The House passed its version of the bill,

commonly called cap and trade, on June 26. But that's just the beginning. The same process now begins in the Senate, and it's impossible to predict what might happen there.

In fact, it's difficult to figure out exactly what happened in the House. The climate change bill is more than 1,500 pages long, and a 300-page amendment was added the morning of the vote. Do you think anyone has read it? And if they have read it, do they fully understand the ramifications of everything in it?

By the way, if you're interested, the Library of Congress has the full text posted on its web site at <http://thomas.loc.gov/cgi-bin/bdquery/z?d111:H.R.2454>: Doctors are recommending that insomniacs read it as a sure-fire way to help them get some sleep.

Seriously, that 1,500-page bill is as long as Tolstoy's epic novel "War and Peace." The bill's stated goal is admirable: "to create clean energy jobs, achieve energy independence, reduce global warming pollution, and transition to a clean energy economy." Who can argue with that? But as good intentioned as those goals are, no one can predict the bill's unintended consequences. And surely those 1,500 pages contain at least a few.

How high will energy prices go? Are consumers ready to pay the extra costs? Will this new energy policy further damage the nation's economy?

Remember the old saying: The devil is in the details. Even if the overall bill appears to be good, it might include small things that could cause big problems down the road if overlooked. You can imagine how easy it would be to overlook several small details in 1,500 pages. To quote another old saying: It would be like trying to find a needle in a haystack.

Granted, the House bill includes some compromises

that would protect co-ops if they make it to the final legislation. Co-op members from across the country—including those from Rock Energy Cooperative—voiced their opinions on climate change, and the House of Representatives appeared to listen.

In the initial bill, industries could have received more than 100 percent of the allowances they need to comply with mandatory reduction of greenhouse gas emissions. So, for example, one California-based utility would have received 181 percent of the allowances it needs, while a Midwest energy co-op would have received only 59 percent of its needs. The California utility could have sold its extra emission allowances to the Midwest co-op. Essentially, rural America would have been subsidizing the energy bills of consumers with greater access to low-carbon energy.

The National Rural Electric Cooperative Association pointed out this unfairness, and the wording was changed. "Providing language that no utility should receive allowances in excess of 100 percent of their needs deals with an inequity that could have cost consumers," Glenn English, NRECA CEO, said in a letter to the chairman of the House Energy and Commerce Commission.

The bill now calls for any allowances above 100 percent to be transferred to other utilities based on their emission levels. That provision is fair

and makes more sense.

Another change in the bill focuses on small utilities, like Rock Energy. A total of 0.5 percent of all allowances would be set aside for co-ops and municipal systems with less than 4 million megawatt-hours in annual sales. Those allowances would be based on emissions and must be used for energy efficiency, renewable electricity, or low-income assistance programs.

The transformation of the climate change legislation in the House shows democracy in action and demonstrates the power of the people. You've heard me mention the Our Energy Our Future campaign many times before. The grass-roots campaign encourages co-op members to talk with their elected representatives about how the country can meet climate change goals while keeping electricity affordable and reliable. Since the campaign started in February 2008, I'm proud to report that Rock Energy members have sent more than 1,400 messages to their lawmakers. ▶





I believe that House members listened and took co-op members' concerns into account as they shaped their version of the bill. It's time now to turn our attention to the Senate. They say that enacting legislation, like making sausage, is messy and not very appealing to watch. But we need to do more than just watch. We must participate in the process.

Please join the more than 362,000 co-op members nationwide who have sent more than 2.2 million messages to their congressional representatives. Please take a few minutes now and go to www.ourenergy.coop. Click

on "Join the campaign" and complete the simple form. Rock Energy members who live in Illinois should select Wisconsin as the location of the cooperative because that's where our headquarters is located. E-mails and letters will be sent to legislators based on your address. If you don't have Internet access, just call our office and we'll fill out the online form for you.

It's a great privilege to serve your energy needs and do our part to keep your service affordable and reliable. If we can do anything to improve, please let us know by stopping by or calling our Janesville or South Beloit offices. ■

Can You Help Us Find These People?

Rock Energy Cooperative holds unclaimed funds for the people listed here. These funds will be forfeited and paid to the Wisconsin Electric Cooperatives' Federated Youth Foundation for educational purposes unless claimed by Sept. 30, 2009. You may send claims to Rock Energy Cooperative's headquarters at P.O. Box 1758, Janesville, WI 53547-1758 or call (608) 752-4550 or (866) 752-4550.

Phyllis B. Abb
Abrahamson Bros
Thomas L. Adelman
Gladys Anderson
Adevor Farms
Jeanette Arnold
Carol J. Atkinson
Attica Towers Inc.
Badger Farm Store
Marvin W. Bailey Jr.
Alan W. Bailey
Robert Bartlett
Janet R. Baumann
Mike D. Bennett
James C. Berlin
Besly Welles Corp.
Sandra J. Beyer
Alvin A. Bluhm
Karen M. Boughton
Nancy Braun
A.J. Brinkman
James Brockner
Edward J. Brown
Grant P. Budd
Gregory L. Burkheimer
Ursel I. Byrski
C-5 Partners (Dairy Feed)
Allan Calhoun
Chancellor Outdoor Group
Gordon Chapman
Norm N. Clark
Bob Clayton

Kyle F. Condon
Consolidated Freightways
James Cooke
Richard A. Coplien
James Costigan
Ivan Cowell
Kenneth Cutsforth
Dahlen Transport Inc.
Jerry Dassow
Jennifer S. Delaney
Delite Outdoor USA Inc.
Kevin Derus
Gerald A. Dionysius
Thomas A. Douglas
Robert L. Dowds
Winfred M. Driscoll
Michael Duft
A. Dwyer
Sylvia Eberbach
Kermit J. Elliott
Grace Ellis
Employability Inc.
Richard M. Engen
Allen Erickson
Matthews Estherbelle
Family Foot Clinic
Perry A. Fischer
Michael J. Fitzsimons
Robert B. Flannery
James P. Foley
Andrew G. Forrest
James P. Fullerton

Charles A. Gabert
Dennis Gallagher
Gary Gander
Ella Gardner
Arland L. Gilbertson
Robert H. Gordon
Jeremy P. Gorton
Betty Grady
Gerald A. Gray
Francis Greenheck
Kenneth B. Guernsey
Robert J. Hagan
Mark W. Hanewall
James E. Hannaford
Jon H. Hannahs
Lawrence Harding
Marvin W. Harris
Eldon D. Haseltine
Louis Heinze
Brett D. Heyerdahl
Bruce Heyerdahl
Richard A. Hiller
Phyllis Hoekman
Robert E. Holmes
Kirk D. Hovland
Robert Hufford
Roger H. Hull
Philip Johns
Tom S. Johnson
Russell S. Johnson
Everett Johnson
Edith Jones
Marion G. Jorgensen
Verne Kapke
Gail Katzman
Alvin O. Keeseey Jr.
Walter R. Kemmerer
Kathryn Kuschel
Daniel J. LaBonte
Edward J. LaCount
Wilbur Lakin
Robert K. Larsen
John Laurenson
Philip H. Lindgren
David E. Link
Steven A. Loblillo
Justiliano Lopez
Joynelle J. Lovell

Albert S. Lowell
Robin R. Lucas
Kenneth Luckey
John Lynch
Clifford Maas
Steven J. March
William H. Marcum
Daniel R. Martin
Steven Martin
James W. McCarty
Lyle McClay
MCI Communications
Webb R. McNall
Allen C. Meek
Judith Meidl
Kenneth H. Meidl
Thomas F. Menke
Victor R. Miller
Mobile Communications Corp.
Mobilemedia Comm Inc.
John R. Moccero
Richard Moeck
Merle Morgan
Mark Mueller
Troy D. Mulson
Charles R. Myers
Alfred Nesvold Jr.
Dan A. Newton
John E. Nottestad
Richard E. Nugent
Herbert Olmsted
Judith Olmsted
Carmen Olson
Edith F. Olson
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Chris Parker
Ronald T. Partridge
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Judy M. Pettitt
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Plymouth Rock Farms
Sandra L. Porter
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Donald Rath
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Frank L. Schmid
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James Schutt
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Gail K. Webb
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Bruce Williams
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Gregory A. Williams
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Focus on Energy Offers Cash-Back Rewards

Saving Money Is As Easy As Replacing Light Bulbs

If you want to save money on your monthly electric bill and put money back into your pocket, check out these Focus on Energy Cash-Back Rewards that are available to Rock Energy Cooperative members.

Installing compact fluorescent light bulbs, energy-efficient ceiling fans, and fluorescent fixtures can make a big difference in your energy consumption and your budget. Here's a sampling of some of Focus on Energy's Rewards.

Compact Fluorescent Light Bulbs (\$2 per bulb)

By replacing the five light bulbs you use most often with ENERGY STAR® qualified compact fluorescent light bulbs (CFLs), homeowners can save at least \$60 per year, according to Focus on Energy. Ninety percent of the energy used by a regular bulb makes heat, but CFLs produce a fraction of the heat, use 75 percent less energy, and last up to 10 times longer. In addition, Focus on Energy offers a \$2 per light bulb Cash-Back Reward for CFLs bought in one or two packs, with a limit of 12 bulbs per member. That's a total rebate of \$24 just for replacing light bulbs.



Ceiling Fan/Lighting Kits (\$15 per kit)

Used in combination with air conditioners, ceiling fans allow you to raise your thermostat setting without reducing your comfort. The airflow produced by the ceiling fan creates a wind-chill effect, which makes you feel cooler. ENERGY STAR qualified ceiling fans with CFL-based light fixtures use up to 75 percent less energy than other models, operate about 50 percent more efficiently, and can save up to \$375 in energy costs over their lifetime. Focus on Energy offers a \$15 Cash-Back Reward per fan with qualified light kit, up to 12.

Fluorescent Fixtures (\$15 per fixture)

You can save energy and money by installing new ENERGY STAR qualified light fixtures when remodeling, building a new home, or just updating the look of a room. Fixtures are available in many different styles and use 75 percent less energy than incandescent fixtures. Focus on Energy offers a \$15 Cash-Back Reward per fixture, up to 12.

Fluorescent Floor Lamps (\$15 per lamp)

Fluorescent floor lamps, or torchieres as they are commonly called, can replace inefficient and hazardous halogen lamps. ENERGY STAR qualified lamps are equipped with electronic ballasts designed to accept pin-based compact fluorescent bulbs that plug into a socket. They use up to 75 percent less energy and operate at cooler temperatures for safe use. They come in dozens of styles and sizes to fit your needs. Focus on Energy offers a \$15 Cash-Back Reward per lamp, up to 12.

LED Fixtures (\$30 per fixture)

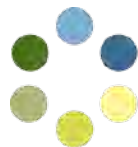
LED fixtures include recessed cans, under-cabinet lights, and porch lights that operate cooler than fluorescent bulbs and use at least 75 percent less energy than incandescent fixtures. Focus on Energy offers a \$30 Cash-Back Reward per ENERGY STAR qualified LED fixture, up to 12.

Other Rewards

The Cash-Back Rewards listed above are the basic ones that will be helpful to most members. However, if you're planning to make more extensive home improvements, Focus on Energy offers Cash-Back Rewards of \$100 on central air conditioning, \$150 on a high-efficiency furnace equipped with ECM (electronically commutated motor), and \$50 on an electric water heater. (Products must meet specific qualifications to be eligible for incentives. Visit focusonenergy.com for more details before making your purchase.)

In addition, Focus on Energy also offers expertise and financial incentives for members who want to install qualified renewable energy systems and for businesses planning energy efficiency and/or renewable energy upgrades.

For information on all Focus on Energy offers that are available to Rock Energy Cooperative members, visit focusonenergy.com or call (800) 762-7077. ■



focus on energySM

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Save the Date...

**MEMBER
APPRECIATION
DAY 2009**

**Saturday, September 19
REC Headquarters**

Hot dogs • Brats • Hamburgers
Chips • Popcorn



Energy Efficiency

Tip of the Month

Keeping your tires properly inflated improves gas mileage for the average vehicle by around 3 percent, saving up to 20 gallons of gasoline per year.

Source: Alliance to Save Energy



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