



### More Power to You

## Capital Credit Allocation Represents a Big Benefit of Co-op Membership

By Shane L. Larson,  
Chief Executive Officer

If you noticed a credit on the energy bill you received in May, you might have thought we were running a sale on energy. While I'm sure that would be greatly appreciated, that's not what happened. The credit represents your economic participation, as a member, in Rock Energy Cooperative and distinguishes the cooperative form of business from others.

We buy energy wholesale and distribute it to our members on a not-for-profit basis. Because we're a cost-of-service provider, the amount of money that exceeds the actual annual cost of doing business is returned to members as a capital credit. The amount of your capital credits is based on how much you paid for utility services.

In 2010, Rock Energy returned in bill credits and checks more than \$550,000 in capital credits. Since the co-op was incorporated 74 years ago, we have returned more than \$9 million to our members. Unlike other companies with out-of-town investors, the money goes back to you—the members—and helps the local economy.

The return of capital credits and competitive rates are just a couple of reasons why it pays to be a member of Rock Energy Cooperative.

### Stay Safe This Summer

Summertime is a great time for working and playing outdoors. It's hard to resist the temptation of a sunny June day, but please be careful out there. Danger can lurk both above your head and below your feet.

The electrical lines you see up in the sky almost everywhere can be dangerous if you come into contact with them. When standing on a ladder or working with overhead equipment, be sure to stay clear of the power lines. Also keep in mind that a wide open field is the best place

to fly a kite. You never know when a gust of wind might send that kite sailing into an energized wire.

It's just as important to be aware of your surroundings underground. Obviously, these dangers aren't as easy to see, but there are ways to find out what's below the ground's surface. If you plan to do any digging—whether you're planting a small shrub or installing an underground swimming pool—remember to call 8-1-1 first. That call will put you in touch with Diggers Hotline in Wisconsin and JULIE in Illinois. It's not just a good idea; it's the law.

After you call, utility companies will mark their electric lines and natural gas pipes with brightly colored flags and painted lines, so you know where not to dig. It's important to plan ahead. Illinois requires two business days to get the job done, while Wisconsin mandates three. The best part is that the 8-1-1 service is one of the few things in life that are still free.

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***Rock Energy returned more than \$550,000 in capital credits to members in 2010. Since the co-op was incorporated 74 years ago, our members have received more than \$9 million. It definitely pays to be a member of Rock Energy Cooperative!***

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### Family Night at the Ballpark

I hope you'll join us Saturday, June 12, for our ninth annual Night at the Ballpark when the Beloit Snappers play the Bowling Green Hot Rods. See page 28 for all the details.

The night is always a great time at a great price, starting with free player autographs and ending with a spectacular fireworks show. Tickets at \$2 each are available at both our Janesville and South Beloit offices. For another \$2, members can buy a food voucher at the ballpark to get a hot dog, chips, and soda. At those prices, a family of four can get a night of entertainment for less than \$25. You can't beat those prices.

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. ■



## Cash-Back Rewards Help Members Save Energy, Money

Rock Energy Cooperative members are not only getting Cash-Back Rewards from Focus on Energy for making energy-efficiency improvements, but they're also seeing their monthly bills decrease as they save energy.

Residential, commercial, and agricultural members received almost \$19,000 in financial incentives in the first six months that Rock Energy joined forces with Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy. The improvements will save members thousands of dollars on their annual energy costs.

A total of 309 residential members received \$2,500 in rebates for switching to energy-efficient lighting.

### What Does Focus on Energy Offer?

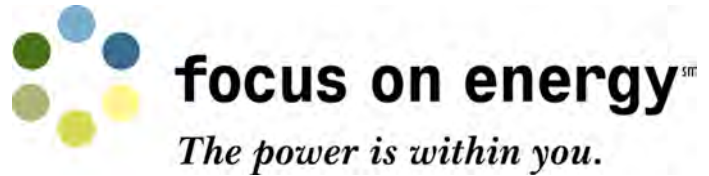
Rock Energy Cooperative members who live in Wisconsin have access to the valuable services and financial incentives provided through Focus on Energy.

The cooperative began its partnership with Focus on Energy in July 2009 to help members manage rising energy costs, promote in-state economic development, and protect the environment. Focus on Energy saves Wisconsin consumers more than \$239 million each year. A fee added to consumers' bills funds the organization.

Focus on Energy works with eligible residents, farms, and businesses to install cost-effective energy-efficiency and renewable energy projects. These are some of the programs available:

- Financial incentives to help offset the cost of eligible projects.
- A wealth of energy-efficiency tips and information available online at [focusonenergy.com](http://focusonenergy.com) to help you learn more about what you can do to start saving energy today.
- Assistance with identifying high-efficiency products and local service providers qualified to make efficiency upgrades to your home or business.
- Technical expertise to help guide complex or innovative projects, such as renewable energy installations, from start to completion.

To learn more about what Focus on Energy has to offer, call (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).



"We're pleased that our members are taking advantage of the many programs that Focus on Energy offers," said Shane Larson, CEO of Rock Energy. "As we approach our one-year anniversary of working together, we hope that even more members will use the available resources to save both energy and money."

Word of mouth is one of the best ways to increase awareness of any program, and Bob Pakes, owner of Pakes Engine and Machine Inc., is certainly doing his part.

"I've already recommended it to two or three other businesses," Pakes said.

The Janesville company received \$1,476 in rebates for upgrading to high-efficiency lighting. Pakes said the rebate was a definite factor in the decision to move forward with the project, which is expected to have a payback period of less than three years.

Automatic Transmission Service in Janesville learned about the rebate program from a lighting contractor, said Donna Casey, office manager/owner. The \$2,250 rebate covered about half of the project's cost, and the company expects to see a monthly savings of about \$50 on its electric bill, she said.

Both Pakes and Casey said that the energy-efficient lights make their workplaces brighter. They also appreciated the "instant on" feature of the new lights.

"It's really nice," Casey said. "You hit the switch, and they come right on. The other lights had to warm up first, and I'm sure that used a lot of electricity."

Area farms also are reaping the benefits of the rebates. Kervin Zimmerman of Orfordville received \$1,500 for installing a ventilation fan in his barn. The rebate was a definite factor in his decision to buy the large energy-efficient fan rather than several smaller box fans.

"It didn't cost us any more to go the energy-efficient route," Zimmerman said.

His next project is to inquire about a variable speed vacuum pump for his dairy operation.

If you have a Focus on Energy success story that you'd like to share, please call Barbara Uebelacker, communications specialist at Rock Energy, or e-mail her at [BarbU@rock.coop](mailto:BarbU@rock.coop). ■

**Join Us Saturday, June 12, 2010  
for ROCK ENERGY  
FAMILY NIGHT  
at the BALLPARK**



**Beloit Snappers vs.  
Bowling Green Hot Rods**

**7 p.m.  
Pohlman Field at Telfer Park  
in Beloit**

Come early to collect team autographs between 6:15 and 6:45 p.m. Then stay late for a spectacular fireworks show!

Stop at either our Janesville or South Beloit offices to buy game tickets and special Rock Energy Co-op seat cushions. Tickets are \$2 each (\$6.50 value) and good for any Snappers home game in 2010. Foam seat cushions are \$3 each. Take them with you to Snappers games and other sporting events.

Rock Energy members can buy food vouchers at the ballpark on Saturday, June 12. Get a hot dog, chips, and soda for just \$2.

The first 30 kids win a special gift! (Must be accompanied by adult member.)

**Show your Co-op  
Connections Card to buy  
food vouchers at the ballpark.  
If you don't have one,  
pick one up at either  
Rock Energy  
location.**



## Get Connected

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



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For a complete listing of current deals, visit [www.rock.coop](http://www.rock.coop). Terms and conditions subject to change as desired by participating businesses. You also can use your Co-op Connections Card to receive a discount on prescription drugs. In April, Rock Energy members saved \$1,532 on their prescriptions, a 38 percent discount.

## Have a Safe and Happy Independence Day!

Rock Energy Cooperative offices will be closed on Monday, July 5, in observance of Independence Day. We will reopen at 7:30 a.m. Tuesday, July 6. 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 (608) 752-4550 or toll-free (866) 752-4550.



### Energy Efficiency

### Tip of the Month

During summer months when air conditioners work hardest, do energy-intensive tasks such as laundry and dish washing during off-peak energy demand hours, usually in the early morning or later evening.

Source: Alliance to Save Energy



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