



By Shane L. Larson,  
Chief Executive Officer

## More Power To You

Another Annual Meeting is complete. For 73 years, Rock Energy Cooperative members have gathered to learn more about their cooperative and participate in its governance, and this year's meeting was no exception.

Nearly 700 members, guests, and friends met on April 6 at the Eclipse Center in Beloit. The Eclipse Center is a fine facility that provides a venue that can accommodate the number of members attending, while being centrally located in our service area.

Special thanks go out to all of our members and guests who joined us for a productive and enjoyable evening.

In board elections, Morris Nelson was re-elected in District 1, Darrel Weber retained his seat in District 3; while Bill Fischer was re-elected in District 5. Congratulations to those selected to represent the membership.

In my report at the annual meeting, I discussed briefly the Co-op Connections Card. This little card, which is mailed to all of our members, represents big savings. (If you don't have a card, please stop by any office for a card and key fob).

In these trying economic times, we could all use a little assistance and the Connections Card does just that. It provides discounts to local and national merchants, and it provides area businesses an extremely efficient means of advertising to thousands of potential customers.

Some of our members have been taking advantage of tremendous savings the card provides on pharmacy prescriptions, but far too many of you are not. Each month we are sent stats on how are our members are using the card for pharmacy purchases (no individual information is provided to the co-op); when compared to other co-ops, we can do better.

Nationwide, over \$6.7 million has been saved using

the Cooperative Connections Card. This is real, in-the-pocket money for cooperative members throughout the country. In January and February of this year, over 35,500 prescriptions received an average 33 percent discount using the Connections Card.

Here at Rock, since the card rolled out in November 2008, our members have saved over \$4,600 on their prescriptions using the card. This figure represents 106 separate prescriptions. I know we can do better. We need to get the word out. With over 52,000 pharmacies nationwide accepting the card, there is a good probability that your pharmacy will accept the card.

For those with Internet access, check out [www.connections.coop](http://www.connections.coop); there's tons of information, including a link to see the possible discount on your particular



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prescription. For those without the Internet, you can call 800-800-7616 for discount information.

Be sure to visit our website, [www.rock.coop](http://www.rock.coop), for local deals. You save money while supporting local businesses by using your Co-op Connections Card—what a deal.

By pulling together we represent strength. Over 73 years ago, rural citizens pulled together to energize the countryside. Today, we've grown to meet the energy needs for tens of thousands in two states. The Co-op Connections Card is powerful because of the number of cooperative members behind the card. Millions of members together are an extremely strong force.

We are proud to be your energy provider. If we can do anything to improve our service to you, please let us know. ■



**73<sup>rd</sup> Annual Meeting**  
*April 6, 2009*



# The Co-op Commitment to Affordable Power

Each month you budget for your phone, electricity, house, and car payments. Generally you know how much each bill will cost and plan your spending accordingly. But what if you couldn't control your energy costs? What if, each month, they climbed beyond your reach?

At Rock Energy Cooperative, we deliver affordable power to you every day. It's why electric cooperatives were created, and it's a commitment we plan to keep. But national energy legislation could force prices higher than many consumers can afford, effectively taking us back to the dawn of the 20th century.

In the 1920s and early '30s, central station electric service was a luxury that only 10 percent of rural residents nationwide enjoyed, and those who had power paid dearly for it. When Franklin D. Roosevelt visited Warm Springs, Georgia, in 1924, he was dismayed to find electricity for his small cottage cost four times what it did at his estate in New York. After being elected president, he created the federal Rural Electrification Administration by Executive Order to make power affordable for all Americans. As a result, electric co-ops were born.

Innovations in line building pioneered by co-op engineers and the competitive pressure co-ops placed on investor-owned utilities to serve rural areas slashed the cost of providing electric service in the countryside by 50 percent or more. In the decades since, co-ops have established a proven track record of offering stable and affordable electric rates. Data from the U.S. Energy Information Administration (EIA), in fact, shows that since 2000 co-op electric rates have consistently run lower than the



industry average. This is further proof that we're committed to keeping electricity bills within your means.

But the struggle for affordable power that farmers and their neighbors fought three-quarters of a century ago has flared up again. When adjusted for inflation, EIA predicts the price of electricity for residential consumers will climb 14.6 percent by 2030, but federal energy and climate change policy will likely impact energy prices further. Electric cooperatives are needed once again to make sure affordable power will be available in 2030 and beyond. Our job, on your behalf, is to work closely with Congress to find the

best solutions for addressing climate change while keeping the price of electricity within your means.

Rock Energy Cooperative remains committed to providing you with safe, reliable, and affordable power, but we need your help. Through the "Our Energy, Our Future"™ grassroots awareness campaign, co-op members across the nation are speaking out about the importance of keeping electric bills affordable. New energy and climate change policies being debated in Congress could turn your monthly budget upside-down. Now is the time to ask our elected officials: Will you please work with electric cooperatives to be sure public policy meets my need for affordable electricity?

Visit [www.ourenergy.coop](http://www.ourenergy.coop) today and send an e-mail to your elected representatives sharing your concern.—Sources: *The Next Greatest Thing*, U.S. Energy Information Administration ■



## Get Connected

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



**Basics Cooperative – Janesville, WI – 608-754-3925**

A full-service grocery store providing high-quality natural foods, healthy choices, top-notch service & information... natural foods loaded with nutrients, free from

artificial colors, flavors & preservatives; in short with as little as possible removed and nothing added... at Basics, It's Only Natural!

**5% Off Thursdays (excludes "everyday low price" items)**

**Dr. Detail • US Cellular – Beloit, WI – 608-362-6264**

US Cellular Authorized Agent; providing a full range of services and products including phones and accessories.

**25% Off any one accessory and/or \$10 Off new phone (w/2 year agreement)**



**Embroid This – Roscoe, IL – 815-623-2200**

Custom embroidery & direct to garment printing... so much more than the name implies. Providing great embroidered apparel... our unique Digital Direct to Garment printing system as well as great promotional items. Visit our showroom; we can set you up... your one stop shop for Corporate Wear, Casual Wear, School Spirit Wear, Team Uniforms, Personalized Gifts... we have it all!

**10% Off**

**Pat's Hair Salon – Machesney Park, IL – 815-639-9219**



Offering quality services at affordable prices... experienced stylists... cuts, color, hi-lites, corrective color, perms, up-dos, facial waxing, OPI manicures & pedicures, Nioxin Scalp Renew Treatments, RETAIL – Biolage, Bed-Head, Aquage, Crew, Wella, & Color Preserve... we are waiting to serve you. Walk-ins are always welcome!

**20% Off new clients - 10% Off existing clients (entire bill including retail, no other discounts apply)**

**Nyrie's Flower Shop Nyrie's Flower Shop – South Beloit, IL – 815-389-4646**

Committed to offering the finest floral arrangements and gifts, backed by friendly and prompt service. Our professionals are dedicated to making your experience a pleasant one. We always go the extra mile to make your floral gift perfect... tropicals, plants, European/dish gardens, high-style, silk & dried floral arrangements, extensive gift line and gift baskets, gourmet and fruit baskets, greeting cards & candles.

**10% Off in-store purchase (excluding wire orders and Valentine's Day)**

For a complete listing of current "deals" visit [www.rock.coop](http://www.rock.coop); terms and conditions of "deals" subject to change as desired by individual participating businesses.

## Youth Leadership Congress Registration Extended

Still thinking about what you want to do this summer? Don't miss out on this very special opportunity. Identify and develop your leadership skills and get a taste of college life. Spend three days at the Youth Leadership Congress at UW–River Falls with other like-minded young people representing co-ops all over Wisconsin (open to *all* REC members).

Learn about the Cooperative Difference with Dr. David Trechter, see the S.O.S Players from Hudson, and participate in Craig Hillier's "Breakthrough Leadership" presentation. There will even be learning sessions on college life, alternative energy, careers in co-ops, and a special closing night dinner. Hands-on and fun, this conference is for you.

Visit [www.rock.coop](http://www.rock.coop) for all the details, and sign up for this once-in-a-lifetime fully sponsored event. ■

## Rock Energy South Beloit Office Opens



Please visit us in our brand new Willowbrook Road building, 15229 Willowbrook Road, South Beloit, ILL 61080 (approximately 3/4 mile south of the Flying J on Hwy. 75 at the I-90 exit). We're almost all settled in—just waiting for you to stop by...

REC will be closed on Monday, May 25, in observance of Memorial Day. The office will re-open at 7:30 a.m. on Tuesday, May 26. Payments may still be made at drop boxes throughout that period.



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