

# ROCK ENERGY NEWS

FOR ROCK ENERGY COOPERATIVE MEMBERS

www.rock.coop

February 2011

## It's Our 75th Anniversary!



*75th Annual Meeting  
Monday, March 28  
Eclipse Center, Beloit*

Mark your calendar and plan to join the celebration!

Look for details in the March co-op magazine!



*The photo at right was taken during the co-op's 10th anniversary celebration.*

### MARCH

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Beware of Deceptive Energy-Saving Claims

If something sounds too good to be true, it likely is.

That saying rings especially true when it comes to claims about energy-saving devices, particularly those that say they can dramatically cut your energy costs.

In fact, the Better Business Bureau is investigating an energy company that may have deceived members at a Montana co-op by selling devices that purported to lower energy bills, according to a January article written by Victoria A. Rocha for ECT.coop, which is published by the National Rural Electric Cooperative Association (NRECA).

The company also allegedly told members the products would be eligible for federal tax refunds and utility rebates. But when members called the co-op for refund and rebate information, they discovered the products didn't live up to the company's claims and didn't qualify for credits, said Ross Holter, energy services supervisor at Flathead Electric Co-op in Montana.

"In some cases, [the company] took money and didn't even provide the product," said Holter, who helped six members stop payment on checks made out to the company for items such as attic

insulation made of thick aluminum foil or bubble wrap.

In the Montana case, an unspecified energy company sent postcard invitations to homeowners for free dinners and demonstrations for products that supposedly would dramatically reduce their energy bills.

Similar companies have solicited Rock Energy Cooperative members over the years.

On several occasions, members have told co-op officials that they received similar invitations to free dinners and presentations. The postcards look like utility bills and offer products

that claim to reduce energy bills by as much as 45 percent.

Advertisements for "miracle" space heaters and electric fireplaces have also been popping up in magazines and newspapers offering free products and promising huge energy cost savings. Do your homework before you consider investing in these products.

"Claims like this definitely are too good to be true," said Dale Kessinger, energy services manager for Rock Energy. "Be skeptical of anything that promises to cut your utility bill almost in half."

# Old Refrigerators Eat Energy and Money

Does this sound familiar? You bought a new refrigerator and moved your old fridge to a garage or basement to keep a few drinks and some surplus food cold.

Here's a tip from Rock Energy Cooperative that can help you save energy and money.

Old refrigerators, especially those bought before 1993, use more than twice as much electricity as a new Energy Star

model. What's more, refrigerants in these older appliances weaken over time and door seals start to leak, causing a decline in the performance.

If you have moved your old refrigerator to an uninsulated location, such as a garage, it will use even more energy during hot weather. A fridge in a 90-degree environment, for example, uses nearly 50 percent more power than one in a 70-degree environment.

And if the temperature falls below about 40 degrees in winter, the refrigerator's thermostat may not run its cooling and defrost cycles for the appropriate amount of time.

By pulling the plug on that old refrigerator, you can save \$146 a year. For other tips on how to save energy—and money—visit Touchstone Energy Cooperatives energy-saving website, [www.TogetherWeSave.com](http://www.TogetherWeSave.com).



## Energy Efficiency Tip of the Month

During the heating season, keep draperies and shades on south-facing windows open during the day to allow sunlight to enter your home. Close them at night to reduce the chill.

Source: U.S. Department of Energy

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## Get Connected



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

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Co-ed fitness center, seven days per week, fully staffed, treadmills, ellipticals, bikes, free weights, circuit group, classes included. Personal training, punch cards, and class cards. ZUMBA is here!! Visit our state-of-the-art gym in a small-town setting.



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**10% Off Retail Products;  
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