

# ROCK ENERGY NEWS

FOR ROCK ENERGY COOPERATIVE MEMBERS

www.rock.coop

September 2011

## We're Looking Out for You

Cooperatives are different from other businesses you deal with.

We're different because we're *Looking Out for You*. Now, more than ever, that's important because we need to work together to keep your electric bills affordable.

Congress did not pass a comprehensive climate bill last year, and the U.S. Environmental Protection Agency started regulating greenhouse gases in January.

It's hard to predict the future, but one thing seems certain: government regulations are going to increase the cost of doing business.

New regulations won't be the only culprit. Prices for fuel, materials, and equipment will continue to rise.

We're committed to keeping you informed about

policy changes that will impact your energy bill through channels like this newsletter.

We're going to do everything we can to keep your electric bills affordable.

To accomplish that, we're controlling costs through innovation.

Our energy efficiency programs help you manage your energy use. Our website provides lots of energy-saving tips.

Deploying state-of-the-art solutions like our automated meter infrastructure system helps

your co-op control operating costs and improve service reliability.

While we're affordable and innovative, above all else we're member focused. No matter what comes our way, we'll continue to put you—our members—first.

Rock Energy is member controlled and locally operated. As a member, you have a voice in how your co-op operates by electing your board of directors.

Costs are rising for all of us. But remember that our rates

are set simply to cover the cost of doing business and not to generate profits for out-of-town stockholders.

In fact, as a not-for-profit organization, we give money back to you when our revenues exceed costs. Capital credits were applied to eligible members' statements in May.

The bottom line?

We exist to serve you and meet your needs for safe, reliable, and affordable power.

As you can see, we're different. We're working together to keep your electric bills affordable. We're controlling costs through innovation. And we're continuing to put you—our members—first.

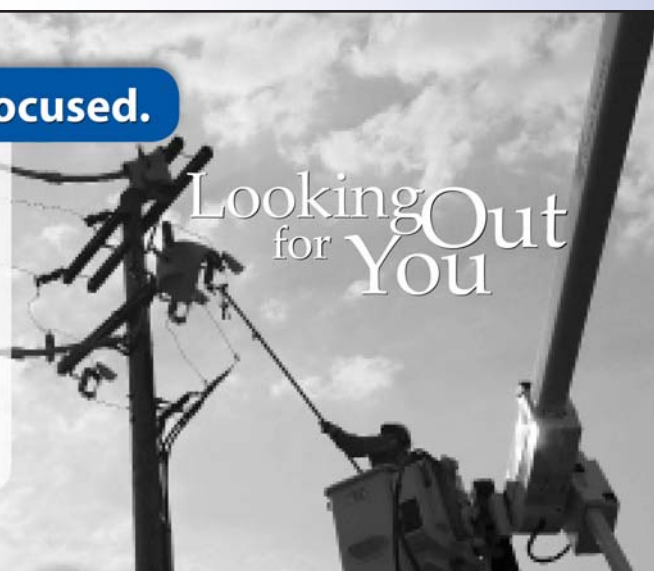
No matter what the future brings, one thing is certain: We're *Looking Out for You*.



### Affordable. Innovative. Member Focused.

It's hard to predict the future, but one thing seems certain—**new government regulations will increase the cost of electricity.**

We want to work with you to keep your electric bills **AFFORDABLE**. We're controlling costs through **INNOVATION**, and no matter what the future holds we'll continue to put you, our members, **FIRST**.



# Are Energy Vampires Stealing Your Power?

Did you know that you're sharing your home with "energy vampires"—electronic and electrical devices that continue to suck electricity even when turned off?

These items are responsible for an estimated 10 percent of the electricity you use every month, based on estimates from TogetherWeSave.com.

One way to identify energy vampires is to look for devices with remote controls—TVs, DVRs, and audio equipment, for example.

Then target gaming consoles, computers, monitors, and printers as well as chargers for cell phones, iPods, small DVD players, and laptops. Chargers draw energy even when they're not charging anything.

An easy way to seal the coffin on energy vampires is to plug components of your computer or home entertainment system into a power strip. With a single flip of a switch, you can fully cut power to them.

In addition, don't forget to unplug any appliances—such as coffee makers and toaster ovens—with digital clocks when you aren't using them.

TogetherWeSave.com has



estimated that pulling plugs and using power strips can save you \$222 in electric bills per year.

You can find these energy-savings tips and others at [www.TogetherWeSave.com](http://www.TogetherWeSave.com), Touchstone Energy's national campaign that encourages co-op members like you to make small changes that add up to big savings.

## Member Appreciation Day Pancake Breakfast

8 - 10:30 a.m.

Saturday, Sept. 17

Rock Energy headquarters  
2815 Kennedy Road  
Janesville

**Lots of activities for the whole family!**

## Get Connected



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

**South Beloit Inn, 200 Dearborn Ave., South Beloit – (815) 389-3481 – [www.southbeloitinn.com](http://www.southbeloitinn.com)**

Conveniently located just off Interstate 90/39 at Exit 1. Serving Beloit, Janesville, South Beloit, Roscoe, Rockton, Loves Park, and Rockford area. Very accessible for business travel and accommodating for any sports groups. Hotel and Conference Center. More than 100 guest rooms, indoor pool, and dome fun center. Wireless internet throughout property. Workout center, party rooms, and continental breakfast. Over 9,000 square feet of banquet space for parties, meetings, or weddings for both small and large groups.



**\$69 Sunday through Thursday;  
\$89 Friday and Saturday  
(rates shown do not include tax)**

**Mac's Pizza Shack, 2307 Milton Ave., Janesville – (608) 756-4191 – [www.macspizzashack.com](http://www.macspizzashack.com)**

Pizza and ice cream. Great food for busy families!

**\$1 Off Lunch  
or Evening Buffet  
(every day)**



**H & R Block, 1017 Kellogg Ave., Janesville – (608) 741-0770 – [www.hrblock.com](http://www.hrblock.com)**

Tax and financial services. Preparing the nation's taxes since 1955. Spanish language available. Tax audit support. Year-round assistance.



**\$29 Second Look for Any Prior Return  
to Verify Accuracy of Preparations**

For a complete listing of current deals, visit [www.rock.coop](http://www.rock.coop) and click on the Co-op Connections Card. Terms and conditions are subject to change as desired by participating businesses. You also can use your card to receive a discount on prescription drugs. In July, Rock Energy members saved \$1,110 on their prescriptions, a 37 percent discount. Printable coupons also are available online.

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