



Shane L. Larson,  
Chief Executive Officer

## More Power to You

# VALUE OF ELECTRICITY CONTINUES TO SHINE

What single purchase can keep all your appliances and electronics running, entertain your family for hours, and brighten your home at night?

The answer, of course, is electricity.

Think about everything in your home that's plugged in right now: lamps, TVs, computers, printers, gaming consoles, music and video players, various appliances, and plenty more. The power you receive from Rock Energy Cooperative keeps you connected to the modern world.

Electricity is so much a part of our daily routine that we usually take it for granted without stopping to think about what a tremendous value it is. Granted, the cost of electricity has increased over the years along with everything else. But its cost has not gone up as much as some other items.

Since 2012, the cost of rent, education, and cable/satellite TV have increased at rates of 3 percent or more each year. Electricity costs, however, have risen just 1.6 percent a year.

When it comes to value, electricity is a clear winner, and Rock Energy is always looking for ways to work with you to make its value even better. We promote energy efficiency and technology designed to give you more control over your energy use, so you can live within your budget.

That's going to become more important as our use of digital devices and internet-connected technologies increases. The average home now has 10 Wi-Fi connected devices. That number is expected to explode to 50 by 2020. Technology and the gateways that keep it working use electricity, so you'll continue to rely on Rock Energy to power your lives.

We're always working to provide service that's reliable, keep it affordable, and make it even more valuable to our members—you, your family, and your neighbors.

I want to thank all the kind folks who contributed to our Back-to-School Supplies Drive in July. Thanks to you, students in our area will be starting the school year with the tools they need to succeed.

I hope you have Saturday, Sept. 15, marked on your calendar for Rock Energy's Member Appreciation Day. This annual fall event allows the co-op's directors and employees to say a special thank you to our members. See all the details on page 17.

The pancake breakfast and all the activities will take place at our co-op headquarters, 2815 Kennedy Road, Janesville. We'll have the always-popular bucket truck rides, health fair, prize wheel, jugglers, bounce house, and LED Lucy.

In addition, Family Faces Family Entertainment from the Madison area will return to create balloon figures and paint kids' faces. They were such a big hit last year that two balloon sculptors and two face painters will join us this year. This will reduce the wait time and allow more members to enjoy their talents.

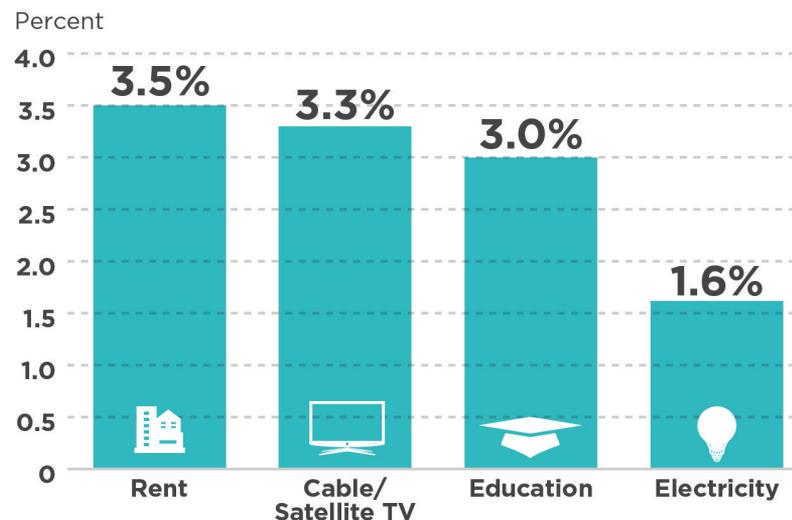
Electronics recycling and document shredding will again be held on the same day at a different location—Universal Recycling Technologies, 2535 Beloit Ave., Janesville. We moved those two popular services off site last year to improve traffic flow and provide a safer environment for our members and employees. More information is available on page 17 and at [www.rock.coop](http://www.rock.coop).

We hope to see you on Sept. 15, and please let us know if there's anything we can do to improve our service.

## ELECTRICITY REMAINS A GOOD VALUE

The cost of powering your home rises slowly when compared to other common expenses. Looking at price increases over the last five years, it's easy to see electricity remains a good value!

### Average Annual Price Increase 2012-2017



Sources: U.S. Bureau of Labor Statistics  
Consumer Price Index



## FOCUS ON ENERGY OFFERS INCENTIVES TO CO-OP MEMBERS IN WISCONSIN

As a Rock Energy Cooperative member who lives in Wisconsin, you have access to lots of valuable services and financial incentives provided through the Focus on Energy program.

Rock Energy’s continuing partnership with Focus on Energy benefits everyone by helping to manage rising energy costs, promote in-state economic development, and protect the environment.

Focus on Energy works with eligible residents, farms, and businesses to install cost-effective energy efficiency and renewable energy projects, resulting in millions of dollars in energy savings for all Wisconsin utility customers each year.

What does Focus on Energy offer to Rock Energy members?

- Financial incentives that 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 large-scale energy-efficiency projects, 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).

## MEMBER SURVEY ON ITS WAY

Your opinion matters to us!

Rock Energy Cooperative is participating in a member survey project through the Association of Illinois Electric Cooperatives.

You may be randomly selected to participate in the project. Members who complete the survey will be entered into a drawing for the chance to win a \$250 bill credit.

Neither the AIEC nor the survey vendor, Inside Information, will ask for credit card information or sell or share your private information.

Rock Energy will receive the anonymous survey results and evaluate the information to help improve our service to you. The more completed survey questionnaires we receive, the more accurate the information will be. If you’re selected to participate, please take the time to answer the short survey.

If you have questions about the survey, please contact Barbara Uebelacker, communications director, at 866-752-4550 or [barbu@rock.coop](mailto:barbu@rock.coop). We appreciate your help!

## BEWARE OF UTILITY TELEPHONE SCAMS

Rock Energy Cooperative urges members to beware of telephone scams where a caller poses as a co-op employee and threatens to disconnect service unless an immediate payment is made.

A member received a call last month from someone claiming to be with the co-op. The caller said the member’s account was past due and she needed to purchase a prepaid debit card and call back with the verification codes or power would be disconnected. Fortunately, the member instead called Rock Energy and learned that the co-op did not make the call.

April Nichols, district office supervisor at Rock Energy, advises members to ignore suspicious requests for personal information, such as bank account numbers, credit or debit card numbers, user names, and passwords.

“Co-op employees do not call members and demand that an immedi-

ate payment be made over the phone or services will be disconnected,” Nichols said. “The disconnection procedure for

nonpayment is actually quite lengthy and involves several contacts between the co-op employee and member.”

When the co-op’s collections department calls members, they are given the option of making a payment over the phone or at the office. Members who have any questions regarding the legitimacy of a call should not provide the caller with any information.

“Just hang up and give us a call,” Nichols said. “If the call was from the co-op, we’ll understand that you were just guarding your personal information. Remember that if you didn’t make the call, you don’t know who is on the other end of the line.”

If you receive a call or are unexpectedly approached at your home by someone claiming to be a Rock Energy representative and you have any doubt, please call our office at 866-752-4550 for verification.



# MEMBER APPRECIATION DAY

Electronics recycling, document shredding at different location again

ROCK ENERGY MEMBERS ONLY!

Bring your old electronics and documents to Universal Recycling Technologies and your appetites to Rock Energy Cooperative's Janesville warehouse on Saturday, Sept. 15, for our Member Appreciation Day.

This is the second year that electronics recycling and document shredding will be located at a different site to provide a safer environment for co-op members and employees. These two services have become so popular that we don't have the space at our Kennedy Road location to accommodate the increased traffic.

Members can bring their items to Universal Recycling Technologies, 2535 Beloit Ave., Janesville, between 8 and 11 a.m. Saturday, Sept. 15.

The pancake breakfast and all other activities associated with Member Appreciation Day will continue to be at our Janesville headquarters from 8 to 10:30 a.m. the same day.

**We hope to see you on Sept. 15!**

## Pancake Breakfast

- 8–10:30 a.m. Saturday, Sept. 15
- Rock Energy headquarters, 2815 Kennedy Road, Janesville
- Activities: Health fair, bucket truck rides, prize wheel, LED Lucy, bounce house, face painting, balloon figures, and lots more!

## Electronics Recycling, Document Shredding

- 8–11 a.m. Saturday, Sept. 15
- Universal Recycling Technologies, 2535 Beloit Ave., Janesville (enter through south driveway)



## Accepted electronics

- TVs, personal computers, printers, scanners, fax machines, calculators, cell phones, keyboards/mice, radios, stereos, telephones, DVD/CD players, VCRs.
- **No** air conditioners, microwaves, dehumidifiers, vacuums, toasters, or large appliances.
- **No** businesses please.

## Shredding procedure

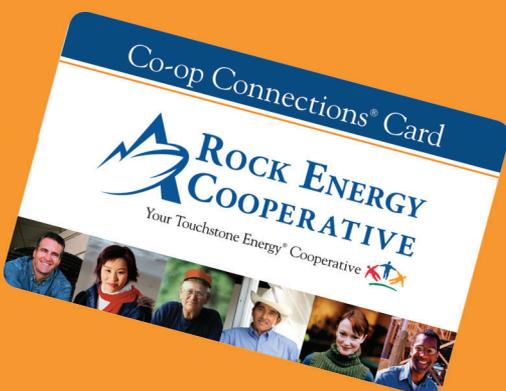
- Each member can bring four boxes or bags of material, including CDs and credit cards.
- All material will be shredded on site.
- You do not need to remove staples, paper clips, hanging files, or black binder clips from materials.
- No three-ring binders.



Maps and directions at [www.rock.coop/MemberAppreciation](http://www.rock.coop/MemberAppreciation)



# GO BEYOND THE CARD.



- 2-for-1 Restaurant Deals
- Discounted Movie & Event Tickets
- Hotel Savings
- Cash-Back Online Shopping
- Prescription Savings
- National Partner Deals
- Savings Tracking

Visit [connections.coop/Rock](http://connections.coop/Rock) to learn more!

## HAVE A SAFE AND HAPPY LABOR DAY!



Rock Energy Cooperative offices will be closed on Monday, Sept. 3, in observance of Labor Day. We will reopen at 7:30 a.m. Tuesday, Sept. 4. 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 866-752-4550.

### Energy Efficiency Tip of the Month

Turn off kitchen, bath, and other exhaust fans within 20 minutes after you're done cooking or bathing. When replacing exhaust fans, consider installing high-efficiency, low-noise models.

Source: [energy.gov](http://energy.gov)



**Know what's below.  
Call before you dig.**

### Shane Larson, CEO

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### Barbara Uebelacker, Editor



**ROCK ENERGY COOPERATIVE**  
Empowering Members Since 1936