

What's Happening

December 21**Winter Begins****December 25****Christmas Day****January 1****New Year's Day**

Rock Energy CEO Recognized With Wisconsin ACE Award

Rock Energy Cooperative (REC) CEO Shane Larson has been selected as the recipient of the 2025 Ally of Cooperative Electrification Award (ACE), WECA's highest honor. The ACE Award is presented each year as recognition of outstanding contributions to Wisconsin's electric cooperatives.

Larson has spent the past 40 years in leadership at electric cooperatives, including 25 years at REC. Prior to REC, he served as general manager of the Leavenworth-Jefferson Electric Cooperative in McLouth, Kansas from 1995 to 2000. He also worked for ten years at a public power utility in Nebraska.

Since joining REC in 2000, Larson has been instrumental in growing the co-op into what it is today. Larson led the effort to acquire territory from Alliant Energy in 2007, quadrupling its membership. He had the foresight to secure a minor ownership share when American Transmission Company (ATC) was formed in 2001 and recently oversaw the partial acquisition of the Riverside Gas Generation Plant in Janesville.

Larson served nine years (2013-2022) on the Federal Rural Insurance Exchange board including as board president and has served on the board of the National Rural Utilities Cooperative Finance Corporation (CFC) since 2022, where he currently holds an officer position. He is vice president of the WECA

Legislative and Regulatory Committee, and has served on many other boards and organizations, in both professional and civic leadership roles, from president of the Wisconsin Managers' Association to Little League baseball coach.

He is a graduate of the University of Nebraska-Kearney College and holds a BS in Finance, Comprehensive Business Administration.

On July 28, 2025, at its board meeting, REC directors honored Larson with recognition, thanking him for 25 years of service to the co-op.

REC Board Chair Barb Miller submitted Larson's nomination for the ACE Award, which includes a wealth of recommendations and accolades from past and present leadership in the cooperative world.

Congratulations Shane Larson, recipient of the 2025 ACE Award!

Look for a full article and pictures in the January co-op magazine.



Shane Larson,
Rock Energy CEO

Rock Energy Cooperative

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Shane Larson
Chief Executive Officer

Jonas Berberich
Editor

REMINDER: Unclaimed Money Held for Former Members

Utilizing unclaimed capital credits, Rock Energy Cooperative holds unclaimed capital credit funds for some former members. A list of those who have unclaimed money can be viewed at www.rock.coop/unclaimed.

The money will be forfeited and paid to the Wisconsin Electric Cooperatives' Federated Youth Foundation for educational and community-improvement purposes unless claimed by **Dec. 31**. You may send claims to Rock Energy's headquarters at P.O. Box 1758, Janesville, WI 53547, or call 866-752-4550.

Usage & Consumption History

There are multiple different ways you can receive your usage/consumption history:

- **SmartHub:** Most usage/consumption history associated with your account can immediately be found using SmartHub. If you do not have a SmartHub account, you can sign up by going to www.rock.coop and clicking on the red SmartHub button at the top of the home page.

- **On-Line Request:** If you would like to receive a history of your usage without using SmartHub, fill out the on-line form: www.rock.coop/consumption-history-request. To receive a summary or detailed history of your consumption history, please complete the form in its entirety and submit it on-line.

- **Regular Mail or Drop Off:** You can mail the filled out form (on our web site) to:

Rock Energy Cooperative
RE: Consumption History Request
P.O. Box 1758
Janesville, WI 53547-1758

Or, you can drop off the completed form at one of our offices in Janesville (2815 Kennedy Rd.) or South Beloit (15229 Willowbrook Rd.).

NOTE: Historical usage will only be provided if available. The format of the information being provided will be determined by Rock Energy. Information will only be provided to the member whose consumption history is being requested. The information will not be provided solely to 3rd parties. Requests will be reviewed and processed on a first come first serve basis.



Rock Energy Offers Scholarships To High School Seniors

Rock Energy Cooperative again is offering scholarships of \$1,000 to graduating high school seniors who enroll at an accredited school. Students whose parents or guardians are active members of REC are eligible.



Scan the QR code!

Our scholarship committee will judge applicants based on general merit, cooperation, leadership abilities, financial need, and class ranking.

The on-line application is available at www.rock.coop. Go to the Community & Youth tab and click on Scholarships. Or, you can just scan the QR code on this page. The deadline for submitting applications is **Jan. 10, 2026**.

Applications must be completed on-line at www.rock.coop.

If you have any questions, please contact Jonas Berberich at 866-752-4550, or jonasb@rock.coop.

SAFETY TIPS

- When decorating outside, look up and look out.

- Be especially careful when working near power lines that are attached to your house.

- Never throw holiday lights or other decor into trees near power lines.

- Keep ladders, equipment and yourself at least 10 ft. away from power lines.

**BE SAFE
THIS
HOLIDAY
SEASON!**

REC OFFICES CLOSED FOR HOLIDAYS

Rock Energy Cooperative offices will be closed on Wed., Dec. 24 and Thur., Dec. 25, in observance of Christmas, and Wed., Dec. 31, and Thur., Jan. 1, for the New Year's holiday. Members can make payments in the drop boxes at both offices throughout the holidays and at the payment kiosk outside our South Beloit office, 15229 Willowbrook Road. Even though our offices are closed, standby crews are available. If you need to report a power outage or natural gas incident, please call 866-752-4550.