



Shane L. Larson,
Chief Executive Officer

More Power to You DON'T BE COMPLACENT ABOUT THE DANGERS OF ELECTRICITY

A bright, summer day suddenly turned tragic for a Springfield, Ill., family 28 years ago after two young sisters climbed a tree in their neighborhood. While playing in the tree, the 9-year-old made contact with power lines and lost her life.

The tragedy was devastating for the Pagel family and talking about it has opened old wounds. But the Pagels hope that telling their story will help prevent other families from experiencing a similar heartbreak. (See story on page 17.)

Their story is shared through Safe Electricity, a public awareness program of the Energy Education Council. The non-profit group includes hundreds of energy providers,

you need more extensive trimming or tree removal, we recommend that you hire an experienced contractor.

Of course, the best way to prevent trees from growing into power lines is to carefully choose the trees you plant in your yard. Learn more at www.rock.coop/TheRightTree.

I also encourage you to visit SafeElectricity.org and click on "Public Education." There you will find a variety of safety information that you can use and share.

Electricity is so much a part of our daily lives that we seldom stop to think how dangerous—and deadly—it can be.

To all adults reading this column, please help children understand the importance of staying away from electric utility equipment, to never climb trees near power lines, and to fly kites only in wide open spaces safely away from power lines. As adults, we must not become complacent about the dangers of electricity. If you're working with tall ladders, cleaning gutters, or trimming trees, I remind you to look up and stay safely away from overhead power lines.

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TEACH what you know.
LEARN what you need to.
CARE enough to share it.

including Rock Energy. Its mission is to create a safer, smarter world by providing lifesaving, energy-saving, and cost-saving information and resources.

One of the group's programs is called "Teach Learn Care." The TLC campaign shares stories of people whose lives have changed because of electrical accidents. It encourages people to teach what they know, learn what they need to, and care enough to share it with others.

Throughout the country, millions of miles of electric lines deliver power to homes and businesses. There also are millions of trees growing in close proximity to those power lines.

To reduce tree-related tragedies and tree-related outages, Rock Energy is vigilant about tree trimming. We maintain tree clearance on primary distribution lines that run along roads and rights-of-way. We do minor branch trimming near secondary lines, which carry electricity from pole-top transformers to members' houses, barns, and businesses. If

Concern for Community

We're only a couple weeks into the summer season, but soon we'll see back-to-school ads and school supplies will fill store shelves. With less fortunate students in mind, Rock Energy again is sponsoring a Back-to-School Supplies Drive.

We do this every year because as a cooperative we abide by a set of principles, and the seventh one is Concern for Community: local people working for the local good. I can't think of a better way to support our communities than providing the future generation with the tools they need to get an education. Please consider donating items to this worthwhile cause. All the details are on page 16.

As you celebrate our nation's independence on the Fourth of July, remember to stay safe. As always, we are proud to be your energy provider. Please let us know if we can do anything to improve our service to you.

Back to School Supplies Drive

Rock Energy Cooperative is sponsoring a School Supplies Drive so our employees and members can donate back-to-school items to help families who are having difficulty providing the proper tools for their children to succeed in school.

Needed supplies

| | | |
|---|-------------------|-------------------------------|
| #2 wooden yellow pencils | Pink erasers | Zipper binders |
| Ballpoint pens | Glue bottles | Protractors |
| Plain pocket folders | Glue sticks | Rulers (1/8 scale and metric) |
| Spiral notebooks - wide ruled | Dry erase markers | Scissors (preferably Fiskars) |
| Notebook paper - wide ruled | Colored pencils | Backpacks |
| 3-ring binders | Washable markers | Kleenex |
| Box of 24 or 64 crayons (preferably Crayola) | Watercolor paints | Deodorant |
| | Highlighters | |

Donations will be delivered to the following school districts for distribution to needy families:

| | | | | |
|---------------|---------|------------|------------|--------------|
| Beloit | Clinton | Edgerton | Janesville | Prairie Hill |
| Beloit Turner | Dakota | Evansville | Milton | Rockton |
| Brodhead | Durand | Hononegah | Parkview | South Beloit |

Drop-off locations

Rock Energy Cooperative offices

2815 Kennedy Drive
Janesville, WI

15229 Willowbrook Road
South Beloit, IL

7:30 a.m. to 4 p.m. Monday through Friday

Lake Summerset Association

1202 Lake Summerset Road
Davis, IL

8 a.m. to 4 p.m. Tuesday through Friday,
8 a.m. to noon Saturday

Donation deadline is August 1!

A LIFE CUT SHORT:

One family shares its story



One family has stepped forward to help save lives. Although not easy to do, members of the Pagel family agreed to recount the day they lost their daughter Tiffany to accidental electrocution after she had climbed a tree and made contact with a power line.

Rock Energy Cooperative reminds everyone to check for power lines before letting children climb trees or before outdoor activities such as flying a kite or operating a remote-control plane, drone, or other device. Adults should be mindful of power line locations before trimming trees or carrying an extension ladder.

In Memory of Tiffany

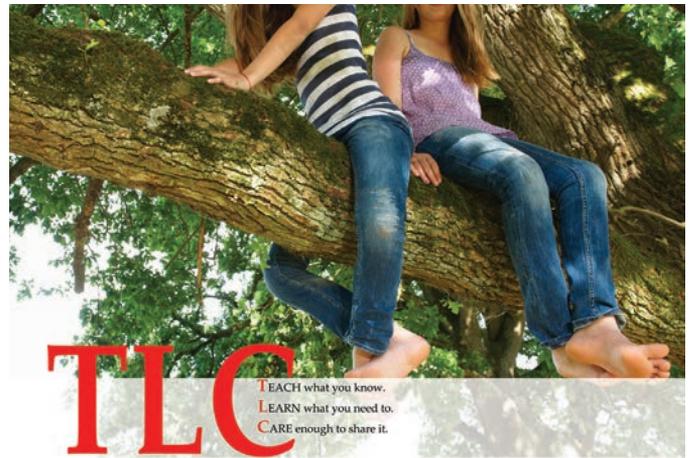
The year was 1991.

It was a beautiful summer day. The sun was shining and the outdoor air inviting—much too nice to spend the entire day indoors.

Although nearly 30 years ago, what happened that day is forever etched in Holly Pagel's mind.

Like so many times before, Holly and her sister Tiffany decided to play in a large tree across the street. They climbed it often and knew all its nooks and crannies. Their favorite spot was a large, sturdy branch near the top. The girls sat on it with their feet dangling while they told stories, shared secrets, and enjoyed a bird's-eye view of their neighborhood.

Tiffany and Holly were two of six children in the Pagel family. Because they were just one year apart in age, the girls were thick as thieves. They dressed in copycat outfits and did



almost everything together. Their mom, Barbara, will never forget that summer when Tiffany was 9 and Holly was 8.

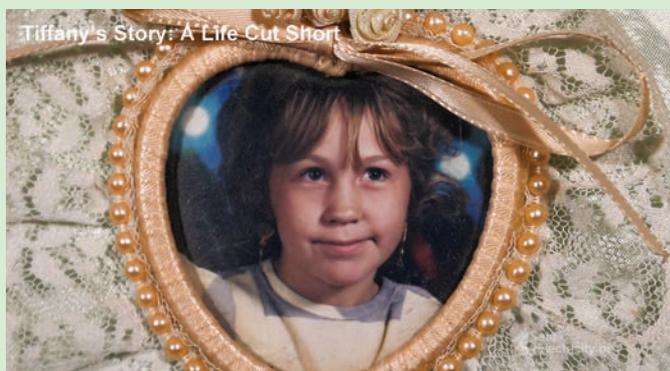
In an instant, everything changed. While high up in the tree, young Tiffany reached up and grabbed a power line. Unable to let go, Tiffany was electrocuted and died. Although difficult to retell, Holly and her family share the harrowing memory so that others might learn from what happened that day.

Holly said they were sitting together on their favorite tree limb. According to Holly, Tiffany lifted her arm and her hand “grabbed ahold of that power line. Then all of the sudden ... both of her hands were clamped onto it and I was kind of facing towards her and I just remember her shaking a lot, and her eyes rolling in the back of her head,” Holly said, who recalls smoke coming from her legs.

In that moment something stopped Holly from reaching out for her sister.

“I just knew for some reason not to touch her,” Holly recalled. “After a moment of sitting there watching that, I can't remember how I got out of the tree. I don't know (how I got down).”

Holly said that day has haunted her all her life. Earlier in the day, the girls grabbed a snack out of the fridge to take to the tree: Kraft Singles cheese. To this day, Holly follows a special ritual: that type of cheese is never the last thing she eats; never the last taste in her mouth because it is “something that



Videos available online We have two videos related to this story on our website. In the first, the Pagel family talks to Safe Electricity in hopes of educating others about the dangers of trees and power lines. The second video explains why electric companies trim trees that are growing too close to power lines. You can watch the videos at www.rock.coop/ALifeCutShort.



was remembered (from) that day for her and I,” Holly said.

“Post-traumatic stress disorder does take over a lot of your mind,” said Holly, who deals with anxiety and has a fear of death and dying.

It has also impacted how she parents. Some days she struggles to let her kids be kids “because I have a fear of losing them,” she confessed. “I am more protective than most people would be.”

Barbara said it was close to the end of her workday when she received a phone call informing her that her daughter had been in an accident and that she needed to get to the hospital.

“By the time I made it, she was already gone,” Barbara recalled. “It’s hard because you don’t get to tell them goodbye. Who would’ve dreamed (this would have happened to Tiffany.)”

Her family describes Tiffany—or Tiffy as they affectionately called her—as a tomboy with a big heart who loved her family. She made friends everywhere she went and saw the good in everyone without being prompted. Even though she was young, Tiffany “had a way of touching people’s lives and hearts in ways I never knew a child could,” Holly recalled.

Tiffany also loved nature. For a child

her age, she had an uncanny appreciation for trees. She once entered the house grasping a scraggly sapling in her little hand, asking if she could plant it in the yard. Her parents tried to explain to Tiffany that it wouldn’t grow, but the wide-eyed girl insisted that she could get it to prosper.

“Sure enough it grew,” Barbara recalled.

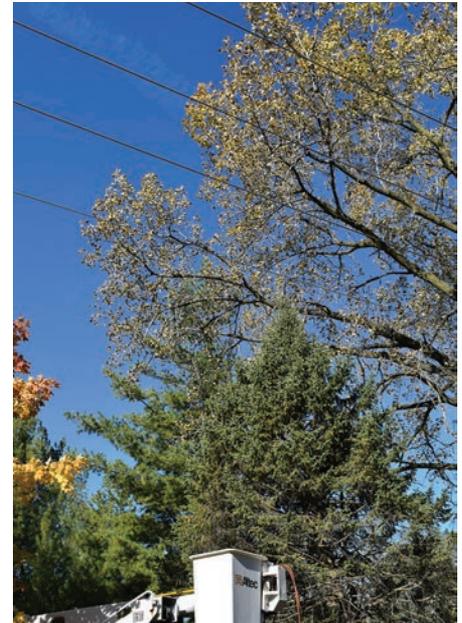
Even though it was painful to relive, the Pagels hope everyone can learn from that fateful day they lost Tiffany. They remind us that kids, as well as adults, could come in contact with a live power line while climbing or working around trees.

“Look at trees; look at where power lines are,” Barbara said. “Children see birds and animals sit on these lines and they don’t understand.”

Even many adults don’t comprehend that lines, even if they appear coated, are live with thousands of volts of electricity running through them, she added.

When a person or animal touches a power line while also touching anything else, such as a tree or extension ladder, the electrical current runs through the body because it becomes part of the pathway to the ground.

“Be careful and look at everything



Trees growing too close to power lines are an issue for electric reliability and, more importantly, public safety.

before you let your children play because you just never know,” Barbara warned.

Family friend Kyle Cagle said he often wonders what things would have been like had Tiffany not reached up that day.

“I always wonder who she would be. What would she be?” Kyle said. “She missed out on a life she should’ve had.”



Mark Your Calendar!

Member Appreciation Day 2019 Pancake Breakfast

Saturday, Sept. 14 • 8 to 10:30 a.m.

REC Headquarters,
2815 Kennedy Road, Janesville
Watch for details!

SNAPPERS TICKETS AVAILABLE

Discounted tickets are still available for Beloit Snappers home games. Rock Energy Cooperative members can buy them for \$2 each at Janesville or South Beloit co-op offices. The tickets are originally priced at \$7.50 and can be used during any 2019 regular season game.

While you’re at the office, pick up a Snappers schedule so you can plan your trip to the ballpark.

HAVE A SAFE AND HAPPY INDEPENDENCE DAY!

Rock Energy Cooperative offices will be closed on Thursday, July 4, in observance of Independence Day. We will reopen at 7:30 a.m. Friday, July 5. Members can make payments in the drop boxes at both offices during the holiday. 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.

Shane Larson, CEO

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