



Shane L. Larson,
Chief Executive Officer

More Power to You

RESCHEDULED ANNUAL MEETING ON OCT. 5 WILL BE BUSINESS ONLY

Rock Energy Cooperative has always taken great pride in its annual meetings. Hundreds of members gather every year to elect directors to serve on the board, learn about the co-op's finances, and hear reports from officers.

But it's usually more than just taking care of business. It's an event where neighbors can catch up with old acquaintances, make new friends, and enjoy a delicious dinner to celebrate the bond they share—being a member of the Rock Energy family.

Unfortunately, the annual meeting on Monday, Oct. 5—like many events throughout the nation and world—will be different this year because of the coronavirus pandemic.

While the meeting will be scaled back, we invite you come out and participate in the meeting to help do important business of the cooperative.

The 84th annual meeting was originally scheduled for March 30 but was postponed to protect the health and safety of our members, our employees, and the community. At its May meeting, the board of directors made the difficult decision to scale back this

year's annual meeting because it's difficult to predict what the coming months will bring.

The meeting will begin at 6 p.m. Monday, Oct. 5, at the Eclipse Center in Beloit. It will be a business meeting only and is expected to last about 30 minutes. There will be no dinner served, no scholarships presented, no guest speakers, and no kids' entertainment.

We know this will be a disappointment to many members who look forward to our "normal" annual event. But we believe this is the best route to take. While the meeting will be scaled back, we invite you come out and participate in the meeting to help do important business of the cooperative.

Member Appreciation Day Canceled

At its May meeting, the board also decided to cancel

this year's Member Appreciation Day, which usually takes place in September. This year would have been the 20th annual celebration.

The idea for Member Appreciation Day took shape shortly after I arrived at the co-op back in 2000. We had our annual meeting every spring, but that's always a more formal event with speeches, elections, and other important business that needs to be conducted.

On Oct. 13, 2001, we had our first Member Appreciation Day, or MAD as we affectionally refer to it. The annual event focused on members—young and old—having fun and allowed the co-op's directors and employees to express their gratitude to all our great members.

Even though we won't have an official Member Appreciation Day celebration in 2020, I want you to know that we appreciate our members every single day.

West Riverside Energy Center Operating

Electricity is now flowing from the West Riverside Energy Center in Beloit Township. (See story on page 18.) Rock Energy partnered with Alliant Energy in construction of the highly efficient natural gas facility and has 3.4 percent ownership of it. This partnership will help us control our electric power costs and represents an opportunity for our members to benefit financially for many years.

The new power plant is part of Alliant Energy's long-term transition to a cleaner energy mix. It will emit less than half the carbon dioxide, about two-thirds less nitrogen, and 99 percent less sulfur and mercury than traditional coal-fired facilities. An integrated solar field will allow clean energy from the sun to be delivered to the natural gas facility and offset its auxiliary power needs.

As we continue living a new reality in light of the coronavirus pandemic, please remember that everyone here at Rock Energy values you as a member. Let us know if there's anything we can do to improve our service to you.



Hey 2020 graduating high school seniors, check this out...

2020 WECA ESSAY CONTEST

Due to the cancellation of the Youth Leadership Congress caused by the COVID-19 pandemic, WECA is offering a unique scholarship opportunity. The scholarship that is generally exclusive to those who attend YLC is being extended to any high school or college freshman student whose primary residence receives electric service from a Wisconsin electric cooperative.

Scholarships are awarded as follows to the authors of the top three essays:

1st place – \$1,000

2nd place – \$500

3rd place – \$250

Scholarships are paid to winning students upon presentation of proof of registration at any accredited college, university, or technical school in any state.



CONTEST RULES

Choose one of the two questions below:

- Electric cooperatives offer various opportunities to young people, such as scholarships, job shadowing, electrical safety programs, and sponsorships. What are some innovative ways your electric cooperative can connect with young people, especially with children and teens?
 - We've grown accustomed to having electricity on demand in the world we live in such as clicking a remote control to turn on a TV, using a computer, playing video games, or charging our cell phones. Describe the impact on your life and community in a world without electricity.
- Students are encouraged to use personal experiences to demonstrate their understanding of the value of cooperation in their lives.
 - Knowledge of the subject, originality, grammar, spelling, and neatness will be factors used in judging essays.
 - A panel of three judges will judge essays. Only essays postmarked by the due date will be eligible to win.
 - Essays must be a minimum of 600 words and not more than 1,200 words (Approximately two to four typewritten pages).
 - Essays must be typed, double-spaced, and on white letter-sized paper. Essays will be copied for distribution to the judges, so please be sure your essay will copy clearly.
 - Students may win a WECA essay scholarship only once. If a student is awarded a scholarship the first year they enter, he or she may not enter the contest again.
 - Scholarships must be claimed within two years of receiving your notification of scholarship selection.
 - DO NOT PUT YOUR NAME ON THE ESSAY. Be sure to use an Essay Contest Form.

2020 WECA YOUTH ESSAY CONTEST ENTRY FORM

NAME: _____

Please do NOT put your name on the essay. Put your name on this form ONLY

ADDRESS: _____ PHONE: _____

PARENT / GUARDIAN NAMES: _____

SPONSORING ELECTRIC COOPERATIVE: _____

EDUCATION INSTITUTION: _____ ☐ High School ☐ College Freshman

YEAR IN SCHOOL (As of September 1, 2020): _____ BIRTHDATE: _____

SIGNATURE: _____

Mail this form, along with your essay, to:

WECA Essay Contest
WECA
222 W. Washington Ave, Suite 680
Madison, WI 53703-2719

Essays must be postmarked no later than August 26, 2020

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WEST RIVERSIDE ENERGY CENTER NOW IN SERVICE

A new 730-megawatt combined-cycle, natural gas generating station in Beloit Township is officially in service. Rock Energy Cooperative, Adams-Columbia Electric Cooperative, and Central Wisconsin Electric Cooperative are joint owners of the West Riverside Energy Center with Alliant Energy.

In 2016, when Alliant was in the development stages of the project, the cooperatives, which purchase power from Alliant, were evaluating purchase options, and the idea was born for the co-ops to buy in to the project. As joint owners of the plant, the co-ops will participate financially with Alliant in the energy market. Rock Energy's ownership is 3.4 percent.

During construction, more than 1,000 jobs were created and millions of dollars spent to support Wisconsin businesses. The generating station serves as a 24/7 resource, complementing Alliant's growing number of solar and wind facilities. Because it leverages combined-cycle technology, its power output can adjust up and down quickly to fit with the intermittent nature of renewable resources.

"We are proud to put our West Riverside Energy Center into service to provide reliable and affordable energy to



our customers and communities," said David de Leon, president of Alliant's Wisconsin energy company. "Community support, strong partnerships, and hard work by countless employees, contractors, and suppliers made this a successful project."

Alliant Energy started construction on the generating station in spring 2017 after receiving approval from the Public Service Commission of Wisconsin. Originally priced at \$700 million, the under-budget, completed \$660 million facility can produce enough power for more than 550,000 homes.

"Through a great team effort, the project came in under budget and online

in time for increased summer demand," said Bob Newell, West Riverside Energy Center's project manager. "Customers will benefit from the reduced costs as a result of the budget savings and very low natural gas prices."

The next step for the project includes constructing a new, integrated solar facility adjacent to the natural gas generating station. The West Riverside solar garden is expected to break ground soon with a planned completion by the end of this year. The 6-megawatt DC solar field will offset auxiliary power at the natural gas plant and increase the sustainability and efficiency of the West Riverside Energy Center.

Have a Safe and Happy Independence Day!

Rock Energy Cooperative offices will be closed on Friday, July 3, in observance of Independence Day. Members can make payments in the drop boxes at both offices and at our payment kiosk outside the South Beloit office, 15229 Willowbrook Road, during the holiday weekend. Standby crews are always available 24 hours a day. If you need to report a power outage, please call 866-752-4550.

STAY CONNECTED WITH ROCK ENERGY TO WIN \$25

Would you like a chance to win a \$25 credit on your Rock Energy Cooperative statement? Of course, you would!

It's easy to enter the drawing that will help you stay informed about Rock Energy. All you have to do is send us your email. Each month, we'll randomly select a member's email address to receive the bill credit. The winner will be notified by email.

We won't load your inbox with unnecessary spam or provide your information to anyone for any reason. We just want to communicate information like energy-saving advice, safety tips, co-op events, and other details to you in a timely manner.



Shane Larson, CEO

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Barbara Uebelacker, Editor



**Rock Energy
COOPERATIVE**
Empowering Members Since 1936