



More Power to You

COOPERATIVE BUSINESS MODEL DEVOTED TO DEMOCRACY

Shane L. Larson, Chief Executive Officer

Co-ops across the country celebrate National Cooperative Month in October to highlight the advantages of the cooperative business model. “Cooperatives Commit” is this year’s theme, and it’s right on target. Cooperatives commit to meeting the needs of their members and communities through democratic member control, one of the most important aspects of the cooperative business model.

That means you, as a co-op member, select the directors on the board who determine the strategic direction of Rock Energy Cooperative. Those directors care deeply about the co-op because they are members—just like you. That’s what sets co-ops apart from other businesses, where decisions often are made by out-of-town people who aren’t affected by actions of the board of directors.

Nine dedicated directors govern your co-op, and each is elected from a specific part of our service

territory. (See the map on page 16.) Each director serves a three-year term, and three directors are elected at each annual meeting to assure continuity of the board.

At the co-op’s annual meeting next spring, directors in Districts 1, 3, and 5 will be up for re-election. If you’re interested in being considered by the nominating committee, see the notice on page 16 to find out how to get more information.

One of the board’s main duties involves hiring a chief executive officer. Since being hired in 2000, I’ve been responsible for overseeing the day-to-day operation of Rock Energy and ensuring that you receive a safe, reliable, and affordable supply of power. On a continuous basis, your directors consider policies that affect the co-op, which are then carried out by our staff.

Being a director is far from an easy task. Responsibilities stack up, and time commitments are considerable. Besides attending hours of meetings every month, each director must stay up-to-date with the complex business of energy distri-

bution. They also review numerous reports, publications, and other materials to become familiar with the operation of Rock Energy and with current issues involving cooperatives.

Democracy is a defining element of cooperatives. The democratic structure of a co-op ensures that it serves members’ needs. Co-ops operate on the one-member, one-vote philosophy. Each member is entitled to one vote regardless of the amount of energy purchased. This differs greatly from investor-owned utilities where control is determined by the number of shares each stockholder owns.

October marks National Cooperative Month, when we take time to celebrate and talk about why our not-for-profit, consumer-controlled business model

is special. While investor-owned businesses have a structure that pushes them to deliver profits to

shareholders, cooperatives have a structure that pushes them to meet their customers’ needs. Cooperatives put people ahead of profits.

In the United States, there are more than 40,000 cooperatives with 350 million members. These co-ops generate \$514 billion in revenue and more than \$25 billion in wages, according to a study conducted by the University of Wisconsin Center for Cooperatives with support from the U.S. Department of Agriculture.

Cooperatives operate in every industry from health care to child care, energy services to financial services, agriculture to housing. Studies show that consumers want to do business with companies that share their values, making today’s environment ideal for cooperatives and their commitment to the communities in which members live and work.

October may be National Cooperative Month, but we like to celebrate co-ops throughout the year. We never want to lose sight of our purpose: to serve our members. As always, if we can do a better job serving you, please let us know.

CO-OPS COMMIT

Co-op Month 2017



Rock Energy Cooperative Director Districts



District 9:
Wendell Boyer



District 1:
Barbara Miller



District 2:
Marian Trescher,
Secretary



District 4:
James Quade,
Treasurer



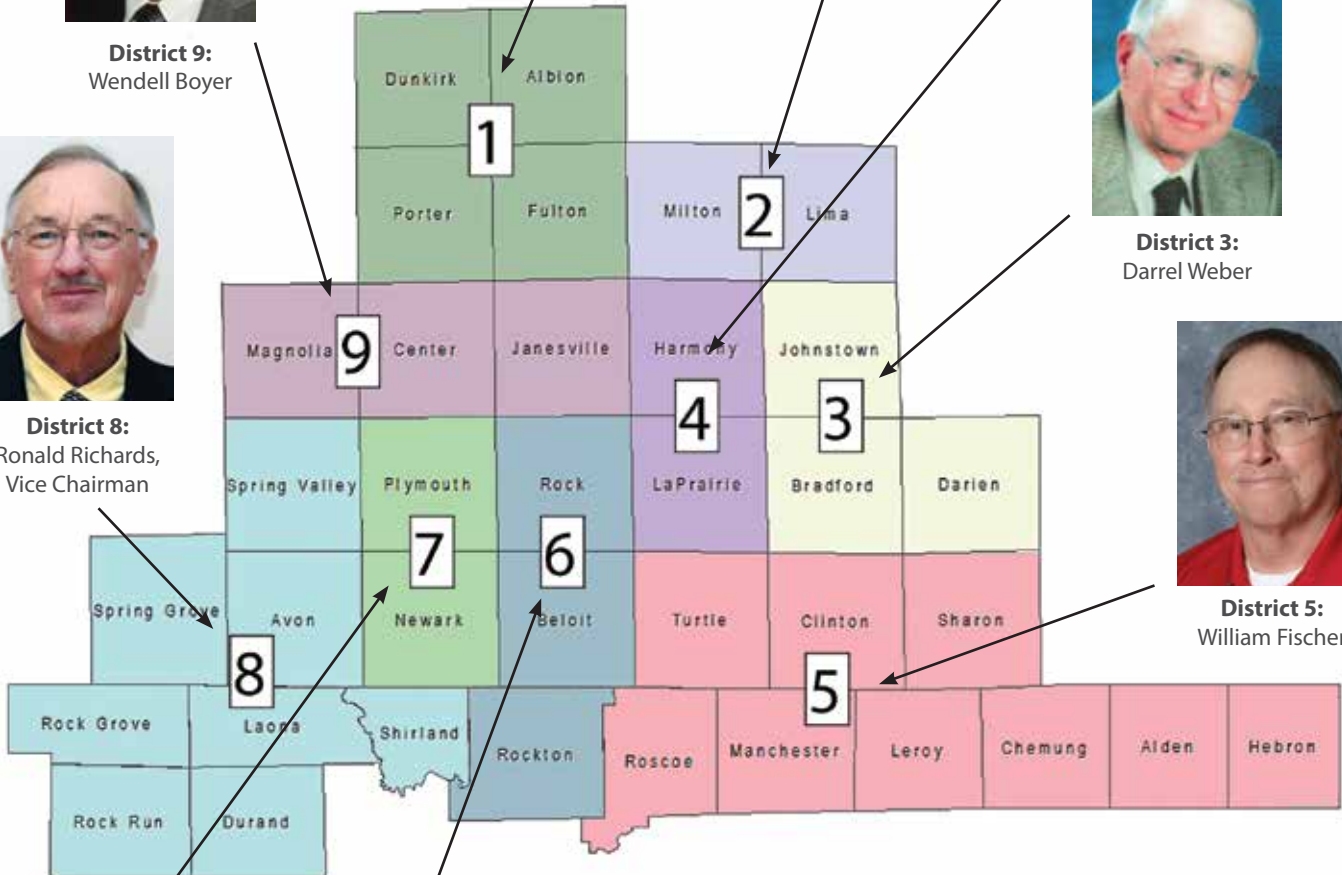
District 3:
Darrel Weber



District 8:
Ronald Richards,
Vice Chairman



District 5:
William Fischer



District 7:
William Dietsch,
Chairman



District 6:
Clark Schoonover

DIRECTOR NOMINATIONS OPEN

The Rock Energy Cooperative Nominating Committee will be selecting candidates to run for board of director positions that will be on the ballot at the March 26, 2018, annual meeting.

Districts up for election are:

- District 1: Fulton, Porter, Albion, and Dunkirk townships in Wisconsin.
- District 3: Bradford, Johnstown, and Darien townships in Wisconsin.
- District 5: Clinton, Sharon, and Turtle townships in Wisconsin; Alden, Chemung, Hebron, Leroy, Manchester, and Roscoe townships in Illinois.

Active members who are interested in running for a position on the REC Board of Directors must permanently reside in one of the areas up for election and meet all other qualifications. For more information, please contact the cop at 866-752-4550 or send an e-mail to questions@rock.coop by Dec. 1.



TAKE ADVANTAGE OF WAYS TO USE ENERGY SMARTER!

Focus on Energy wants to help you use energy smarter. The new Simple Energy Efficiency Program is offering FREE packs with energy saving products for your home.

Please visit focusonenergy.com/simple to select which pack is best for you!

Available Energy-Saving Products:

LIGHT-EMITTING DIODE LIGHT BULBS (LEDS)



ENERGY STAR® qualified LEDs use at least 75% less energy than incandescent bulbs, producing less heat and more light per watt. Plus, they have an extremely long life span, typically 15,000 hours or longer.

HIGH-EFFICIENCY SHOWERHEAD



Efficient showerheads lower the gallons of water used per minute, without compromising performance – allowing you to use less water, and potentially lowering water and heating bills.

WATER-SAVING BATHROOM FAUCET AERATORS



These simple screw-in aerators reduce water use in your sinks while providing the pressure you need to wash. Reducing your water use will save you money on the cost of heating your water.

ADVANCED POWER STRIP (APS)



Advanced Power Strips are designed primarily for home entertainment centers and home office areas. They work by preventing electronics from drawing power when they are off or not being used.

PIPE INSULATION



Pipe insulation may be used on domestic cold and hot water pipes. Pipe insulation will help to reduce heat loss by up to 80% through hot water pipes and will stop sweating on cold water pipes.

HOW DO I RECEIVE MY FOCUS PACK WITH ENERGY SAVING PRODUCTS?

To order your products, sign up at: focusonenergy.com/simple

Please have your electric and gas utility account number available prior to ordering.

If you have any questions, please call 800.230.4701

Live in an apartment or condo with 4+ units?

Have your property manager call 866.486.0832 for information on eligible programs.

MY CO-OP

ELEGIBILITY

Resident must be a customer of a participating Wisconsin utility company. Must be a resident of a single-family or multifamily residence of three or fewer units and have not participated in the Express Efficiency Program within the last three years. One pack per household. Residence can be owner or renter occupied. Renters must obtain permission from their landlord.

**One pack per household*

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

©2017 Wisconsin Focus on Energy

SEE.p0.5.17.v1





Are you protected?

Make sure your personal, professional information is secure

Sony, Target, Home Depot, Yahoo, Equifax, and even the U.S. Office of Personnel Management have all been attacked by cybercriminals. Let's face it: In today's world, the cybersecurity threats facing our nation can seem overwhelming—and downright scary.

Cybersecurity, specifically the protection and security of consumer—members' assets and the nation's complex, interconnected network of power plants, transmission lines, and distribution facilities is a top priority for electric cooperatives and other segments of the electric power industry.

This October, Rock Energy Cooperative is recognizing National Cybersecurity Awareness Month. The special design-

nation began in 2004 under leadership from the U.S. Department of Homeland Security and the National Cyber Security Alliance. Since then, it has grown exponentially, reaching consumers, small- and medium-sized businesses, corporations, educational institutions, and young people across the nation.

By raising awareness and understanding of basic cybersecurity practices, the country can unite to combat cyberthreats. Everyone has a role to play in ensuring the security of your personal and professional data.

Use these tips to safeguard your computer:

- Keep all software on internet-connected devices—including personal computers, tablets, and smartphones—up to date to reduce risk of infection from malware.
- Create long passwords that only you will remember, and change them every six months. Remember, a strong password is at least 12 characters long.
- Avoid the use of thumb drives and other portable memory devices.
- Don't click on weblinks or attached files in emails when you're not certain of who the sender is.
- Keep pace with new ways to stay safe online. Check trusted websites for the latest information. Share security tips with friends, family, and colleagues, and encourage them to be web wise.

To learn more about National Cybersecurity Awareness Month, visit www.staysafeonline.org.

October
is National Cybersecurity
Awareness Month.

Cybersecurity Tip
Create long passwords that only you will remember and change them every six months. Remember, a strong password is at least 12 characters long.

UTILITY POLES ARE NOT BULLETIN BOARDS

Think before you post that sign!
Staples, nails and tacks used to hang signs and fliers create dangerous obstacles for electric lineworkers. *Their jobs are dangerous enough – help us keep them safe!*

Energy Efficiency Tip of the Month

Fall/Winter Energy Tip: When you are asleep or out of the house, turn your thermostat back 10° to 15° for eight hours and save around 10 percent a year on your heating and cooling bills. A programmable thermostat can make it easy to set back your temperature—set it and forget it!

Source: U.S. Department of Energy

Shane Larson, CEO

P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080
608-752-4550 • 866-752-4550

Barbara Uebelacker, Editor



ROCK ENERGY COOPERATIVE
Empowering Members Since 1936