

ROCK ENERGY OPENS DOORS FOR WI SENATOR VISIT



Shane L. Larson
Chief Executive Officer

Last month Rock Energy welcomed newly elected Wisconsin state Senator Julian Bradley (R-Franklin) at its Janesville, WI, office for an engaging and in-depth conversation about the issues facing electric cooperatives. Along with myself and Senator Bradley, Wisconsin Electric Cooperative Association (WECA) President and CEO Steve Freese and Director of Government Relations Rob Richard also attended.

All told, our meeting and discussions were very productive. Among other things, we discussed future energy reliability and affordability, distributed generation, electric vehicles, and broadband.

Bradley was elected to serve the 28th Senate District in November of 2020, and he is currently Chair of the Wisconsin Utilities, Technology and Telecommunications Committee. This is his first position as a state elected official. Bradley is a La Crosse native and graduated from the University of Wisconsin-La Crosse with degrees in political science and economics. He worked for CenturyLink before moving to the Milwaukee area for a job with Northwestern Mutual. The 28th District includes parts of Milwaukee and Waukesha counties, but as a state senator, Bradley will be helping to make

decisions that affect electric cooperatives statewide, including Rock Energy.

A utilities-related bill (Assembly Bill 27) was recently authored by Bradley, along with Representative Mike Kuglitsch, R-New Berlin, and signed into law earlier this year. Assembly Bill 27 was passed unanimously in both houses of the Legislature. It is the first bill authored by Senator Bradley signed into law. The 2021 Assembly Bill 27 makes various changes to statutes administered by the Public Service Commission.

Thank you for the visit Senator Bradley, we look forward to working together in the future! *(continued on page 16)*



Senator Julian Bradley



WECA CEO Steve Freese

MY CO-OP



Left to right are Steve Freese, President & CEO of WECA; Sen. Julian Bradley; and Shane Larson, CEO of Rock Energy Cooperative.



2021 ANNUAL MEETING, DIRECTOR ELECTIONS

Looking ahead a couple of months, we encourage our members to join us and vote during the director elections, which will be held at our 85th Annual Meeting on Monday, September 27, at the Eclipse Center in Beloit, WI. Directors up for election this year are in Districts 1, 3 and 5.

This year’s event will remain a business meeting only, expected to last around 30-45 minutes, like it was last year. No dinner served, nor scholarships presented. No guest speakers or kids’ activities. Two people maximum per membership are allowed to attend (yourself and one other person) in order to allow for adequate social distancing. Every attendee should bring a mask with them to the event (masks may be required). We are hoping to add more activities back onto the Annual Meeting agenda in 2022.

Even though this year’s meeting will be a “business only” event, by virtue of paying your electric bill each month, you’re a member of the co-op, and every member has an opportunity to vote when it comes to co-op governance. This ties back to our guiding principles of equitable economic participation and democratic control of the co-op, and it’s exactly why we hope to see you at this year’s Annual Meeting in September.



Pictured above, a Rock Energy member casts their ballot at the 2020 Annual Meeting at the Eclipse Center in Beloit, WI.

ROCK ENERGY MEMBER AWARDED IEC MEMORIAL SCHOLARSHIP



Finley Hamilton, IEC Memorial Scholarship Winner

Rock Energy is very proud to announce that Hononegah High School senior and Rock Energy member Finley Hamilton is the recipient of the 2021 IEC Memorial Scholarship! Finley is also a recipient of the 2021 Rock Energy Scholarship.

Graduating this spring, Finley is currently looking a number of different colleges to attend this fall. In her Rock Energy Scholarship application, Finley said her career goal is as follows:

“As a teenager, some people may find it difficult to choose a career; however, I am very excited about the plans I have chosen for my future academic and career goals. I plan to pursue a major in communications with a focus in digital

media communications or public relations, along with a minor in environmental science. Upon completing my undergraduate degree, I plan on attending law school to specialize in corporate or environmental law. As a Communications major I hope to use the skills I learn to help my future career goals to attend law school and become an attorney.”

The IEC Memorial Scholarship Fund was established by unanimous vote of the Board of Directors of the Association of Illinois Electric Cooperatives (AIEC) in January, 1994. It is designed to provide financial assistance to deserving students in the “electric cooperative family.”

The “driving force” behind creation of the fund was Thomas H. Moore, long-time Executive Vice President and General Manager of the AIEC. Mr. Moore, who retired in January, 1994, strongly believed that a fund and scholarship program should be established to provide a means by which cooperatives and individuals could honor deceased members of the electric cooperative family through memorial gifts. The scholarship program prospered under the leadership of Earl W. Struck, who succeeded Mr. Moore and served as President/CEO of the AIEC from 1994 to his retirement in 2006. Mr. Struck passed away in August 2007.

Twelve scholarships were given out this year; each annual scholarship is worth \$2,000. The scholarship must be used for educational costs, and the student must enter college within a year from the time the scholarship is issued.

COOLING IT DOWN (EFFICIENTLY) IN THE SUMMER

Here you'll find strategies to help you save energy and keep costs down during the spring and summer when the weather is warm and you are trying to keep your home cool. Some of the tips below are free and can be used on a daily basis to increase your savings; others are simple and inexpensive actions you can take to keep energy affordable through the spring and summer.

USE WINDOWS TO KEEP OUT HEAT

Install window coverings to prevent heat gain through your windows during the day. Find out about window treatments and coverings that can improve energy efficiency.

OPERATE THERMOSTAT MORE EFFICIENTLY

Set your thermostat at a temperature you find comfortable and that provides humidity control, if needed. The smaller the difference between the indoor and outdoor temperatures, the lower your overall cooling bill will be.

Keep your house warmer than normal when you are away, and lower the thermostat setting when you return home and need cooling. A programmable thermostat allows you to do this automatically and without sacrificing comfort.



Avoid setting your thermostat at a colder setting than normal when you first turn on your air conditioner. It will not cool your home any faster and could result in excessive cooling and unnecessary expense.

USE FANS / VENTILATION FOR COOLING

Turn off ceiling fans when you leave the room. Remember that fans cool people, not rooms, by creating a wind chill effect.

When you shower or take a bath, use the bathroom fan to remove heat and humidity from your home. Your laundry room might also benefit from spot ventilation. Make sure bathroom and kitchen fans are vented to the outside (not just to the attic).

Source: Energy.gov

A Message From: Focus On Energy



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REDUCING ENERGY WASTE ACROSS WISCONSIN

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.

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Partnering with Wisconsin utilities



Have a Safe and Happy Independence Day!

Rock Energy Cooperative offices will be closed and REC personnel will be out on Monday, July 5, in observance of Independence Day. Members can make payments in the drop boxes at both offices throughout the holiday weekend 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, please call 866-752-4550.

LOVE THE OUTDOORS? BE SAFE OUT THERE



2/3

of lightning fatalities are associated with outdoor **recreational activities**.



Pay attention to weather forecasts **before you go canoeing or boating**. Get off the open water as soon as you **hear thunder**.



Do not use generators in enclosed areas. The same goes for grills, camping stoves or other small appliances that produce carbon monoxide.



Look up for power lines while fishing or sailing.

FACT: Fishing is the most common outdoor activity associated with lightning-related deaths.



Going for a hike?

If you hear thunder or see lightning, **do not seek shelter under a tree.**



X

Tent camping? Plan ahead, seek shelter in a hard-top vehicle or four-sided building during a storm or at the first sight of lightning.

 **Safe Electricity.org**

Shane Larson, CEO

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Jonas Berberich, Editor



ROCK ENERGY COOPERATIVE
Empowering Members Since 1936