



Shane L. Larson,
Chief Executive Officer

More Power to You ANNUAL MEETING 2.0



The year 2020 has definitely been one for the history books. Having passed the halfway point for the year and making our way toward the 2020 finish line, on October 5, the co-op will be hosting our 84th annual meeting. Because Covid-19

has changed most everything in our world, the annual meeting has also changed. This business-only annual meeting is a “makeup” for the originally scheduled March 30th meeting. Our objective for the meeting is to be as safe and as efficient as possible, while doing the business of the cooperative. To accomplish these goals, we will adhere to social distancing and hygiene guidelines, while foregoing our usual dinner and scholarship presentations. Reports will be brief to allow the board candidates to address the membership, prior to voting. Since event planning is still necessary, we ask that you RSVP to the office by phone no later than Wednesday, September 30.

In our March 2020 issue of this magazine, we printed the chairman’s and my annual meeting remarks. The following is an abbreviated version of those remarks.

2020: Envisioning Tomorrow

We are proud to report that the cooperative is in good financial shape. All obligations in 2019 were satisfied, and Rock

Through the years,
Rock Energy has retired
\$18 million to current and past members—\$1.2 million in 2019 alone. Because co-ops operate at cost, any excess revenues, called margins, are allocated and retired to members in the form of capital credits.

Energy Cooperative distributed about \$1.2 million in capital credits.

Your economic participation is one of the many qualities that make energy co-ops different from investor-owned utilities. We call this “the cooperative difference.”

We don’t worry about making money for out-of-town investors. We exist solely to provide you with safe, reliable, and affordable energy.

We continue upgrading our distribution system.

The new Advanced Metering Infrastructure (AMI) system helps us operate more

efficiently, improves reliability, and provides you with more information about your energy consumption.

A new Edgerton Substation that is shared with Alliant Energy and located northeast of Edgerton will improve power quality in the Edgerton area. Crews continuously replace old power poles and update lines throughout the co-op’s service territory. In addition, some poles were relocated to accommo-

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NOTICE OF ANNUAL MEETING

Rock Energy Cooperative
October 5, 2020 • 6:00 p.m.

NOTICE IS HEREBY GIVEN that the annual meeting of Rock Energy Cooperative will be held at the Eclipse Center, Beloit, Wisconsin, on Monday, the 5th day of October 2020, at 6:00 p.m. for the purpose of transacting whatever business may lawfully come before it. The order of business pursuant to the Bylaws shall be as follows:

1. Call to Order. Quorum Determination
2. Reading of Notice of Meeting
3. Approval of Minutes of Previous Annual Meeting
4. Reports of Officers, Directors, and Committees
5. Election of Three (3) Directors
6. Unfinished Business
7. New Business/Questions
8. Adjournment

Dated this 8th day of September 2020.

Marian Trescher, secretary, Rock Energy Cooperative

Members must attend this meeting if they wish to vote on co-op business items. Only one ballot per member will be issued at time of registration. Proxy and absentee voting are not allowed.

84th ANNUAL MEETING PROGRAM

Doors Open..... 5:00 p.m.

Annual Meeting..... 6:00 p.m.

Business meeting only, expected to last around 30 minutes. No dinner will be served, nor scholarships presented. There will be no guest speakers or kids’ activities as well. Please limit your party to two people maximum per membership (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).

RSVP by Wednesday, September 30.
Please call 866-752-4550 between 7:30 a.m. and 4:00 p.m. weekdays.

IN CASE YOU MISSED IT...

The 2019 Statements of Revenue & Patronage Capital, Balance Sheet, 83rd Annual Meeting Minutes, and Nominating Committee Minutes were printed in the March 2020 issue of the *Wisconsin Energy Cooperative News* and *Illinois Country Living*. You can find these issues on our website, www.rock.coop. Click on About Us in the menu, then scroll down to Magazines and Newsletters.

MEET YOUR DIRECTOR CANDIDATES

DISTRICT 6

Randall Johnson, who lives at 124 Old Meadow Lane in Rockton, is an auto consultant at Bryden Ford. He is a former newspaper publisher with a career in weekly and daily newspapers and is the former owner of The Elkhorn Independent. Johnson has a bachelor's degree in business management from the University of Miami. He has been a Rock Energy member since 1995.



"I am a longtime Rockton resident with a deep-rooted knowledge of the needs of our area," Johnson said. "I am interested in serving my community as an REC director to contribute my business management experience and abilities to continue the delivery of high quality and efficient energy services."

Johnson is currently a Rockton Township trustee. His past community involvement includes serving as founding vice president of the Elkhorn Optimist Club, a member of the Elkhorn Chamber of Commerce Board of Directors, and vice president of the Rockton Chamber of Commerce. He also has been active in the Rockton Christmas Walk and RORO Expo, the annual Rockton-Roscoe business expo.

"Future customers are younger and from more diverse backgrounds, reflecting the changing demographics of rural America today," Johnson said. "The future challenges for energy cooperative directors are more complex and numerous than ever before with the best pathways not always clearly marked. It is imperative that cooperatives attract the best leadership talent that its service territory has to offer. I am ready to accept the challenges a director must react to in our fast-paced society. I will be a strong advocate for the residents of District 6."

Clark Schoonover, who lives at 830 Westerfield Way in South Beloit, has been a co-op member since 2007. He has served on the board since October 2014, when he was appointed to fill a vacancy.



"I have learned a great deal about the energy distribution business as well as the co-op business model," he said. "Each month the board is apprised of the financial and operational condition of the cooperative. I look forward to ensuring that Rock continues to remain fiscally strong, while providing safe and reliable service to our members."

Schoonover has taken the necessary 20 classes to achieve Credentialed Cooperative Director, Board Leadership, and Director Gold ratings from the National Rural Electric Cooperative Association. If re-elected, he is committed to sustaining this achievement through continuous training.

He is a lifelong South Beloit resident and has worked as an engineering test technician at Collins Aerospace (formerly Sundstrand) in Rockford for more than 46 years.

"As a past board member and president on the South Beloit Library Board and South Beloit Police and Fire Commission, and now with over five years on the Rock Energy Board, my comfort level in shaping policies which best serve our members' interests has grown tremendously," Schoonover said. "Our members should feel both proud and comfortable with the highly competent and professional staff that handles the day-to-day operations of Rock Energy. I am proud of my association with these people, and I would feel very honored by being elected for another term."

Gary Yeiser is the owner of G.C. Yeiser & Co. and has 34 years of human resources and executive recruiting experience. He lives at 925 High Point Drive in Rockton and has been a co-op member since 2017.



Yeiser served in the military, finished college while serving a local sheriff's department as a detective, developed a career in sales, became an executive recruiter, and has managed his own business for the past 20 years. He formed the first Fraternal Order of Police chapter at the sheriff's department, served as chairman of his church, and became chairman of the President's Club for the Rockford Chamber of Commerce. While working at Woodward Governor, he served on

the membership evaluation committee and charitable contributions committee.

"I have served on different organizations, and I have found the experiences both rewarding and fulfilling," Yeiser said. "I have seen many organizations go through changes as they have grown or their directions have charged. I was invited to help them by assessing their needs and working in concert to meet their goals. Energy is an area I am not familiar with, and I feel by serving the cooperative I will learn a whole new industry."

"All of these experiences have given me insight into complex issues and working with others to find solutions and develop methods to successfully obtain the desired results. I think I can contribute to the cooperative and make the team stronger."

DISTRICT 7

William Dietsch lives at 7050 W. St. Lawrence Ave. in Newark Township and has been a co-op member since 1965. He has served on the board of directors since 1999 and currently is chairman.

He is a graduate of the National Rural Electric Cooperative Association director certification program and serves on the board of directors for the Association of Illinois Electric Cooperatives.

Dietsch studied marketing and education at the University of Omaha and UW-Whitewater and served in the Air Force for four years. He retired from Chrysler after 30 years and is now self-employed refurbishing homes. He also served as a volunteer basketball coach for fifth- through eighth-graders at Brother Dutton School in Beloit for 25 years.



DISTRICT 8

Ronald Richards lives at 133 Lake Summerset Road in Davis. He has been a co-op member since 2007, has served as a director on the REC Co-op Board since 2011, and is currently vice chairman.

Richards is an accountant with more than 40 years of business experience, about 20 years in the not-for-profit sector and the balance in manufacturing. He served eight years in the Indiana Army National Guard as company commander. He is an active member of Faith Community Church in Davis.

During his years of service on the board, Richards has completed the necessary National Rural Electric Cooperative Association training to receive the Cooperative Director and Board Leadership Credentials and Director Gold Certificate. In addition, he has served on the REC Legislative and Scholarship Committees.

"I believe that as your representative on the board and with my business and accounting experience, I can assist in guiding Rock Energy into the future with strength and integrity, and provide quality services to our members," he said. "I would appreciate the opportunity to continue to serve as your representative from District 8."



More Power to You

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date Rockton's bike path. Infrastructure will be added to support the new Amazon facility under construction in Beloit's Gateway Industrial Park.

Rock Energy's natural gas department continued making improvements in 2019 to strengthen the distribution system, improve reliability, and ensure safety by replacing pipes along Gardner Street, Park Avenue, Clark Street, and Lathrop Terrace in South Beloit. In Rockton, upgrades were completed on West River and School streets and along Prairie Hill Road, and almost 600 natural gas meters have been replaced.

Our partnership with Alliant Energy in construction of the new West Riverside Energy Center in Beloit Township will help us control our electric power costs and represents an opportunity for our members to benefit financially for many years.



A PaySite kiosk has been installed at our South Beloit office affording members to have the convenience of paying their bills 24/7. An upgrade for the SmartHub mobile app helps you manage your account quickly and efficiently.

A new biweekly newsletter is emailed to members whose email addresses we have on file. We have also added a new feature—Info Videos—to our website. The mission of these videos is to help explain questions and comments we frequently get from members; they are available by clicking on the "Info Videos" link on our website. We'll keep you posted as we add new videos.

At this annual meeting, members will elect directors in districts 6, 7, and 8. All directors are elected at-large, so you can vote in all three districts.

In October, the nominating committee will begin seeking potential candidates in districts 1, 3, and 5. If you live in one of these districts and believe you can devote the time necessary to becoming a director, consider contacting us right away.

Attending the annual meeting gives members—the most important part of our co-op family—a chance to participate in the governance of the cooperative. As always, we look forward to serving you and we hope to see you on October 5.





WAYS TO \$AVE

Use fans to create a “wind chill” effect, making the temperature feel cooler.

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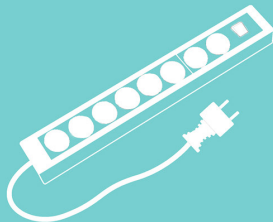
WAYS TO \$AVE

LED light bulbs use 75% less energy and last 25 times longer than incandescent lighting.



WAYS TO \$AVE

Got gadgets? Smart power strips detect prolonged standby mode and shut down power, saving on energy costs.



Safe
Electricity.org



Safe
Electricity



WAYS TO \$AVE

Lower your water heater to 120°. Most of the energy consumed goes toward storing the water at the selected temperature.

HOW TO SAVE MONEY IN THE LAUNDRY ROOM

Ah, the joys of having a washer and dryer in your home. There's no waiting for a machine, no coin slots, and no one taking out your wet load if you aren't right there when the cycle ends.

Although it's cheaper per load and much more convenient to do laundry at home, there's a hidden cost to consider, and that's the energy it takes to run your washer and dryer.

The water heater is the home appliance that costs the most to run. Right behind it is the washer and dryer's combined energy use. (Although not considered appliances by many, heating/cooling tops the list, followed by the water heater.)

A dryer requires more energy to run than a washer, but there are ways to reduce your washing costs, too. To save money in your laundry room, consider these tips:

- Select the right amount of water for the load, and consider waiting until you have full loads to conserve water.
- Use cold water whenever possible. Some laundry detergents are designed to tackle stains in cold water.
- Use dryer balls, which help separate clothes and get more air to them, cutting drying time.
- Utilize lower dryer settings. Even if your dryer runs longer, you'll use less energy.
- Clean the lint out of your dryer between loads and scrub the filter once a month to remove buildup.
- Put like items together since lighter-weight clothes take less time to dry than towels or heavy cottons.
- Use the moisture sensor option on your dryer if it has one.
- When purchasing a dryer, consider an ENERGY STAR version, which uses 20 percent less energy than a conventional model.
- ENERGY STAR-certified washers use about 25 percent less energy and 33 percent less water than other washers.
- Thoroughly clean your dryer's vents and duct system at least twice a year.

Shane Larson, CEO

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**ROCK ENERGY
COOPERATIVE**
Empowering Members Since 1936