



We Hope You Can Join Us For Member Appreciation Day



A MESSAGE FROM:

Shane L. Larson,
Chief Executive Officer



It will once again be held at the Rock County Fairgrounds. The fairgrounds location works perfect for the event, giving us plenty of space to use for all of the outdoor activities. Using the fairgrounds also provides for more than enough parking and overall convenience for accessing the event.

Throughout the Craig Center building and the fairgrounds, members will be able to catch up with old friends and make new ones, as everyone enjoys the delicious pancake breakfast. Outside, kids can enjoy the bounce houses, along with balloon artists that will be on hand to transform ordinary balloons into everything from pirates to frogs to rainbows. Other artists will decorate faces with dolphins, baseballs, cats, and more. There will also be ice cream and fresh kettle corn!

The event is designed to create a carnival-like atmosphere where everyone can have fun, and based on all the smiles I see every year, I think we've succeeded in that endeavor, and will again this year.

With that said, we would love to have you join us on October 10 so we can express how truly important you—the members—are to the co-op.

As always, I want to thank you for allowing us to be your energy provider. If we can do anything to improve our service, please let us know.

Shane Larson



Rock Energy Member Hosts Dairy Breakfast

The Brandl Family Farm in Clinton, WI, hosted the 49th annual Rock County Dairy Breakfast on June 6, 2026. The event brought together approximately 3,500 people, including 150 volunteers.

"The Rock County Dairy Breakfast was a great success," said Dana Brandl. "It was a wonderful opportunity to open our farm for people to see where their food comes from."

The event featured all-you-can-eat pancakes, Jones Dairy Farm sausage, yogurt or applesauce, string cheese, cheese curds, milk, and ice cream for dessert. Activities and entertainment included live music, farm tours, a craft area, kids games, small animals, tractor rides and a crafty cow contest. The event was sponsored by the Dairy Farmers of Wisconsin and the Rock County Dairy Promotion Council.



The 2026 Rock County
Dairy Breakfast attracted
approximately
3,500 PEOPLE
including nearly
150 VOLUNTEERS

(Some of the photos for this article were supplied by the Brandl family and the Rock County Dairy Promotion Council.)



Farm History

Dave and Anne Brandl purchased the farm in 1985, where they raised their four children — Andrew, Craig, Matthew, and Kaitlin. What began as a 40-cow dairy in a tie-stall barn has grown steadily through generations of hard work and dedication.

In 2016, Matt and Dana Brandl moved to the farm and are now raising their two boys, Maxen and Porter, continuing the family's farming tradition. Today, the farm is managed by Dave, Matt, and Craig, milking 300 cows and farming 550 acres.

"One of the most rewarding parts of farming is carrying on the legacy my father, Dave, began here at the Brandl Farm," said Matt. "Having been born and raised on the farm, I feel fortunate to have the opportunity to continue the family tradition of caring for the land, raising livestock, and producing food for families in our community and beyond. It is a career that comes with both great responsibility and great reward, and we are honored to continue building on the foundation that previous generations worked so hard to establish."

Supporting The Community

Earlier this year, the Brandl family hosted the Clinton Elementary School 4th-grade field trip (Food for America) where students came to the farm to learn about agriculture. The Clinton FFA members put on the event, which included multiple stations throughout the farm addressing various topics, such as calf care, machinery and equipment, feed and animal nutrition, and health.

Dana said that they also help educate and mentor young people through the Youth Apprenticeship Program.

"Over the years, several high school students have earned academic credit while gaining hands-on experience and learning valuable skills on our farm," said Dana.

One of the seven co-op principles is "Concern for Community," which Dana said aligns closely with how the family operates its farm.

"Small businesses and strong communities are what helped build this country," said Dana. "We're proud that our farm can play a small role in keeping our local community strong and thriving."



*Join us for the Annual
Rock County Dairy Breakfast*

Brandl Farms

Dave, Anne, Craig, Matt & Dana Brandl



**Saturday, June 6th
6:30am - 11:00am**

Sponsored by:
The Rock County Dairy Promotion Council

From The Atlantic to The Pacific & Beyond

REC Scholarship Winner Chooses Successful, Unique Path

Rock Energy Scholarship winner, Amy Jones, a 2020 graduate of Hononegah High School, graduated from the United States Merchant Marine Academy in Kings Point, NY, in June 2024. She earned a Bachelor of Science in Maritime Logistics and Security. Upon graduation, she also earned a United States Coast Guard Third Mate License of Unlimited Tonnage vessels, as well as a commission in the United States Navy Reserve.

"As a member of the American Maritime Officers Union, I serve as Third Mate aboard cargo ships, carrying an arrangement of different goods and products," said Jones. "My main responsibilities are ensuring the safe navigation of the vessel (driving the ship), as well as maintaining all lifesaving and firefighting equipment on the vessel. I have traveled to Asia, Europe, North America, and Australia, and have sailed in the Atlantic, Pacific, and Indian Oceans."

Jones said that her college experience was a bit unconventional while attending classes and then having a full year of on-the-job experience and training.

"My college experience was unique to say the least, but I would not have changed it for the world," said Jones. "I had the opportunity to attend college at one of the five Federal Service Academies, where I spent three years on campus in New York attending classes and one year gaining hands-on experience on cargo vessels worldwide."

She said that if she were to talk with a high school senior who was preparing to go to a four-year college, she would tell them

something like this: "I would advise a high school student that it is okay to not know what you want to do with the rest of your life at 18," said Jones. "Go out into the world, see new places and meet new people. The worst thing you can do is not try."

One of the attributes of our co-op is "Community Support." To that end, Jones said the impact of her work and the work of the U.S. Merchant Marine fleet overall, is far reaching and critically important to communities throughout the world.

"Maybe not directly, but my job definitely impacts communities," said Jones. "The largest portion of U.S. imports are moved through commercial shipping, with the slogan of the U.S. Merchant Marine fleet being 'In Peace and War'. There is a rich history of mariners delivering the goods, which keeps the world spinning."



A member of the U.S. Navy Reserve, Amy Jones (pictured above), is a 2020 Rock Energy Scholarship recipient and Hononegah High School graduate.



Amy Jones, pictured above and right, is a Rock Energy Scholarship winner (2020) and she is now a member of the American Maritime Officers Union and serves as Third Mate on cargo ships traveling to destinations around the world. Job well done Amy!

Rock Energy Director Positions Open

Rock Energy is currently seeking interested candidates for two open board director seats for Districts 2 and 6. District 2 includes the areas of Lima and Milton Townships in Wisconsin. District 6 includes Rock and Beloit Townships in Wisconsin and Rockton Township in Illinois. Please note that board members must reside in the district they serve. If you are interested in potentially being a candidate for one of these director positions, scan the QR code to the right to fill out the interest form and to learn more about being a board member, or send an email to jonasb@rock.coop.



Shane Larson, CEO

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

Jonas Berberich, Editor



**ROCK ENERGY
COOPERATIVE**
Empowering Members Since 1936

As August **HEATS UP** keep your **COSTS DOWN!**

- ☀ **Set the thermostat** as high as is comfortable when you're home.
- ☀ **Raise it** when you're away for several hours.
- ☀ Use a **programmable** or **smart thermostat** to automate adjustments.
- ☀ Change or clean **air filters** often during cooling season.
- ☀ Keep outdoor **condenser** units free of grass, weeds and debris.
- ☀ Have the system **professionally serviced** annually.
- ☀ Make sure supply and return **vents are not blocked** by furniture or curtains.
- ☀ **Close blinds, shades or curtains** during the hottest part of the day.
- ☀ **Seal gaps** around windows and doors to keep hot air out.
- ☀ Set ceiling fans to rotate **counterclockwise** to push air downward.
- ☀ **Turn fans off** when rooms are unoccupied — fans cool people, not spaces.
- ☀ **Avoid using ovens** during the hottest part of the day; grill outdoors or use microwaves, air fryers or slow cookers instead.



**ROCK ENERGY
COOPERATIVE**
Empowering Members Since 1936