



A MESSAGE FROM:

Shane L. Larson,
Chief Executive Officer



Season Of Giving

From all of us at Rock Energy Cooperative, we wish you Merry Christmas and Happy New Year! As we wrap up 2024, I find myself reflecting on the co-op, our members, and on the communities in which our members live.

Electric cooperatives have a very unique business model that has proven to benefit cooperative members and it has stood the test of time. As part of the cooperative business model, one of our core principles is "Concern for Community." While our priority is always to provide safe, reliable, and affordable energy, we view our role in the community as a catalyst for good.

Here at Rock Energy, we try to follow that principle in everything we do—from how we run the co-op to how we connect with our local communities. We value this principle year-round, but its significance increases greatly during the holiday season.

Rock Energy has a proud history of giving back to members and the communities we serve. For instance, among other things, Rock Energy awards scholarships to deserving students; participates in community events; and distributes capital credits to members.

We also have another very important program that helps our less fortunate friends and neighbors. This program is called Rock Cooperative Care. This is our energy assistance program that benefits co-op members who might otherwise fall through the cracks because their incomes are too high to qualify for federal programs, but too low to make ends meet.

All of us at Rock Energy sincerely hope that you and your family stay safe as you celebrate Christmas or another holiday. We hope this special time with family and friends is filled with joy and happiness. Thank you for allowing us to be your energy provider during the past year. We promise to give you the same great service in 2025. Please let us know if there's anything we can do to improve our service.

Happy Holidays

- From Rock Energy Cooperative -

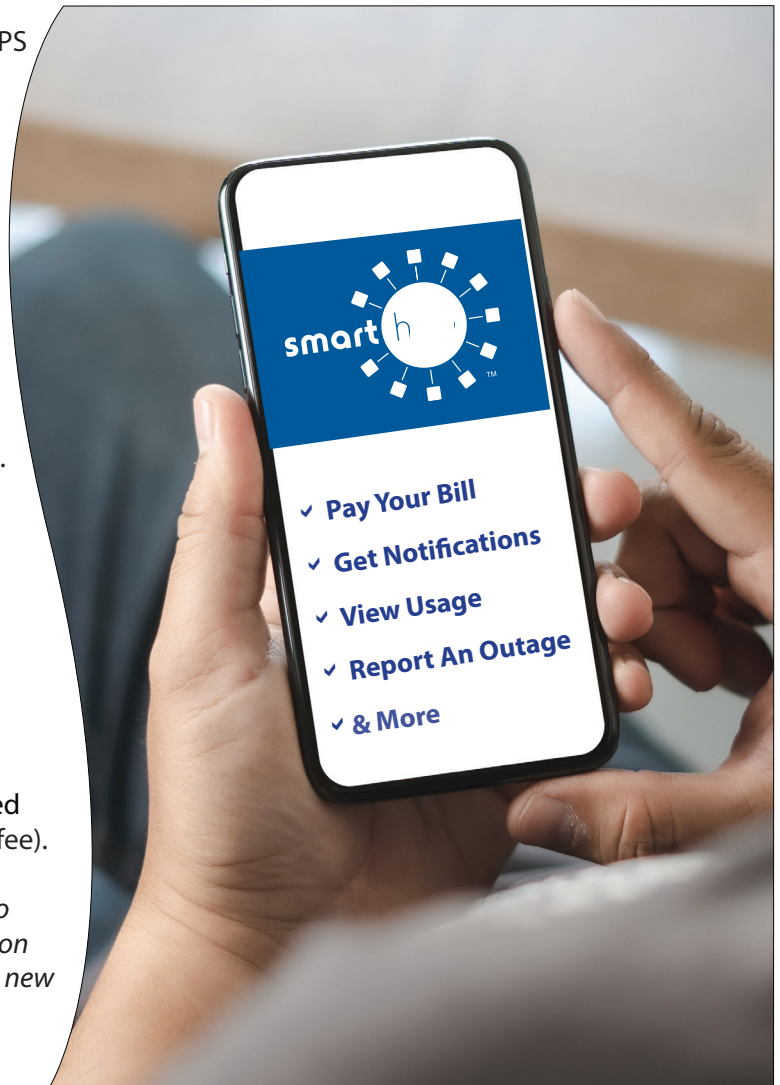
Are You Worried About Mailing Your Payment In?

SmartHub May Be The Solution!

You may have heard or noticed lately that USPS deliveries are slowing down, and with the holiday season upon us, getting mail (like your utility bill if mailed) from here to there can be a very untimely task. If you're worried about getting your bill and paying your bill in a timely manner through the mail, there is a solution you should consider (if you haven't already)—SmartHub! You can sign up for SmartHub to make sure you receive your bill and plan your payments without having to rely on the postal service when paying by check. SmartHub is Rock Energy's online account management system. The free app for computers and mobile devices is easy to use and offers many features to provide members with secure account management right at their fingertips. With SmartHub, you can:

- Check your usage.
- Contact our office.
- Pay your bill.
- Receive account notifications.
- Sign up for paperless billing.
- Set up EFT and have your monthly bill deducted from your checking account (no convenience fee).

If you are new to online account management, go to www.rock.coop and click on the red SmartHub button at the top of the page to sign up. You can register as a new user with your account number, account holder's last name, and email address.



Local Representative Visits Rock Energy

In October, Rock Energy was pleased to host Assembly Majority Leader Tyler August at its Janesville office. It was an opportunity to share some Rock Energy history and discuss current issues impacting the cooperative. Rep. August formerly represented the 32nd district in Wisconsin; however, with recent redistricting, he was elected as the 31st district representative in the November election. The redrawn 31st district now includes an increased portion of the cooperative's service territory. Pictured here, from left to right: Clark Schoonover, Rock Energy Board Chairman, Tyler August, and Shane Larson, Rock Energy CEO.



Rock Energy Youth Member Gives Insights On Attending Youth Conference & D.C. Tour

Rock Energy recently caught up with youth member Thomas Peters. In July, Peters participated in the Youth Leadership Conference (YLC) at UW-Stout. He also went on the Washington D.C. Youth Tour in June. We wanted to find out about his amazing experiences this summer, and he was kind enough to answer some questions for us. Here is what he had to say:

Q: What was it like on the Washington D.C. tour?

A: The D.C. Tour was an amazing experience! Every day was something different and I had so much fun! My favorite part of the tour was definitely the dinner cruise on the Potomac River. It was so much fun meeting people from other states, and it was amazing to see all the monuments from the water.

Q: How was your experience and what was the best part of YLC at UW-Stout?

A: I had a great time at YLC! My favorite part was meeting other youth from all over the state (WI). Whenever we had some free time, we always went outside and played sand volleyball. We had a blast!

Q: Do you feel that the experience you had at the YLC event will help you as you move forward now and eventually after high school as you transition into college and/or a job?

A: My experience from YLC will help with my life both in high school and beyond by opening it up to jobs and career opportunities I never knew existed. I also learned how to communicate more effectively and with more confidence.

Q: What was it like serving as a YLC Board Member?

A: It was a lot of fun! Not only was I able to attend the D.C. Tour and YLC, but I also had the opportunity to go to the WECA Education and Lobby Days and the State FFA Convention Expo. At these places I had the opportunity to meet more people and see what WECA is all about.

Q: If someone was thinking of attending a future YLC event, would you recommend that they go, and why?

A: I would certainly recommend anyone go to a YLC event! It is such an incredible experience that is a once-in-a-lifetime opportunity. You get the chance to meet so many new people and get to see UW-Stout's campus. If you are on the edge of deciding, I would say, "just do it!"

Thomas Peters

Age: 16

Grade: 11

**High School:
Turner High School**



Look for information about the 2025 YLC event and Washington D.C. Tour in upcoming magazines, and in our print and electronic newsletters.

*Photo provided
by WECA.*

Scholarships Available For REC High School Seniors



Rock Energy Cooperative (REC) again is offering scholarships of \$1,000 to graduating high school seniors who enroll at an accredited school. Students whose parents or guardians are active members of REC are eligible.

Our scholarship committee will judge applicants based on general merit, cooperation, leadership abilities, financial need, and class ranking.

Since 1989, Rock Energy has awarded more than \$182,000 in financial aid to deserving students. The online application is available at www.rock.coop. Go to the Community & Youth tab and click on Scholarships. Or, you can just scan the QR code on this page. The deadline for submitting applications is **Jan. 10, 2025**. Applications must be completed online at www.rock.coop.

If you have any questions, please contact Jonas Berberich at 866-752-4550, or jonasb@rock.coop.



Scan the QR code for 2025 Rock Energy Scholarship Information.

Happy Holidays

Rock Energy Cooperative offices will be closed for the holidays on:

- **Tuesday, Dec. 24**
- **Wednesday, Dec. 25**
- **Tuesday, Dec. 31**
- **Wednesday, Jan. 1**

Members can make payments in the drop boxes at both offices throughout the holidays and at the payment kiosk outside our South Beloit office, 15229 Willowbrook Rd. Even though our offices are closed, standby crews are available.

If you need to report a power outage or natural gas incident, please call 866-752-4550.

4 EASY WAYS

To Lower Your Heating Bill This Winter



- 1) Save 10-20% by turning your furnace down 10-15 degrees while out of the house or sleeping.
- 2) Beware of ventilation fans in the bathroom and kitchen, which quickly suck away heat.
- 3) Use cold water for laundry and turn your water heater down to 120 degrees or less.
- 4) Change your furnace filter monthly and make sure that registers are not blocked.

Shane Larson, CEO

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Jonas Berberich, Editor



**ROCK ENERGY
COOPERATIVE**
Empowering Members Since 1936

HAPPY HOLIDAYS

*Sending warm
wishes to you and
your family this
holiday season!*

