



A MESSAGE FROM:  
**Shane L. Larson,**  
Chief Executive Officer



**Rock Energy  
COOPERATIVE**  
Empowering Members Since 1936

## Let's Make 2023 a Happy & Safe Year!

**A**s is most often the case every year here in the Midwest, January brings us cold, snowy and icy weather. Driving can be downright dangerous, and therefore, accidents do happen from time-to-time. A motorist moves too fast down an icy road; high winds and blizzard conditions force a semi into a ditch; or a snow-covered, time-weakened tree brings down a pole and power lines.

When a power line is on the ground, can you determine if it's energized? The answer is NO. If a downed line is sparking, you know it's live. But, if it isn't sparking—if there's no smoke or smell or sound—is it dead and safe to touch? Same answer here as well, NO.

If your vehicle comes into contact with a downed power line, remain in your vehicle until you are notified it is safe to exit. You should treat every downed or low-hanging line as if it's energized, or could become energized at any moment. That mindset may save your life.

*(See page 17 for more information about what to do if you encounter downed power lines while you're on the road.)*

I would also like to take this opportunity to remind you that there are times when Rock Energy workers will need to work on or near your property or in your neighborhood, like in the photo on this page. Pictured here is a Rock Energy crew replacing a power pole in a Rockton, IL, neighborhood last November. This work, at times, is necessary in order to ensure the reliability of energy for our members. We would ask for you to please be mindful of ALL work zones and make sure to think of safety first as you drive around or near these areas. And always remember to watch for those orange cones!

I encourage you to contact Rock Energy with any questions you may have regarding electrical safety or any topic related to the cooperative. We look forward to hearing from you. In the meantime, stay healthy and stay safe in 2023 and beyond!

US DOT 313218



Rock Energy  
COOPERATIVE



# 2023 Youth Leadership Events Scheduled

## Youth Leadership Congress

July 11–13, 2023 • UW–Stout • Menomonie, Wis.

[weca.coop/youth-leadership-congress](http://weca.coop/youth-leadership-congress)

A key component of WECA's educational programming for young people, the three-day Youth Leadership Congress (YLC) has been held each summer since 1963. YLC offers a head start in understanding cooperative business principles for the upcoming generation of co-op leaders.

The 2022 YLC attracted more than 60 students sponsored by 17 cooperatives. Activities focus on maximizing leadership potential, understanding cooperatives, and co-op governance—the students organize and operate a functioning cooperative during the event—effective communication, and turning

mistakes into stepping stones for success.

Participating students elect a six-member WECA Youth Board who will help plan the following year's Leadership Congress; have the opportunity to attend the NRECA Youth Tour; and visit the WECA offices and State Capitol legislative offices. Another feature of the Youth Congress is the annual WECA Essay Contest. In 2022, more than 60 students, writing on co-op oriented subjects, competed for three scholarships of \$1,000, \$500, and \$250, redeemable at any accredited post-secondary educational institution in the U.S.

## NRECA Youth Tour

June 15–21, 2023 • Washington, D.C.

[nrecayouthprograms.coop](http://nrecayouthprograms.coop)



Each year, WECA Member cooperatives sponsor young people for participation in the National Rural Electric Cooperative Association's Youth Tour in Washington, D.C. In June 2022, 9 youth delegates representing 9 Wisconsin electric cooperatives joined roughly 2,000 additional youth delegates from across the nation for the annual event. Wisconsin's Federated Youth Foundation, a co-op sponsored, independent charitable organization, provides significant financial support for Youth Tour participation through the proceeds from investments financed by unclaimed co-op patronage credits.

Every electric co-op has the opportunity to sponsor students for this educational tour of national monuments and visits with elected officials at their Capitol offices.

Below are attendees at the 2022 Youth Leadership Congress.



### ROCK ENERGY SCHOLARSHIPS - APPLY ONLINE TODAY!

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

#### TO APPLY:

- 1) Go to [www.rock.coop](http://www.rock.coop)
- 2) Go to the Community & Youth tab
- 3) Click on Scholarships
- 4) Click on the Application link

**HURRY - APPLICATIONS ARE DUE JAN. 10**

**ROCK ENERGY  
SCHOLARSHIPS  
AVAILABLE**







# POWER

## LINES DOWN... What Do You Do?

### APPROACHING DOWNED POWER LINES

If you see a downed power line after a bad storm or at an accident scene, NEVER get out to help or go near the downed line. Always assume a downed power line is energized and dangerous. This also applies to any electrical equipment, including pad-mounted transformers ("green boxes"), or other utility cabinets or fenced substations.

### CONTACT WITH DOWNED POWER LINES

If you are involved in an accident or snarled with a downed power line or other utility equipment—whether in a car, tractor, or any other type of vehicle or equipment—do not get out. If you exit the vehicle and walk away, you could be electrocuted. Instead, call 9-1-1 and wait for the utility to arrive to cut the power.

### EMERGENCY (FIRE) SITUATION

If you must leave a vehicle due to smoke or fire, make a solid jump out with your feet together and without touching the car or truck, and then hop (making sure both feet land at the same time), DO NOT WALK, at least 30 feet to safety. If you hop, you are less likely to enter two different voltages of electricity at the same time, which causes shock and electrocution.





Marian Trescher, Rock Energy Board Secretary and District 2 Director, was presented with the 2022 Ally of Cooperative Electrification (ACE) Award at the 2022 WECA Annual Meeting, which was held Nov. 15-16 at the Holiday Inn Hotel & Conference Center in Stevens Point, WI. Pictured at left is Marian at the annual meeting with the ACE Award plaque that she received during the presentation.

Marian has been described by peers as a "lifelong public servant" whose commitment to community has had an exceptional impact on the electric cooperative world and beyond. When Marian received the ACE award at the WECA Annual Meeting in November, she did so with the Rock Energy board on-hand. Below is Marian (sitting/center) with the Rock Energy Board of Directors. Sitting (from left to right): Theresa Huber, Marian Trescher (board secretary), and Barb Miller. Standing (left to right): Shane Larson (Rock Energy CEO), Ronald Richards, Bill Fischer, Wendell Boyer, Clark Schoonover (board chairman), and Todd Thompson. Not pictured is Bill Dietsch (board vice chairman).



feeling chilled?

## SPACE HEATING SAFETY

 An infographic titled "SPACE HEATING SAFETY" with a blue background and white text. It features a white space heater at the top right. Eight numbered tips are arranged in a circular path around the heater, each with a corresponding icon in a circle.
 

- 1** Keep flammable items at least 3 feet away. (Icon: flame)
- 2** Place on a flat, level surface. (Icon: flat surface)
- 3** Make sure the cord is not frayed or cracked. (Icon: frayed cord)
- 4** Plug it directly into an outlet. (Icon: electrical outlet)
- 5** Follow all instructions and use models endorsed by a reputable testing lab. (Icon: warning triangle)
- 6** Do not use an extension cord or power strip, which can overheat. (Icon: extension cord)
- 7** Do not use around small children or pets. (Icon: person with warning triangle)
- 8** Do not use one with a damaged plug or prongs. (Icon: electrical plug)

### HOW MUCH SPACE ARE YOU HEATING?

If you are considering the purchase of a space heater, you'll want to make sure that the space heater you're using is the proper size for the room you wish to heat. In general, a 1,500 watt heater can heat a 171 sq. ft. area.

### Shane Larson, CEO

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