



Monday, April 13, 2026 Janesville Conference Center (Holiday Inn Express)

Rock Energy's 90th Annual Meeting will be held on Monday, April 13, at the Janesville Conference Center (Holiday Inn Express), Janesville WI. Join us for a full-service, sit-down dinner for our members. Full details about the annual meeting will be in the March magazine.



Rock Energy CEO Recognized With Wisconsin ACE Award

Rock Energy Cooperative (REC) CEO Shane Larson has been selected as the recipient of the 2025 Ally of Cooperative Electrification Award (ACE), WECA's highest honor. The ACE Award is presented each year as recognition of outstanding contributions to Wisconsin's electric cooperatives.



Pictured above is Shane Larson, REC CEO, at the ACE Award ceremony in November.

Larson has spent the past 40 years in leadership roles at electric cooperatives, including 25 years at REC. Prior to REC, he served as general manager of the Leavenworth-Jefferson Electric Cooperative in McLouth, Kansas from 1995 to 2000. He also worked for ten years at a public power utility in Nebraska.

"Shane consistently lives the principles of the cooperative business model. The strength of his leadership, advocacy and communication with the membership can best be described as that of a role model for future leaders."

– Sheldon Petersen, former Rock Energy CEO

Larson served nine years (2013-2022) on the Federal Rural Insurance Exchange board including as board president and has served on the board of the National Rural Utilities Cooperative Finance Corporation (CFC) since 2022, where he currently holds an officer position. He is vice president of the WECA Legislative and Regulatory Committee, and has served on many other boards and organizations, in both professional and civic leadership roles, from president of the Wisconsin Managers' Association to Little League baseball coach.

He is a graduate of the University of Nebraska-Kearney College and holds a BS in Finance, Comprehensive Business Administration.

On July 28, 2025, at its board meeting, REC directors honored Larson with recognition, thanking him for 25 years of service to the co-op.

"Shane has shown us what it truly means to lead with integrity and foresight — to balance the heart of service with the discipline of sound financial management. Shane has the ability to inspire, to listen, and to unite — that has made the real difference. Thank you, Shane, for your leadership with courage, clarity, and compassion. Your legacy continues to inspire us all."

– Barbara Miller, Rock Energy Board Chair
(during her speech at the ACE Award ceremony)

Since joining REC in 2000, Larson has been instrumental in growing the co-op into what it is today. Larson led the effort to acquire territory from Alliant Energy in 2007, quadrupling its membership. He had the foresight to secure a minor ownership share when American Transmission Company (ATC) was formed in 2001 and recently oversaw the partial acquisition of the Riverside Gas Generation Plant in Janesville.



Pictured above is Shane Larson with REC board members at the ACE Award Ceremony. Back Row (L to R): David Diestler, Derik Roth and Todd Thompson. Front Row (L to R): Barbara Miller (Board Chair), Shane Larson, Theresa Huber and Marian Trescher (Board Secretary).

"Shane's leadership and vision have been instrumental to the growth of Rock Energy. Shane has always stressed the importance of service to our members and that continues today. That has always motivated me to work hard for the members of the cooperative."

– Jason Mayer, REC Natural Gas Operations Manager

Pictured - Shane Larson addresses members at the 2015 REC Annual Meeting.



Pictured - Shane Larson joins REC board members, employees and others at the REC South Beloit, IL, office groundbreaking in 2008.

"The acquisition of our Illinois territory in 2007 and the partnership with Alliant Energy in the ownership of the West Riverside Energy Generation Plant are a couple of examples for our members to benefit financially for years to come. Shane has always been supportive and created an environment where hard work is valued. Shane is truly deserving of the ACE Award. Congratulations Shane!"

– Chris Tullar, REC Operations Manager



Pictured - Shane Larson works at the recycling station during REC's Member Appreciation Day.

"Having worked closely with Shane Larson for many years, I've always admired his leadership and integrity. He has a way of asking the tough, necessary questions and setting ambitious goals—always with respect, clarity, and a genuine desire to make Rock Energy the best it can be for both our members and our employees, with the same purpose and dedication that he brings to his work every day."

– Mike Salmons, REC Senior Energy Services Manager



Pictured above - Shane Larson (right) meets with Paul Ryan, former US Speaker of the House of Representatives.

"Shane totally embodies the cooperative principles in every part of managing Rock Energy, particularly COOPERATION AMONG COOPERATIVES. He has networked and built connections over 40 years of experience in the business of finance, management, power generation and distribution across the state and nation. Rock Energy is what it is today because of the dedication and talent of Shane Larson. He has 40 years in the utility business, and we are fortunate to have him these past 25 years at our cooperative."

– Barbara Miller, REC Board Chair

2026 Rock Energy Scholarship Application Now Open

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.

The on-line 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, 2026**. Applications must be completed on-line at www.rock.coop.

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



Space Heater Safety

Many Rock Energy members will turn to space heaters to stay warm when the weather turns cold. However, according to the National Fire Protection Association, fixed or portable space heaters are the number one cause of fires. It is estimated that as much as 44% of fires are caused by space heaters every year.

Electric Portable Heaters Safety Tips:

- Place them on a solid surface, away from high traffic areas and doorways.
- Use and purchase heaters with an automatic shut off so if they are tipped over they will shut off.
- Plug power cords directly into outlets and never into an extension cord.
- Inspect for cracked or damaged, broken plugs or loose connections; replace before using.

Space heaters should have a safe zone around them (at least three feet). Never leave a space heater on when you are not home. Any space heater should be maintained and tested every year before they're used. As mentioned above, do not plug a space heater into an extension cord or power strip. Lastly, make sure the smoke alarms in your home are operational.



Shane Larson, CEO

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Jonas Berberich, Editor



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COOPERATIVE**
Empowering Members Since 1936