



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



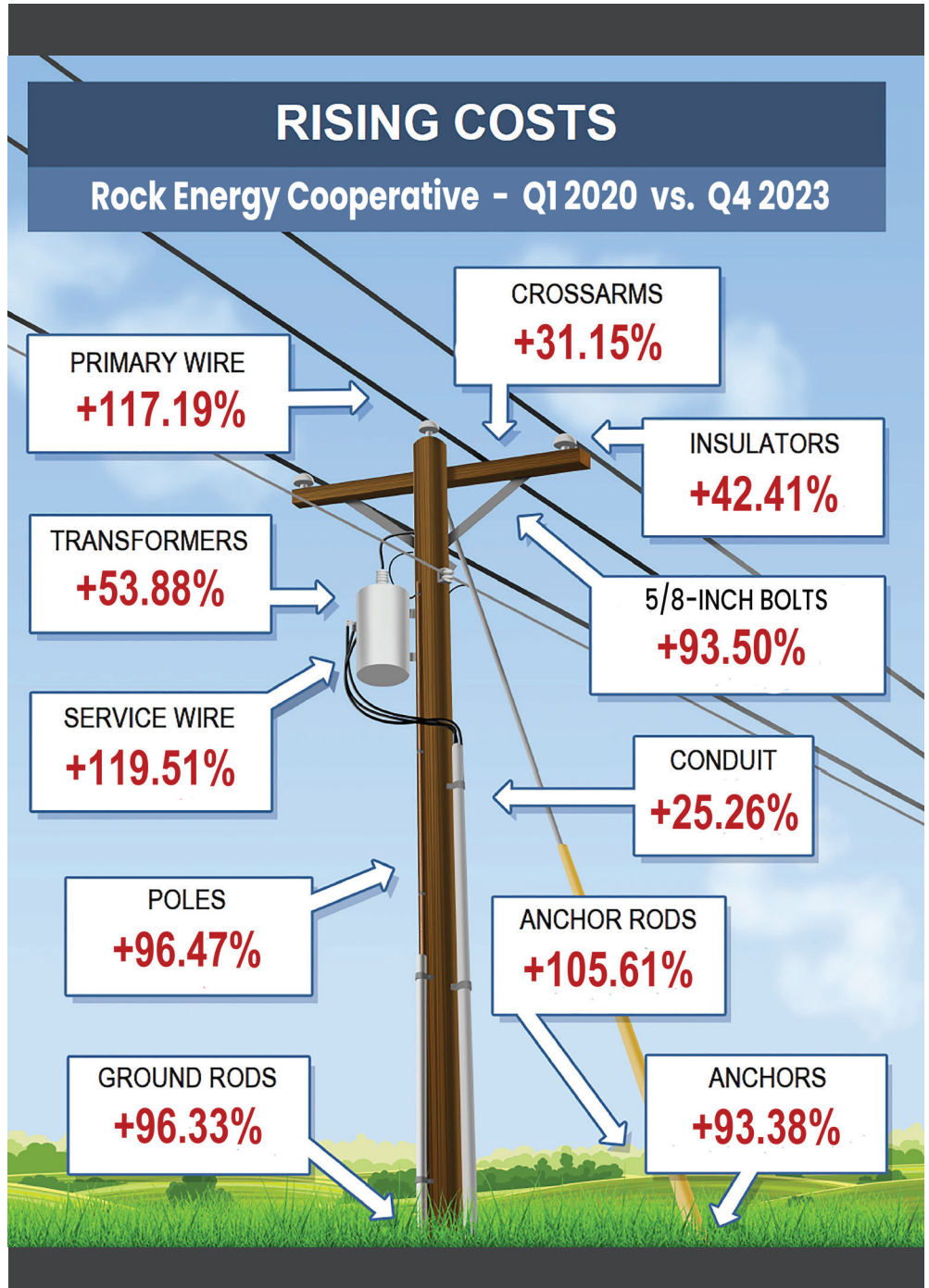
Co-ops Are Dealing With Rising Costs

It's no surprise that things have cost more since the pandemic. Our grocery bills are higher, fuel prices are higher and even going out to eat is more expensive. According to the US Bureau of Labor Statistics, here are some cost increases over the last three years of common items: regular unleaded gas +56%, eggs +43%, airfare +38%, butter +26%, and housing +21%.

Even though Rock Energy has experienced cost increases for materials for more than a decade, until just recently, your electric rates have remained relatively stable over the years. By being mindful of all controllable expenses, we've been able to manage rising costs.

With that said, we feel it's important for you (our members) to see the significant increases the co-op is incurring to build and maintain the power lines that serve you. The graphic to the right displays some of Rock Energy's 2023 costs compared to costs for the same items in 2020. As you can see, costs have gone up. On page 18B, you will find costs associated with our natural gas distribution. I would also like to point out that these graphics were shared with members at this year's annual meeting, which was held in April.

As a not-for-profit cooperative, we remain focused on reliably delivering your power at the lowest possible cost. We bill on a cost-based model, meaning our rate structure is designed to



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recover our costs of purchasing power and delivering it to you, only making a small margin. Electric cooperatives serve fewer meters, on average, for every mile of line compared to more urban power suppliers in densely populated areas. This means the fixed costs we must recover to deliver power are higher than some other utilities. Additionally, although a period of higher energy sales might mean more profit, excess revenue is allocated to you, the members of the cooperative.

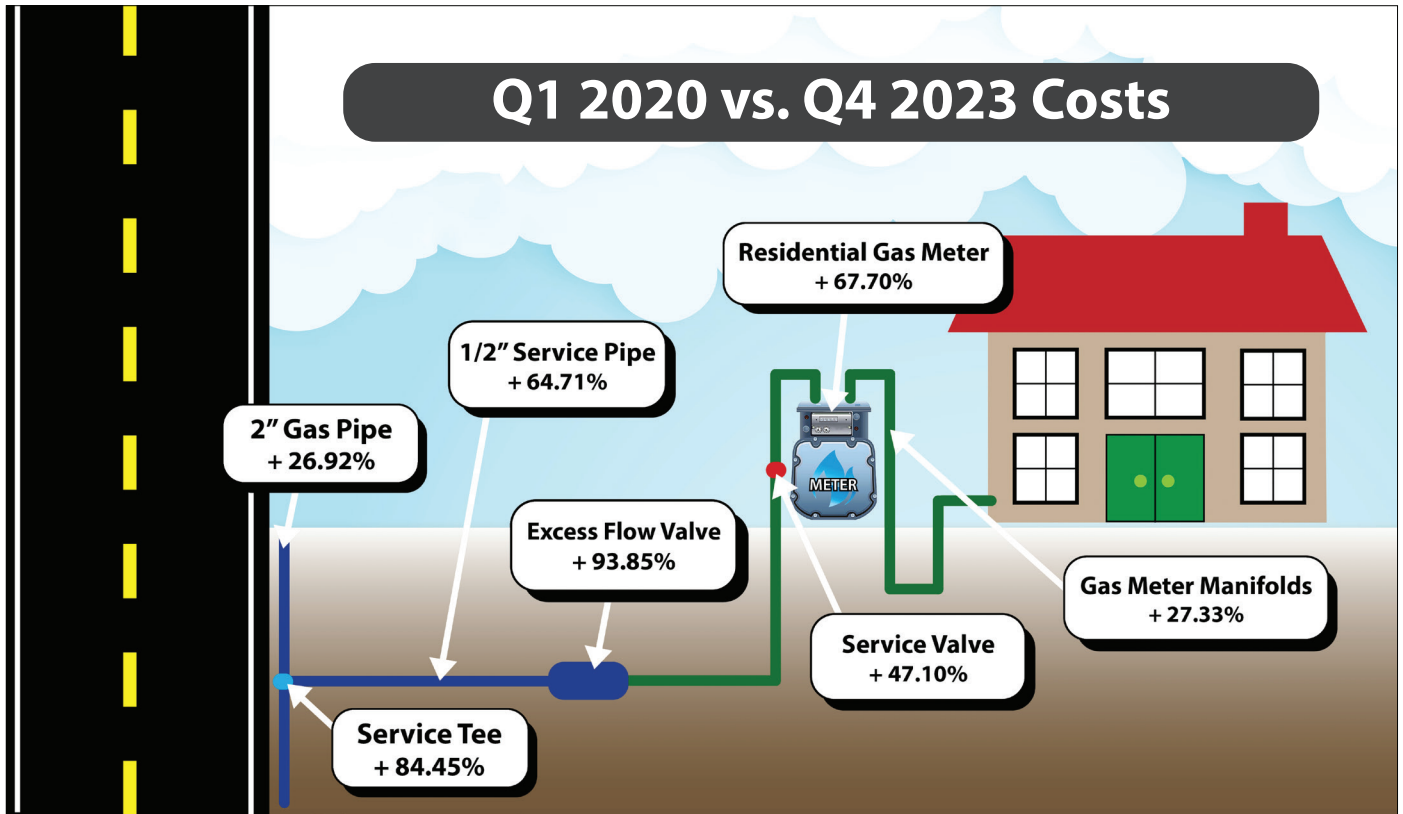
You might wonder what you can expect as prices continue to rise for both materials and power costs. Rest assured, we will continue to operate conservatively with each dollar that comes into your co-op. We'll continue to look out for you and make sure we keep your power affordable, safe and reliable.

How can you lower your bill?

A large portion of a typical monthly bill is based on the amount of electricity you use, providing opportunity for most electric consumers to make small changes around the home that will make a difference in their power bill.

Actions such as using programmable thermostats, weatherizing your home with easy upgrades like weatherstripping around doors, and identifying the largest power users and being mindful of when and how you use them will all make a difference, and in turn, reduce the amount of your energy bill.

I hope you have a great summer—stay cool and please let us know if there's anything we can do to improve our service.



X MARK YOUR CALENDAR

MEMBER APPRECIATION DAY

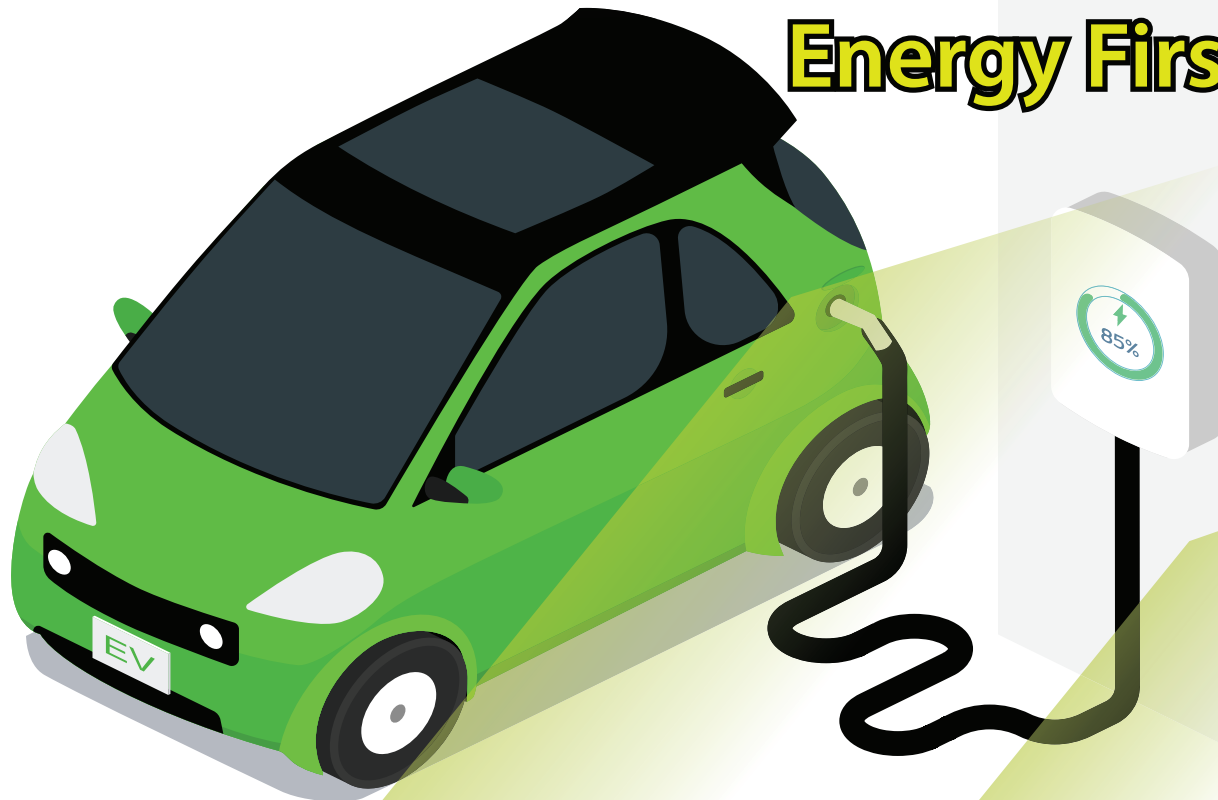
Saturday, Oct. 19 • 8:30 to 10:30 a.m.

Rock County Fairgrounds (Craig Center)
1301 Craig Ave. / Janesville, WI

Look for more details in upcoming issues of the co-op magazine and newsletter.



If You're Going To Increase Your Electric Load . . . **Contact Rock Energy First**



Are you planning to purchase an electric vehicle? Build an addition onto your home? Maybe you're going to add a fan or two to cool livestock? Is your business buying new machinery that will use additional electricity? If so, please include Rock Energy in the planning process (contact us at 866-752-4550).

ROCK ENERGY IS HERE TO ASSIST YOU!

If you're planning to increase your electric load, please call our Operations Department. Our workers will gather the needed information and determine whether the capacity of the present equipment is adequate. In situations where a significant amount of new load will be added, we might need to install larger service equipment or make other changes.

WHY SHOULD YOU CONTACT ROCK ENERGY?

Co-op facilities are designed to meet an individual member's initial load requirement at the time service is started. If that load is significantly increased, the capacity of the present system might not be sufficient to handle it. When that happens, the system becomes overloaded and there could be a power outage. An overloaded system also can damage the co-op's transformers or your electrical equipment, which might lead to expensive repairs. Our equipment often can handle an overload for a while, but its life span will decrease significantly when the rated capacity is exceeded over an extended period of time. That means additional costs for the co-op and may result in the member paying for the damaged co-op equipment.

Please make sure you notify us as far in advance as possible to ensure that the required service upgrade will be available when you need it.

Rock Energy Gas Rate Adjustment

Natural gas base rates have been modified, effective July 1, 2024.

Due to warmer winter weather and increased costs, the average residential member will see their monthly bill increase by \$7. Residential rate modifications over the five-year period equate to a 1.9% annual increase. Commercial/industrial rates have equivalent modifications.

The cooperative remains cost competitive, while maintaining and upgrading the system to accommodate the needs of our current and future members. Please contact the office if you have any questions.



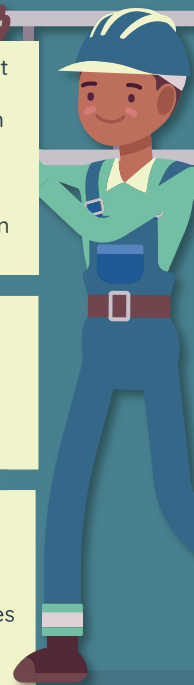
Clean up with care

Once the storm has passed, it is tempting to go straight into yard clean-up mode. However, take time for safety.

Do not go outside if there is a power outage. There could be a downed power line, which could cause electrocution. Sometimes, downed lines can be covered by branches, storm debris, water, snow or ice.

Keep these additional safety tips in mind:

- Do not trim trees/branches within 10 feet of a power line.
- Read all instructions and be familiar with equipment you intend to use.
- Do not use a chainsaw for the first time during cleanup.
- Follow all safety recommendations when using power tools.
- Carry a ladder horizontally instead of vertically.
- Look for overhead power lines before carrying a ladder.
- Always look up for overhead power lines before removing debris from gutters.
- Take your time. Rushing can result in serious injury.
- Wear proper shoes and clothing when using ladders and power tools.
- Call your electric utility to report branches in power lines; never try to remove them yourself.



Remember, wait until an outage is restored before going outside to assess the damage.

Safe
Electricity.org®



REC OFFICES CLOSED JULY 4th

Rock Energy Cooperative offices will be closed on Thursday, July 4, in observance of Independence Day. We will reopen at 7:30 a.m., Friday, July 5. Members can make payments in the drop boxes at both offices throughout the holiday weekend. Even though our offices are closed, crews are always available 24 hours a day. If you need to report a power outage or natural gas leak, call 866-752-4550.

Shane Larson, CEO

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866-752-4550

Jonas Berberich, Editor



ROCK ENERGY
COOPERATIVE
Empowering Members Since 1936



UNITED WE STAND

As we celebrate the birth of our great nation, we are reminded of the values that make our community and country strong: independence, freedom and unity. Today, we honor the spirit of those who fought for our freedom and continue to work toward a brighter future for all.

Just as our forefathers came together to build a nation, we are committed to working together to power our community with reliable and affordable energy. Your trust and support empower us to innovate and improve, ensuring that our cooperative remains a pillar of strength and independence for years to come.

On this special day, we extend our heartfelt gratitude to all our consumer-members. Thank you for being part of our cooperative family. May your Fourth of July be filled with joy, pride and celebration.

Happy Independence Day!

