



THE CO-OP IMPACT



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

Over the years, I have had the opportunity to see first-hand the benefits that the cooperative model possesses and offers to many employees and members. That's why it was no surprise to me when I read an analysis reporting that electric cooperatives have a wide-ranging economic impact in the United States, supporting nearly 623,000 jobs with \$51 billion in pay and benefits each year while contributing hundreds of billions of dollars to the economy over a five-year period.

CO-OP IMPACT: EMPLOYMENT IMPACT



* **622,832 AMERICAN JOBS ANNUALLY**

There are a number of reasons that contribute to the success of the cooperative model. One of the main reasons is that cooperatives commit to meeting the needs of their members and communities through democratic member control, which is definitely one of the most important aspects of the cooperative business model.

That means you, as a co-op member, select the directors on the board who determine the strategic direction of Rock Energy Cooperative. Those directors care deeply about the co-op because they are members—just like you. That's what sets co-ops apart from other businesses, where decisions often are made by out-of-town people who aren't affected by actions of the board of directors.

CO-OP IMPACT: LABOR INCOME

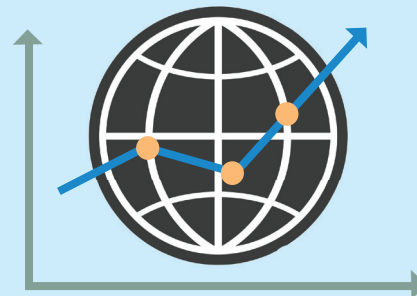


* **5-YEAR TOTAL: \$257 BILLION (\$51 BILLION / YEAR)**

According to the report "Economic Powerhouses: The Economic Impacts of America's Electric Cooperatives," (commissioned by NRECA) co-ops' activity contributed \$554 billion to U.S. gross domestic product between 2018 and 2022 for an average of \$111 billion per year. Co-ops also generated \$135 billion in federal, state and local tax revenue over this period. (To view the full report, scan the QR here.)



CO-OP IMPACT: CONTRIBUTION TO GDP



* **5-YEAR TOTAL: \$554 BILLION (\$111 BILLION / YEAR)**

Nine dedicated directors govern your co-op, and each is elected from a specific part of our service territory. Each director serves a three-year term, and three directors are elected at each annual meeting to assure continuity of the board.

At the co-op's annual meeting next spring (April 7, 2025), directors in Districts 2, 4, and 9 will be up for re-election. If you're interested in being considered for director position by the nominating committee, see the notice on page 18 to find out how to get more information.

We never want to lose sight of our purpose: to serve our members. As always, if we can do a better job serving you, please let us know.

CO-OP IMPACT: TOTAL SALES OUTPUT



* **5-YEAR TOTAL: \$1.1 TRILLION (\$226 BILLION / YEAR)**

* Source: Strategen Consulting Inc.

Energy Assistance Available For Low-Income Households

The Wisconsin Home Energy Assistance Program (WHEAP) helps eligible low-income households pay for winter energy services. Fortunately, Rock Energy Cooperative works with WHEAP, which benefits about 230,000 Wisconsin households each year.

Weatherization Services

When you apply for energy assistance, the local agency also will see if you qualify for the Weatherization Assistance Program, which helps fund energy-efficiency and home improvement projects. If you are eligible for weatherization services, an energy auditor will look at your home to see what can be done to make it more energy efficient. Weatherization services differ with each home, depending on how it was built and its condition.

For general information about WHEAP or the Weatherization Assistance Program, visit www.energyandhousing.wi.gov, or call 866-HEATWIS (866-432-8947).

WHEAP Details

WHEAP heat and electric assistance is a one-time benefit payment per heating season that is intended to help pay a portion of a household's heat and electric costs. The benefit amount depends on household size, income, and energy costs.

In most cases, the benefit is applied as a credit directly to the household's Rock Energy account. WHEAP will send you a letter about one month after receiving your application that will have details on your assistance status and dollar amounts.

You are eligible for heating assistance if your household's combined income is at or below the levels shown on the WHEAP Income Guidelines chart.

HOW TO APPLY

To apply for assistance, you'll need to complete an application and provide information on each household member and their income, as well as records of your heating costs.

For more information and application details, please contact your local office:

- **Rock County:** 608-363-9200, Energy Services Inc., 600 Henry Ave., Suite 25A, Beloit.
- **Green County:** 608-328-1111, Energy Services Inc., 749 10th Ave. Ct., Monroe.
- **Walworth County:** 262-427-8505, Energy Services Inc., 319 N. Wisconsin St., Elkhorn.
- **Dane County:** 608-267-8601, Energy Services Inc., 2817 Fish Hatchery Rd., Ste. 2, Fitchburg.

WHEAP Income Guidelines for the 2024-2025 Heating Season

HOUSEHOLD SIZE	ONE MONTH INCOME	ANNUAL INCOME
1	\$2,280.67	\$33,848
2	\$3,688.58	\$44,263
3	\$4,556.50	\$54,678
4	\$5,424.50	\$65,094
5	\$6,292.42	\$75,509
6	\$7,160.33	\$85,924
7	\$7,323.00	\$87,876
8	\$7,485.75	\$89,829



2025 Rock Energy Scholarship Application NOW OPEN

Rock Energy Cooperative 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 on-line application is available at www.rock.coop. Go to the Community & Youth tab and click on Scholarships. Or, you can just click on the QR code on this page. The deadline for submitting applications is Jan. 10, 2025. 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.



**Scan the QR code for 2025
Rock Energy Scholarship
Information.**

Rock Energy CEO Shane Larson Re-elected To CFC Board



Pictured above, Rock Energy CEO Shane Larson addresses the crowd in attendance at the CFC combined Districts 5 and 6 meeting, which was held in connection with the NRECA regional meeting in September.

Rock Energy President and CEO Shane Larson has been re-elected to serve on the Cooperative Finance Corporation (CFC) board. He was elected at the CFC combined Districts 5 and 6 meeting held in connection with the NRECA regional meeting in September.

Larson said he looks forward to working with fellow board members to ensure CFC remains a strong ally on behalf of its members.

In his remarks, Larson honored WECA President and CEO Steve Freese, who passed away in August. Freese was on the nominating committee when Larson was first elected to the board two years ago.

"He was a great guy. He was very strong and believed in the co-ops, and we're going to miss him," Larson said.

Larson also delivered the CFC financial report at the regional meeting, sharing that financial year 2024 was "very strong" for CFC, and explained the business model is designed to be strong despite economic fluctuations. During the fiscal year, CFC loans to members increased 6%, the second largest increase since 2002.

CFC is a \$35 billion financial institution which provides services and financing to electric cooperatives throughout the country.

Source: WECA

REC Director Nominations Open

The Rock Energy Cooperative Nominating Committee will be selecting candidates to run for board of director positions in Districts 2, 4 and 9 townships, which will be on the ballot at the **April 7, 2025** annual meeting.

Active members who are interested in running for a position on the REC Board of Directors must permanently reside in one of the districts up for election and meet all other qualifications. For more information about being nominated, please contact the co-op at 866-752-4550 or send an e-mail to questions@rock.coop by **November 30, 2024**.

Districts Up For Election Are:

- **DISTRICT 2**
Milton and Lima townships in Wisconsin
- **DISTRICT 4**
Harmony and LaPrairie townships in Wisconsin
- **DISTRICT 9**
Magnolia, Janesville and Center townships in Wisconsin

Happy Thanksgiving

Rock Energy Cooperative offices will be closed on Thursday, Nov. 28, and Friday, Nov. 29, in observance of Thanksgiving. We will reopen at 7:30 a.m. on Monday, Dec. 2.

Members can make payments in the drop boxes at both offices throughout the holiday weekend 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.

HAPPY THANKSGIVING!

Shane Larson, CEO

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866-752-4550

Jonas Berberich, Editor

