

What's Happening

Send your current email
to info@rock.coop



for a chance to win
a \$25 bill credit!

Aug. 11

National Safe Digging Day
Remember to call 811
before any digging project.

Sept. 5

Labor Day
Offices closed, but crews
available for outages.

Oct. 5

84th Annual Meeting
Visit www.rock.coop for
details.

Rock Energy Cooperative

www.rock.coop

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Shane Larson
Chief Executive Officer

Value of Electricity Continues to Shine

Think about everything in your home that's plugged in right now: lamps, TVs, computers, printers, gaming consoles, music and video players, various appliances, and plenty more.

The power you receive from Rock Energy Cooperative keeps you connected to the modern world.

Electricity is so much a part of our daily routine that we take it for granted without stopping to think about what a tremendous value it is.

Along with everything else, the cost of electricity has increased over the years. But its cost has not gone up as much as some other items.

Since 2014... rent, medical care, and education costs have increased at rates of 2.6% or more each year. Electricity costs, however, have risen just 0.4% a year.

When it comes to value, electricity is a clear winner, and Rock Energy is always looking for ways to work with you to make its value even better. We promote energy efficiency and technology designed to give you more control over your energy use, so you can live within your budget.



That's going to become more important as our use of digital devices and Internet-connected technologies increases.

The average home now has 12 Wi-Fi connected devices. That number is expected to almost double to 20 in just five years.

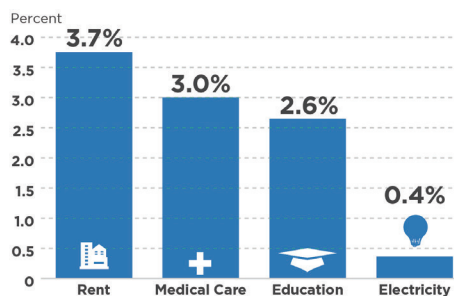
Technology and the gateways that keep it working use electricity, so you'll continue to rely on Rock Energy to power your lives.

We're always working to provide service that's reliable, service that is affordable and make it an even greater value to our members — you, your family, and your neighbors.

ELECTRICITY REMAINS A GOOD VALUE

The cost of powering your home rises slowly when compared to other common expenses. Looking at price increases over the last five years, it's easy to see electricity remains a good value!

Average Annual Price Increase 2014-2019



Sources: U.S. Bureau of Labor Statistics
Consumer Price Index

Newsletter Gets New Look

Starting this month, *Rock Energy News* has a new format to bring you information about your co-op every month. We hope you enjoy the updated design with full-color photos and graphics.

National Safe Digging Day Reminds Us to Call 811

Rock Energy Cooperative hopes that the designation of Aug. 11 (8/11) as National Safe Digging Day will serve as a reminder for members to call 811 before every digging project.

The day stresses the importance of calling 811 to have underground utility lines marked before you break ground. The call and service are absolutely free.

When calling 811, homeowners and contractors are connected with their local one-call center, which notifies utility companies of their intent to dig. Information also can be submitted online.

Professional locators then are sent to the requested digging site to mark the approximate locations of underground lines with flags, spray paint, or both. If your planned work area is marked with underground utilities, do not dig there.

Striking a single line can cause injury, repair costs, fines, and outages. Every digging project, no matter how large or small, warrants a call to 811. Installing a mailbox, building a deck, planting a tree, and laying a patio are all examples of digging projects that need a call to 811 before starting.

Wisconsin requires that the call to 811 be made three business days before the start of the project, while Illinois law specifies two business days.



Remember that every digging project, no matter how small, requires a call to 811.



Learn More

Nationwide:
www.call811.com or call 811

Wisconsin:
www.diggershotline.com
or 800-242-8511

Illinois:
www.illinois1call.com
or 800-892-0123

SUMMER IS HERE PREPARE YOUR HOME NOW

Don't Let Summer Heat Up Your Utility Bill

-  Seal cracks around the house with weather stripping or caulk to keep warm air out.
-  Change the air filter on your cooling unit.
-  Wash your outdoor AC unit and have your HVAC unit inspected.
-  Clear the air vents throughout your house.
-  Install a programmable thermostat. Leave it on a higher temperature when you are away, and set it to cool the house half an hour before you return home.
-  Update your insulation to keep cool air in your home and warm air out.

Learn more at:



ENERGY EFFICIENCY TIP OF THE MONTH

Source: energy.gov

Use LEDs to Brighten Your Yard

Look for LED products and fixtures for outdoor use, such as pathway, step, and porch lights. Many include features like automatic daylight shutoff and motion sensors. You also can find solar-powered lighting for outdoor spaces.

