



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



Keeping Our Lines Safe Is A Year-Round Job

Preparing for high winds and dangerous weather events—like the one that occurred in February 2024 in Rock and Green Counties in Wisconsin when service for numerous Rock Energy members was effected—is always top-of-mind here at Rock Energy. During that particular storm back in 2024, two tornadoes did significant damage, including taking down power poles and lines, leaving some residents without power. Winds topped out at 135 mph and the storm caused more than \$2.4 million in damage.

Line maintenance, including tree trimming, for instance, can significantly reduce the number of storm-related outages. That's why Rock Energy dedicates a significant amount of time for tree trimming, because it's a priority for us. Tree crews traverse our 1,200 miles of line to remove tree branches and other vegetation growing too close to power lines in the right-of-way. Our tree-trimming program focuses on two things: safety and reliability.

Most everyone can agree that trees are beautiful and an important part of our landscape. However, they can become deadly for kids playing in the neighborhood if the branches grow too close to power lines and become energized.

Trees also can be a power line's worst enemy. Strong winds, heavy snow, and ice can cause trees and their branches to snap, pulling down power lines and causing outages.



Pictured above, Rock Energy works to restore power after a tornado that touched down in southern Wisconsin in February 2024. All told, service for 458 Rock Energy members in Wisconsin was effected by the storm.

Line maintenance though involves more than just tree trimming. Pole and line inspections of our complete system occur often, along with inspection of all equipment on our lines, such as wires and transformers. If serious hazards are discovered, repairs are made immediately.

Members can help us keep a safe, reliable, and affordable supply of power flowing by letting us know if you notice trees or branches that might pose a risk to our power lines.

We maintain tree clearance on primary distribution lines that run along roads and rights-of-way. These are lines that carry high-voltage electricity from substations to pole-top transformers. Our crews look for foliage under lines, leaning trees, overhanging branches, trees that could grow into lines, and other potential hazards that could pull down a power line.

Working to minimize and prevent outages is a year-round effort. Our crews work diligently to clear branches away from power lines, and we make sure our equipment is in top-notch shape. We maintain proper engineering and an adequate inventory of parts, as well as continually train our employees. Everything we do focuses on providing you—our member—with reliable electricity.

As always, we truly appreciate the opportunity to be your energy provider and welcome your ideas about how we can improve our service.



Pictured above, a crew member trims trees along N. Roherty Road in Janesville, WI.

Planting Trees - Be Strategic & Safe

Are you thinking of planting trees on your property? If the answer is yes, giving some thought about where to put them could help reduce your energy bill. Not only are trees beautiful, but shading is the most cost-effective way to reduce heat gain from the sun – which is a good thing in the summer.

And the savings are nothing to sneeze at. According to the Department of Energy, a well-planned landscape can reduce an unshaded home's air conditioning costs by an average of 25 percent. Our nation's energy authority also boasts that on average, a well-designed landscape saves enough energy to pay for itself in less than 8 years.

Although effective, shade-producing landscaping strategies vary by climate, here are some general planting guidelines from the Arbor Day Foundation:

- Plant on the west and northwest side of your home to provide mid- to late-afternoon shade.
- Plant shade trees over patios, driveways, and AC units (but never crowd or block your A/C unit—it should have a five-foot clearance above it and three feet on all sides).
- Use trees to shade east and west windows. If they block your view, prune lower branches.
- Large, deciduous trees often create the best shade in the summer and can help decrease the cost of running your air conditioner in the heat of the summer.

What Is Deciduous?

Deciduous (du-si-juu-uhs) trees shed their leaves annually. Although it equates to a lot of leaves to rake come October, the annual cycle lets the sunshine through in the winter but blocks the sun's rays in the summer. Either scenario helps reduce energy costs if trees are strategically placed in relation to your home.

Trees that don't shed leaves are called evergreens, which usually block the sun year-round. That's especially great in the summer when the heat starts to crank up.

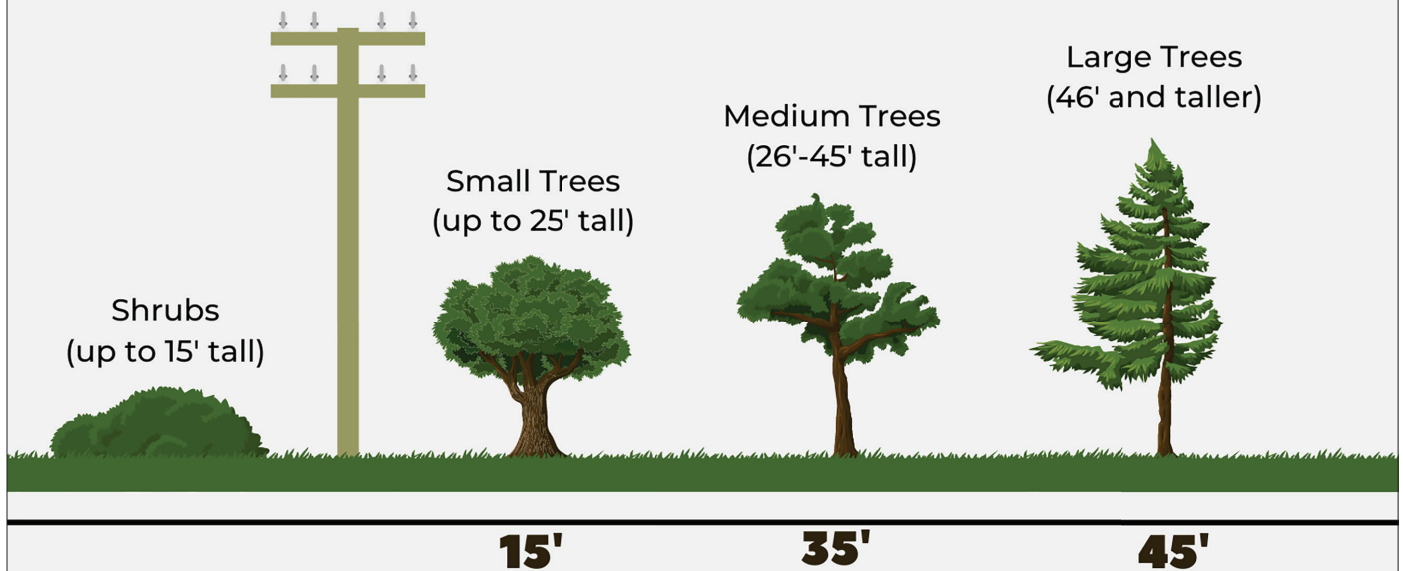
Planting Near Power Lines

When planting trees, be sure to consider height potential. Do not plant a tree that will mature to more than 15 feet tall near or under power lines.

Taller-growing trees (taller than 15 feet at maturity) should be planted a minimum of 20 feet away from power lines, and even farther away to avoid future pruning/power line issues (see the graphic below).

Keep in mind the utility easements on your plot line. These utility easements are intended for utility crews to have access to power lines or power boxes. You can plant in this utility easement, but the utility company can trim or remove these plants if they deem it necessary.

The larger the tree, the farther it should be from a power line. Avoid planting beneath power lines, near poles or close to electrical equipment.



Remember, know what's below by calling 8-1-1 before you dig.

Former Long-time Rock Energy Board Director Passes

Stanley (Stan) Dybevik, who spent decades working on behalf of Rock Energy and Wisconsin electric cooperatives, has died. Dybevik passed away at Agrace Hospice in Fitchburg, WI on Friday, May 16, 2025, surrounded by his loved ones. He was 96.

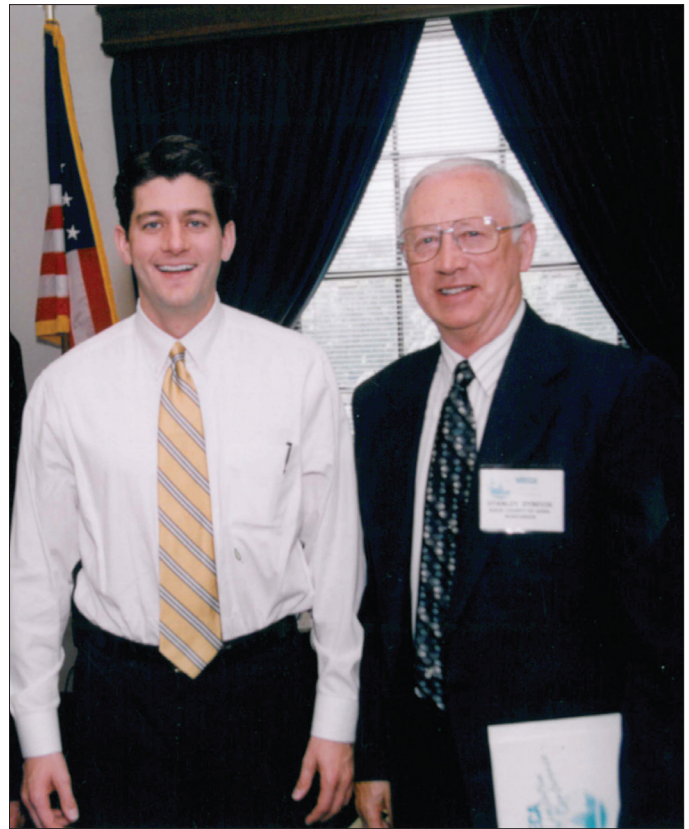
Dybevik graduated from Orfordville High School in 1947, attended Whitewater State Teacher College, served in the Army during the Korean War, then graduated from UW-Madison with a degree in horticulture, nursery management, and landscape design. He and his wife, Liz, owned and operated Dybevik Nursery and Landscaping for many years, which included a Christmas tree farm.

Dybevik was a young boy when his father, J.B. Dybevik joined the rural electrification effort, helping to launch Rock Energy Cooperative and bring electricity to the region.

Following his father's lead, Stan joined Rock Energy Cooperative as a director in 1971 and served until he retired from the board in 2011. He also served on the Wisconsin Electric Cooperative Association (WECA) board and legislative committee, traveling to Washington, D.C. to meet with lawmakers and advocate for Wisconsin's electric cooperatives.



**Stanley Dybevik
1929-2025**



Pictured above, former congressman and speaker of the U.S. House of Representatives Paul Ryan, left, and Stan Dybevik in Washington D.C.



Pictured above, Rock Energy CEO Shane Larson, left, with Stan Dybevik when Stan received the ACE award in 2012.

In 2012, Dybevik was named recipient of the Ally of Cooperative Electrification Award (ACE), WECA's highest honor. The Wisconsin Electric Cooperative Association gives the ACE Award annually to a person who has performed beyond the routine call of duty in personal commitment and service to electric cooperatives.

Other recipients of the ACE award include Sheldon Peterson (2020), who Dybevik and the Rock Energy board hired to serve as Rock Energy's general manager when Peterson was 27 years-old, and current board director Marian Trescher, who won the award in 2022.

At the time of his retirement from the board in 2011, Rock Energy President and CEO Shane Larson said, "We're going to miss him tremendously. He cares about each and every member. He cares about this co-op very deeply and his roots run very deep. He is a man of tremendous character and one that is going to be greatly missed."

Stan is survived by his children: Tim, Julie and Maria Dybevik. Daughter-in-law, Katie Crawley, and six grandchildren. He was preceded in death by his beloved wife, Liz, his parents, his in-laws, three sisters, Eunice Breilid, Wilma Wade and Ruth Barreto, two half-sisters Lillian Tripke, Nina Demrow and brother's -in-law, Bjarne, Charles, Juan, and Nick.

Saving Energy In The Kitchen

Use the microwave oven when possible. Microwaves use much less energy than ovens.

Keep the range-top burners and reflectors clean; they will reflect the heat better, and you will save energy.

Make sure your oven is properly sealed by checking the gaskets that sit around the edges of oven doors.

Don't set your refrigerator or freezer too cold. Recommended temperatures are 35°-38°F for the fresh food compartment and 0° F for separate freezers for long-term storage.

Place the faucet lever on the kitchen sink in the cold position when using small amounts of water; placing the lever in the hot position draws hot water even though it may never reach the faucet.



ROCK ENERGY OFFICES CLOSED FOR 4th OF JULY

Rock Energy Cooperative offices will be closed on Friday, July 4, in observance of Independence Day. We will reopen at 7:30 a.m., Monday, July 7. Members can still 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 a natural gas incident, please call 866-752-4550.

Shane Larson, CEO

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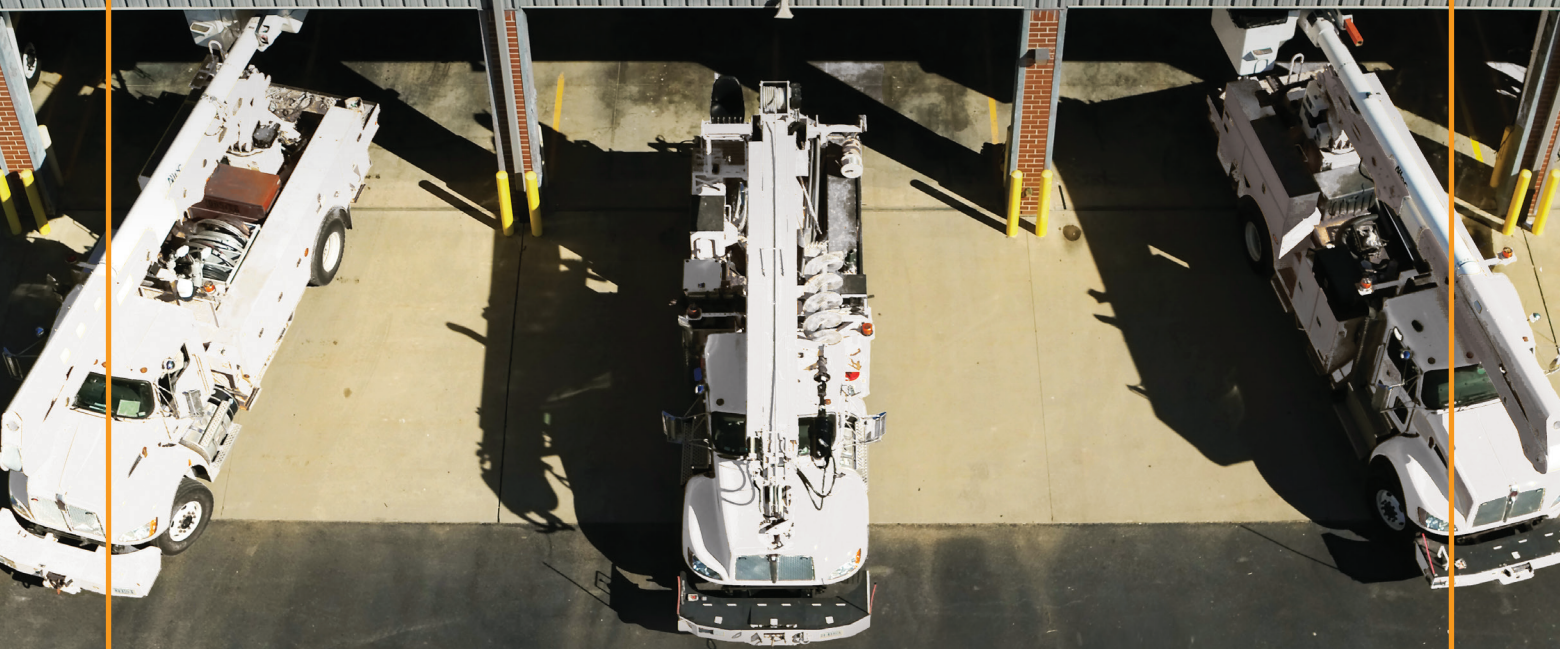
866-752-4550

Jonas Berberich, Editor



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