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

ROCK ENERGY COOPERATIVE
Empowering Members Since 1936

Always Be Prepared With A Backup Plan

We work hard to prevent outages, but sometimes when bad weather strikes, outages can happen. Like with the storms that rolled through southern Wisconsin on March 15 that brought high winds and heavy rain, causing damage and power outages for some residents in our area. That's exactly why it would be a good idea for members to take precautions BEFORE the storm hits, like installing a backup generator for instance.

While Rock Energy is always committed to providing members with reliable energy service, at times it's impossible for us to guarantee uninterrupted power at all times. Outages caused by severe storms, vehicle accidents, tree limbs, animals, equipment failure, or other problems could leave you without power for hours or, in rare cases, days. If someone in your household depends on a respirator, oxygen concentrator, ventilator, or other life-support equipment, I urge you to make sure you have an emergency backup plan.

If your health depends on power that must never be interrupted, we recommend having a battery backup or standby generator to keep the equipment operating in the event of an outage.

Alternatively, families can devise a plan so the person who relies on critical-care medical devices will have somewhere to stay until power is restored.

If you rely on electricity for any medical equipment in your home, make sure to obtain a backup source of power recommended by the manufacturer of any critical care equipment you have in your home. For example, battery backups or portable generators can provide you with the electricity you need until power is restored. Keep a full charge on battery-operated devices or have extra batteries available. Check your backup batteries periodically. Unused rechargeable batteries may need charging. Consider buying a portable battery pack that can supply hours of backup power.

Also, remember to keep your cell phone charged so you can call for help and be reached by family/friends concerned about your well-being.

Most importantly, make sure you have a plan. Talk to relatives or friends about places you can go in the event of a long-term outage.

GENERATORS

We buy insurance to protect us from various unavoidable risks. That's what a backup generator can provide to members who require electricity 24/7.

Backup generators come in a variety of sizes, so I encourage you to talk to a local electrician or generator supplier to determine how much wattage you need to run your necessities. It's important to follow all safety guidelines and have a licensed electrician install the equipment necessary to safely connect emergency generators. Otherwise, the generator's power backfeeding onto our electric lines could endanger our lineworkers' lives.

If you'd like more information about generator use, scan the QR code here.

As always, we are thankful to be your energy provider. If we can do anything to improve our service to you, please let us know.

Generator Info
SCAN CODE

Youth Conferen

The 2025 Youth Leadership Conference (YLC) was held in July at the University of Wisconsin-Stout with 78 youth from 17 electric cooperatives in attendance. YLC is a three-day, activity-filled event aimed at building leadership skills and offering attendees a solid understanding of what electric cooperatives are, and the potential career opportunities they offer. Youth who attend YLC also have the opportunity to enter WECA's essay contest for scholarship funds and run for YLC board, which opens up other state and national leadership opportunities. At this year's YLC, Rock Energy youth member Kelby Schneider was elected to the YLC Board.

This year's event featured speaker was Hunter Gillett, who was only 18 when he was critically injured in a plane crash in Chetek. The plane was piloted by his friend, 17-year-old Owen Knutson, who died in the crash. According to the National Transportation Safety Board, the nose of the airplane hit the water at a 45-degree angle after it stalled. Gillett's presentation at YLC was a message of hope and healing.

Also new this year at YLC was a well-received presentation by WECA Director of Government Relations Joe Mesec on "The Power of Advocacy." The event also featured Craig Hillier, motivational speaker and author; Ben Bella, safety & loss control manager; an etiquette dinner; and entertainment by a hypnotist.

Leadership Conference

Several Rock Energy youth members participated in this year's YLC, including:

- Austin Carey
- Liam Carey
- Kelsey Krohn
- Kelby Schneide r
- Evan Carey
- Grayson Hanna-Downey
- Lily Kuo
- Isaac Busch

Other Rock Energy members (former YLC leaders) participating were: Emma Steinke, Thomas Peters and Jayden Mosley.

Rock Energy youth member Kelby Schneider was elected to the 2025-2026 YLC Board.

Here are some comments about the conference from Rock Energy youth members:

"I had a great experience at the leadership conference. My favorite part overall was probably the different seminars that they had. I feel that this experience will definitely help me as I move forward in high school due to the fact that I was able to meet new people and make friends and connect."

- Grayson Hanna-Downey (17)
Senior at Milton HS

"My experience this year was great because of many things. I loved meeting new people from all over the state, whether it was in my district meetings, or playing volleyball at night. I also really enjoyed the keynote speakers. They brought in a man to speak about surviving a plane crash, and his story of resilience was super inspiring. "

- Kelby Schneider (15)
Homeschooled

"The best part of the Youth Leadership Conference was the variety of topics presented by the speakers. The conference helped me understand how to better communicate and work with others. The conference allows people to step outside of their comfort zone and consider different perspectives. YLC is also a great experience for people to further their understanding of what a cooperative is and other energy related topics."

- Kelsy Krohn (16)
Junior at Hononegah HS

"I had a great time at YLC. The best part for me was seeing the hypnotist show. I was able to learn skills and take advice for the future and explore careers that I did not know about. I was also able to meet new people that I would have never met before if I hadn't attended."

- Liam Carey (16)
Junior at Carmel Catholic HS

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Photos provided by WECA.

What Went Down At YLC?

Hypnotized At YLC!

Rock Energy member Emma Steinke (former YLC Leader) speaks to attendees at the 2025 conference.

Group Event Fun!

2025 YLC Attendees

ROCK ENERGY OFFICES CLOSED FOR LABOR DAY

Rock Energy Cooperative offices will be closed on Monday, Sept. 1, in observance of Labor Day. We will reopen at 7:30 a.m., Tuesday, Sept. 2. 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
P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080
866-752-4550
Jonas Berberich, Editor

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