



More Power to You

LED Lights, Project Lift Up Donation Can Help Brighten Holiday Season

Shane L. Larson,
Chief Executive Officer

As you brighten your home with colorful lights and festive decorations this holiday season, please also consider helping to brighten the lives and spirits of your less fortunate friends and neighbors.

Project Lift Up is Rock Energy's voluntary member donation program designed to help people who are struggling financially to pay their energy bills. They may be unemployed, underemployed, dealing with rising costs on a fixed income, or struggling with unplanned medical expenses. Their circumstances may be different, but their needs are the same.

You can help by enrolling in our program that allows members to round up their monthly energy bill to

the nearest dollar, add a set monthly contribution, or make a one-time donation. Just as the name implies, Project Lift Up helps give people a financial lift. In the process of giving, your spirit also will be lifted.



The donated money helps fund our Rock Cooperative Care program. Since 2010, 192 members have received almost \$47,000 in benefits. The recipients are grateful for the generosity of their friends and neighbors. Some have told us that receiving assistance paying their energy bills has helped them provide needed groceries for their families.

If you'd like to join the more than 200 members who already are enrolled in Project Lift Up, here are your options:

- Round your energy bill up to the nearest whole dollar amount. If your bill is \$83.23, you would pay \$84 and the extra 77 cents would go to Rock Cooperative Care. The most you could donate in a year is \$11.88.
- Add \$1 each month to your budget billing plan, which already is a whole dollar amount. The annual donation would be \$12.
- Add a set monthly contribution—as little as \$1—each month. A few generous members have volunteered to donate \$5 a month, and one kind soul gives \$10 each month.
- Make a one-time only donation. The amount you select will be added to your next bill.


Signing up is easy. Just fill out the form on this page and return it to Rock Energy. We'll make sure your donation goes to someone who truly needs it. If you already are participating in Project Lift Up, you can help make the holidays even brighter for others by adding a one-time donation to your generous contribution.

Whether you're new to the program or increasing your donation, we'll give you three free CFLs to help you save money on your energy bill. Thanks for your generosity.

(Continued on the following page ►)

Yes, I want to make a holiday gift to Project Lift Up and receive 3 free CFLs!

(Choose only one option.)



Round up my monthly energy bill to the nearest whole dollar.

Add \$1 each month to my budget billing plan.

Add a monthly donation of \$_____ to my energy bill. (Please enter dollar amount.)

Add a one-time donation of \$_____ to my next energy bill. (Please enter dollar amount; minimum of \$10 donation required for light bulb offer.)

I already am enrolled in Project Lift Up but want to add a one-time donation of \$_____ to my next energy bill. (Please enter dollar amount; minimum of \$10 donation required for light bulb offer.)

Name: _____

Address: _____

Phone Number: _____

E-mail Address: _____

Signature: _____

Account Number: _____ Date: _____



(Continued from page 4)

LED Lights Use Less Energy

Before you start trying to untangle that mess of holiday lights from last year, consider switching to light-emitting diode (LED) decorative lights. These long-lasting and energy-efficient lights have been used for years in vehicles to let you know when you're low on gas or need an oil change. During the past few years, prices have dropped low enough to make these bulbs cost-effective for decorative use.

LED lights cost more than typical strands of decorative lights, but you'll see immediate savings in your energy bill over the holidays, making the initial investment pay off in the long run. For more information on LED holiday lights, see the story on page 28.

Put Safety High on Your List

As you're decorating and planning holiday gatherings, remember to put safety on your to-do list. Every year during the two months surrounding the holidays,

more than 14,000 people are treated in hospital emergency rooms due to injuries related to holiday decorating, according to the U.S. Consumer Product Safety Commission.

Make sure your holiday lights are in good working order, don't overload circuits, and never use frayed or worn extension cords. If you're traditional and still decorate a real tree, remember to water the tree frequently and keep it away from heat sources, such as heat registers, fireplaces, radiators, and televisions.

Happy Holidays

Everyone at Rock Energy wishes you and your family a happy holiday season. During Member Appreciation Day in September, we took a group photo of employees, directors, and their families to serve as our holiday greeting.

From all of us at Rock Energy Cooperative, we wish you and your family a blessed holiday season. We hope this special time with family and friends is filled with joy and happiness. Thanks for allowing us to be your energy provider during the past year, and we promise to give you the same great service during 2012. ■



LEDs Use Less Energy to Light Up Holidays

Holidays are a festive time of year, with gifts, fun decorations, family visits, and lots of laughter. But they can also ring in extra energy use for heating, decorative lights, and more.

So what steps can you take to make sure the holidays don't leave a surprise "gift" on your next electric bill?

One of the most popular ways to save energy without dimming holiday cheer is switching to light-emitting diode (LED) holiday lights. Focus on Energy, Wisconsin's statewide energy-efficiency resource, lists a variety of advantages to using LED holiday lights.

- **Energy efficient:** LED holiday lights use up to 90 percent less energy than standard mini lights and up to 99 percent less energy than standard C-7 holiday lights.
- **Long-lasting:** LED lights can last up to 200,000 hours when used indoors, and some manufacturers also provide a five-year warranty.
- **Convenient:** LED holiday lights are available in 35- to 100-bulb strings in a variety of colors. If a bulb burns out, the other bulbs will stay lit so bad bulbs can easily be replaced.
- **Safe.** LED lights produce almost no radiant heat and don't have the same components that cause traditional lights to burn out or combust.



- **Sturdy.** These bulbs won't break. In fact, the casing for the diode is solid plastic so it's almost impossible to break.

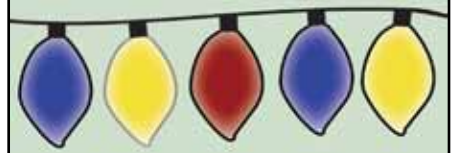
Decorative LEDs, however, cost more than strands of typical lights. But over time, the higher investment pays off. When Consumer Reports compared LEDs and incandescent holiday lights, they found LEDs use between 1 and 3 kWh of energy, compared to between 12 to 105 kWh for traditional lights. This translates into a savings of up to \$11 every year.

Compared to incandescent lights that produce light by heating a tungsten filament, LEDs are basically computer semiconductors that illuminate with the movement of electrons. And unlike incandescents, which emit a lot of waste heat, LEDs don't get particularly hot. Because they're so efficient, they convert a much higher percentage of electricity into light.

Whether or not you spend extra money to switch to LEDs, it's a good idea to turn off your holiday lights before you go to bed. Consider installing timers to reduce the amount of time your holiday lights are on.

Just 10 incandescent strands lit for 13 hours a day can easily add more than \$50 to an electric bill. It's best to limit your light displays to no more than six hours nightly.

Visit www.TogetherWeSave.com to learn more about ways to cut home energy use. ■

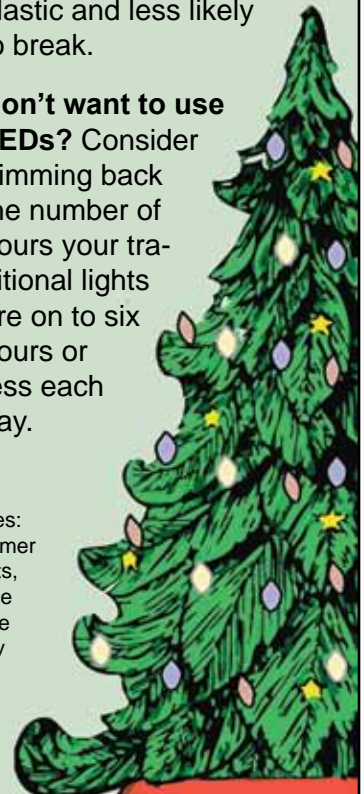


Light up holiday savings with LEDs

Decorating with lights this holiday season? Consider light-emitting diodes (LEDs). They cost more initially but last twice as long as traditional lights, and you'll recover the difference in three to four years.

- **Efficient.** LEDs use between 1 and 3 kWh of energy, compared to between 12 kWh and 105 kWh for traditional lights, saving \$11 every holiday season.
- **Durable.** LEDs last longer than incandescents. They're also made of plastic and less likely to break.
- **Don't want to use LEDs?** Consider trimming back the number of hours your traditional lights are on to six hours or less each day.

Sources:
Consumer Reports,
Alliance to Save Energy



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Scholarships Offered to High School Seniors

Rock Energy Cooperative again is offering scholarships to graduating high school seniors who enroll at an accredited school. Students whose parents or guardians are active members of REC are eligible.

Our independent 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 \$68,000 in financial aid to deserving students. Past scholarship winners have received up to \$400 to help with college expenses.

An application form must be completed by the student as well as by the student's guidance counselor. Applications are available at area high schools, online at www.rock.coop, and at our Janesville and South Beloit offices.

The deadline for returning completed applications is Jan. 15. If you have any questions, please contact Barbara Uebelacker at (866) 752-4550 or barbu@rock.coop.

Happy Holidays



Rock Energy Cooperative offices will be closed on Friday, Dec. 23, and Monday, Dec. 26, in observance of Christmas and Friday, Dec. 30, and Monday, Jan. 2, for the New Year's holiday. Members can make payments in the drop boxes at both offices throughout the holiday weekends. Even though our offices are closed, standby crews are always available 24 hours a day. If you need to report a power outage,



please call (608) 752-4550 or toll-free (866) 752-4550.



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