

ROCK ENERGY NEWS

FOR ROCK ENERGY COOPERATIVE MEMBERS

www.rock.coop

November 2011

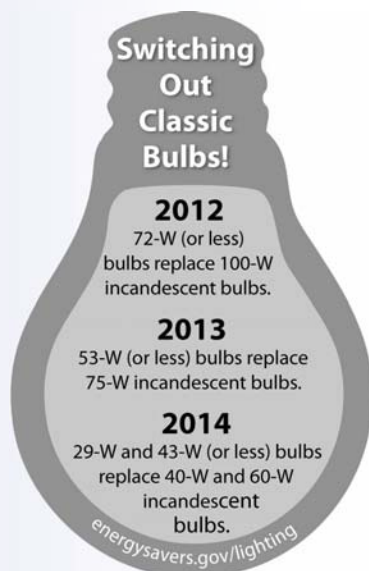
Reinventing the Light Bulb

For the first time in more than 100 years, the basic incandescent light bulb is getting a facelift.

To accommodate new energy-efficiency standards set by Congress, a new generation of incandescent light bulbs is entering the marketplace. These products boast energy savings of 25 percent and a lifespan of up to three times longer than their soon-to-be extinct predecessors.

"Up to 12 percent of a typical monthly electric bill pays for lighting, so removing energy-wasting bulbs from the market will have a big impact on America's energy use," said Erik Sorenson, a project manager with the National Electrical Manufacturers Association (NEMA).

The retooled incandescent bulbs contain a small capsule of halogen gas that surrounds the filament. That, in turn, increases efficiency and im-



proves longevity.

The bulbs are not only more energy efficient, they also retain the shape, color choices, and dimming capabilities that consumers have favored in incandescent bulbs.

Under the federal Energy Independence and Security Act of 2007, starting in 2012 light bulbs must be 28 percent more

efficient than traditional incandescent bulbs, which use 90 percent of their energy producing heat. By 2020, they must be 70 percent more efficient.

NEMA, which represents companies that make products used in the generation, transmission, distribution, control, and end use of electricity, estimates the new standards could save Americans up to \$15.8 billion per year.

The new generation of incandescent bulbs will join compact fluorescent light bulbs (CFLs) and light-emitting diodes (LEDs) as energy-efficient lighting options. CFLs and LEDs both are about 75 percent more efficient than traditional incandescents.

CFLs last about 10 times longer; LEDs about 25 times longer. But CFLs are the more economical choice at the moment. The cost of LEDs is expected to come down as the technology advances.

What Are My Lighting Options?

Starting in 2012, light bulbs must be more energy efficient.

The three most common bulb options consumers will find on store shelves are:

- Halogen incandescents**
Energy Savings:* 25 percent
Lifespan:* Three times longer
Annual Energy Cost: \$3.50
- Compact Fluorescent Lamps (CFLs)**
Energy Savings:* 75 percent
Lifespan:* 10 times longer
Annual Energy Cost: \$1.20
- Light-emitting diodes (LEDs)**
Energy Savings:* 75-80 percent
Lifespan:* 25 times longer
Annual Energy Cost: \$1

*As compared to traditional incandescent bulbs

Learn more at energysavers.gov/lighting

Happy Thanksgiving!

Rock Energy Cooperative offices will be closed on Thursday, Nov. 24, and Friday, Nov. 25, in observance of Thanksgiving. We will reopen at 7:30 a.m. Monday, Nov. 28. Members can make payments in the drop boxes at both offices throughout the holiday weekend.



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 (866) 752-4550.

Director Nomination Deadline Is Dec. 1

The deadline for Rock Energy Cooperative members to express an interest in running for the board of directors is Dec. 1.

The nominating committee will select candidates to run for these director positions that will be up for election at the March 26, 2012, annual meeting:

- District 1: Albion, Dunkirk, Fulton, and Porter townships in Wisconsin.
- District 3: Bradford, Darien, and Johnstown townships in Wisconsin.
- District 5: Clinton, Sharon, and Turtle townships in Wisconsin; Alden, Chemung, Hebron, LeRoy, Manchester, and Roscoe in Illinois.

Active members who are interested in running for a position on the REC Board of Directors must permanently reside in one of the areas up for election and meet all other qualifications. For details, call (608) 752-4550 or (866) 752-4550 or send an e-mail to questions@rock.coop by Dec. 1.

Storms Bring Co-ops Together

Four linemen from Rock Energy Cooperative spent their Labor Day weekend and much of the following week helping restore power in central Wisconsin after violent winds swept through the Adams-Columbia Electric Cooperative territory.

Steve White, Bob Dahl, Jack Slaback, and Matt Mortimer joined crews from five other co-ops to help repair damage and restore service.

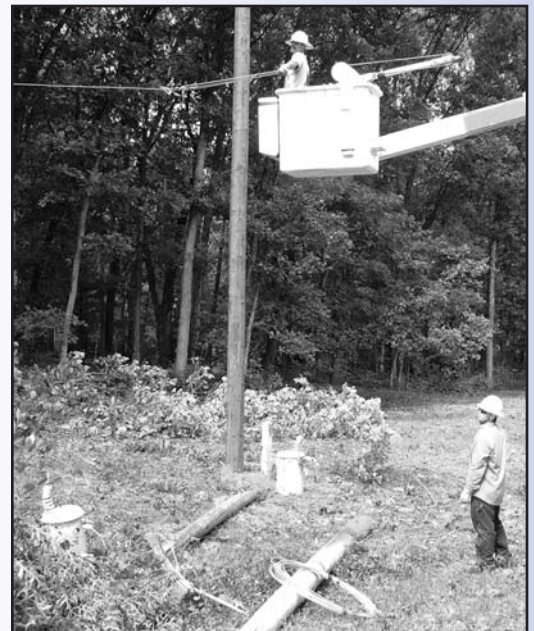
The storm initially left 11,000 Adams-Columbia members without power over a 30-by-45-mile area covering parts of seven counties.

Co-ops have a long history of assisting each other during major power outages.

In 1967, Wisconsin electric cooperatives formed ROPE, which stands for Restoration of Power in an Emergency. The program gives co-ops throughout the state access to hundreds of line personnel and the equipment necessary to restore power quickly, efficiently, and safely.

After a blizzard hit southern Wisconsin and northern Illinois on Dec. 8-9, 2009, four linemen from Scenic Rivers Energy Cooperative near Lancaster helped restore power to Rock Energy members.

ROPE is a good example of how cooperatives can help each other by working together.



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Angela's Attic, 1020 Gardner St., South Beloit – (815) 389-1679 – www.angelas-attic.com
Angela's Attic
Antiques and collectibles.

10% Discount on Purchase of \$20 or More (Cash/check only; prices not marked "Firm" or "Sale")
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Dad's & Lad's Barber Shop, 609 Blackhawk Blvd., South Beloit – (815) 389-1224
Barber shop.

\$1 Off Haircut
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CR Styles, 1691 E. Gale Drive, Beloit – (608) 361-0920 – www.crstyles.com

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**One Free Kid's Cut (per Family);
\$3 Off Any Man's/Woman's Cut**
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For a complete listing of current deals, visit www.rock.coop and click on the Co-op Connections Card. Terms and conditions are subject to change as desired by participating businesses. You also can use your card to receive a discount on prescription drugs. In September, Rock Energy members saved \$638 on their prescriptions, a 40 percent discount. Printable coupons also are available online.

Energy Assistance Available

Assistance programs for people who need help with their energy bills are now open in both Wisconsin and Illinois.

Home Energy Assistance Programs offer one-time payments that can be applied directly to an energy bill. The benefit amount depends on household size, income, and energy costs.

Weatherization programs also are offered to help improve energy efficiency and lower future bills.

Details about the programs, including eligibility guidelines, are featured in the November issues of *Wisconsin Energy Cooperative News* and *Illinois Country Living* magazines. The articles also can be found online by clicking on the Account Management section of www.rock.coop.

Applications are available at various sites throughout Rock Energy's service territory. Wisconsin members can

call (866) 432-8947 or visit www.homeenergyplus.wi.gov. In Illinois, co-op members can call (877) 411-9276 or go to www.illinoisliheap.com.

In addition, Rock Energy Cooperative provides energy assistance to low-income members through its Rock Cooperative Care program, which offers one-time grants of up to \$500. Since 2010, nearly \$47,000 has been distributed to help members pay their energy bills.

Information about the program also is included in the November co-op magazines and at www.rock.coop.

The Salvation Army office in Rockford is administering Rock Cooperative Care again this year. If you meet the eligibility requirements, call (815) 972-1135 during regular business hours and ask to schedule an appointment to apply for the Rock Cooperative Care program.

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