



J.C. Brown CEO Communication Leadership Award



Spotlight on Excellence
J.C. Brown CEO Communication Leadership Award

-Fact Sheet-

The J.C. Brown CEO Communication Leadership Award recognizes an electric cooperative or public power district chief executive officer/general manager who is committed to advancing communication at the cooperative and in the electric cooperative industry.

The award was established by the Council of Rural Electric Communicators (CREC) and the Certified Cooperative Communicator (CCC) Program Board and was first conferred in 2004. The competition falls under the Spotlight on Excellence Awards program and is administered by the CREC and CCC Program Board, with support from NRECA communication staff.

The award memorializes the late J.C. Brown and his unwavering dedication to the importance of communication as a vital link connecting electric cooperatives with each other and with their member-owners, and to advancing the cooperative business model. Individuals nominated for the J.C. Brown Award should demonstrate through their actions a clear understanding of, and commitment to, the strategic role of communication in employee, member and community relations.

The executive should have a proven track record of advancing the role of communication at his or her electric cooperative, public power district, statewide association, or generation and transmission (G&T) system. The CEO/general manager's cooperative must be a Voting Member of NRECA.

Deadline for electronic receipt of nominations at NRECA is, **October 30, 2020**. Nominations must be made online (see ***General Information and How to Enter for more information***). The award will be presented annually unless the judges conclude that no nominee adequately meets the award's criteria. Non-winning nominations from last year's competition may be resubmitted.

The J.C. Brown Award will be presented at the CEO Close-Up Conference, January 2021.

For more information, please contact **Alexis Dunnum**, via email at alexis.dunnum@nreca.coop, or by phone 703.907. 5714.

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