



LaBerge Award

for Strategic

Communications

**Congratulations
Keith Stapleton**

2019 LaBerge Award Winner

LaBerge Award for Excellence in Strategic Communication



The LaBerge Award was established in 2018 to commemorate the life and work of Justin Erick LaBerge, who served as the Senior Leadership Communications Manager for the National Rural Electric Cooperative Association. This award recognizes an electric cooperative communicator with demonstrated excellence, influence and impact in co-op communications, both as a practitioner and contributor across the network.

LaBerge Award for Excellence in Strategic Communications





Congratulations

KEITH STAPLETON



LaBerge Award for Excellence in Strategic Communications



2019 WINNER: KEITH STAPLETON



- Frequently acts as a leader amongst East Texas cooperatives in crafting messaging for the region
- Has led a wide range of communication and legislative efforts regarding deregulation of the Texas market, transmission line legislation, and countless other efforts at the state and national level
- Has positioned the Cooperative as a trustworthy source of information for members on topics like rate design, solar panels and other distributed energy resources
- Staunch advocate of the creation and maintenance of the Cooperative's strategic plan and has ensured that each strategic initiative—from reliability improvements to financial security— included a communication aspect for members and employees

LaBerge Award for Excellence in Strategic Communications

2019 WINNER: KEITH STAPLETON



- Is a past American Marketing Association-Houston Crystal Award Winner and has crafted multiple winning Spotlight and Edgar F. Chesnutt entries
- Led communications efforts following ices storms, major hurricanes, an outage-inducing caterpillar invasion, revised rate structure, and higher than normal winter bills
- Ensures that the department maintains a cohesive yet unique tone when utilizing a variety of communication mediums including their member magazine, print and radio advertisements, e-newsletter, website, social media accounts, blog and annual communication pieces

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