

The Spotlight on Excellence Awards recognizes a body of outstanding work produced by electric co-op communications and marketing professionals across Co-op Nation. Winners of the 2017 Spotlight on Excellence Awards represent leading practices across all communication platforms and position them as the best in the field through their superior accomplishments that have lasting impact, demonstrate a high level of professionalism and deliver exceptional results.

Because the system of finite scoring is used, some categories and classifications may not have a full slate of winners. Gold winners scored 90 points or more in their category and classification, while Silver winners scored at least 80 points. The Spotlight on Excellence Award is an initiative of the Council of Rural Electric Communicators and is NRECA's highest communication honor. Awards are presented for best projects and programs for the year that embody high standards of quality and achievement.

Writing Entries

1. Best News Story *(at-large category)**

Gold

Kentucky Association of Electric Cooperatives

Hire a Veteran

Joe Arnold

jarnold@KAEC.org

Silver

Texas Electric Cooperatives

It's just what you do

Chris Burrows

clohrmann@texas-ec.org

2. Best Feature Story *(at-large category)**

Gold

Texas Electric Cooperatives

Open Hearts

Chris Burrows

clohrmann@texas-ec.org

Silver

VMDAEC

Spreading Kindness, One Rock at a Time

Laura Emery

lemery@vmdaec.com

3. Best Column *(at-large category)**

Gold

Electric Cooperatives of South Carolina

Bringing light to the dark world of cancer

Mike Couick

keith.phillips@ecsc.org

Silver

VMDAEC

Viewpoint – Planting Trees

Richard G. Johnstone, Jr.

rjohnstone@vmdaec.com

4. Best External News Publication

Classification 1

Gold

Northern Electric Cooperative

Northern Electric Cooperative Connections

Ben Dunsmoor

bdunsmoor@northernelectric.coop

Silver

Whitewater Valley REMC

Powerlines

Sandy Cason

scason@wwwremc.com

Classification 2

Gold

Southwestern Electric Cooperative

The Southwestern

Joe Richardson

joe.richardson@sweci.com

Silver

Wiregrass Electric Cooperative

Alabama Living magazine

Jennifer Ward

jward@wiregrasselectric.coop

Classification 3

Gold

United Cooperative Services

PowerTalk

John Davis

johnd@united-cs.com

Silver

United Power

United Newsline

Heidi Storz & Laurel Eller

leller@unitedpower.com

Classification 4

Gold

CoServ Electric

Texas Co-op Power magazine

Oscar Martinez

omartinez@coserv.com

Silver

DEMCO

Along These Lines

David Latona

davidl@demco.org

Classification 5

Gold

Montana Electric Cooperative's Association

Rural Montana

Ryan G. Hall

ryanh@mtco-ops.com

Silver

Colorado Rural Electric Association

Colorado Country Life

Mona Neeley

mneeley@coloradocountrylife.org

5. Best Internal News Publication

Classification 1

Gold

Southern Rivers Energy

Employee Lines

Kathryn Claxton

kathryn@sivers.net

Classification 2

Gold

Suwannee Valley Electric

Watt's Up Newsletter

Jon Little

jonl@svec-coop.com

Silver

The Energy Cooperative

Licking Rural Electrification

Employee Newsletter

Andrea Kubik

akubik@theenergycoop.com

Classification 3

Gold

United Cooperative Services

United Perspective

John Davis

johnd@united-cs.com

Silver

Sam Houston Electric Cooperative

The Wire

Mary Kate Pedigo

mpedigo@samhouston.net

Classification 4

Gold

Rappahannock Electric Cooperative

Powerlines

Ann Lewis

ann.lewis@myrec.coop

Classification 5

Gold

Hoosier Energy

EnergyLines

Eric Neely

eneely@hepn.com

Silver

Texas Electric Cooperatives

Safety Watch

Tom Widlowski, Tami Knipstein, Grace Arsiaga

clohrmann@texas-ec.org

6. Best Special Publication – Small

Classification 1

Silver

Consolidated Electric Cooperative

Understanding Your Statement

Nikki Vanderkooi

nvanderkooi@consolidated.coop

Classification 2

Silver

Kauai Island Utility Cooperative

Kauai's Clean Energy Report 2017

Shelley Paik

spaik@kiuc.coop

Classification 3

Silver

Farmers Electric Cooperative

Annual Meeting Dustcover

Jim Nimmo

jnimmo@FarmersElectric.coop

Classification 4

Silver

Middle Tennessee Electric

myMTEMC Introduction Insert

Josh Clendenen

josh.clendenen@mtemc.com

Classification 5

Gold

Tri-State Generation and Transmission
Association, Inc.

2017 Education Programs Brochure

Samuel Taggart

staggart@tristategt.org

Silver

Northwest Public Power Association

Legislative Leave Behind

Brenda Dunn

brenda@nwppa.org

6. Best Special Publication – Large

Classification 1

Silver

Hancock-Wood Electric Cooperative

Economic Development Marketing and Energy Solutions

Diana Hersch

Diana@hwe.coop

Classification 2

Gold

Valley Electric Association

Digital Crossroads

Michael Hengel

mhengel@vea.coop

Silver

Co-Mo Electric Cooperative

Co-Mo Electric New Member Handbook

Ryan Cornelius

rcornelius@co-mo.coop

Classification 3

Gold

Mountain View Electric Association

MVEA Employee Guide Book

Sarah Schaefer, Erica Meyer, Megan Morse,

Nikki Ricciardi

schaefer-s@mvea.org

Classification 4

Silver

Delaware Electric Cooperative

Delaware Living 2017

Jeremy Tucker

jtucker@decoop.com

Classification 5

Gold

Northwest Public Power Association

Leadership Skills Development Series Supplemental

Course Guide

Brenda Dunn

brenda@nwppa.org

Silver

Great River Energy

Your Cooperative, Your Energy: How Electricity in Made,

Moved and Managed

Daniel Becchetti

dbecchetti@grenergy.com

7. Best Annual Report to Members

Classification 1

Silver

Garkane Energy

Colors of the Cooperative

Neal Brown

neal.brown@garkane.com

Classification 2

Gold

Mohave Electric Cooperative

2017 MEC Annual Report

Paul LaVoie

plavoie@mohaveelectric.com

Silver

Kootenai Electric Cooperative

2016 Annual Report: Your Trusted Energy Partner

Erika Neff

eneff@kec.com

Classification 3

Gold

Southern Pine Electric

2017 Southern Pine Annual Membership Meeting Report

Brock Williamson

cbwilliamson@southernpine.coop

Silver

Cass County Electric Cooperative

2016 Annual Report

Jocelyn Hovland, Peter Koepp

pkoepp@kwh.com

Classification 4

Silver (tie)

DEMCO

DEMCO's Annual Report

David Latona

davidl@demco.org

Magic Valley Electric Cooperative

80th Anniversary MVEC Annual Report

Luis Reyes

lreyes@magicvalley.coop

Classification 5

Silver

East Kentucky Power Cooperative

People Powering a Bright Future

Kevin Osbourn, Randy Bucknam

Kevin.osbourn@ekpc.coop

Digital Entries

8. Most Innovative Use of Digital Communication

Classification 1

Gold

Eau Claire Energy Cooperative

We Love Our Youth Ambassadors!

Mary Kay Brevig

mkbrevig@ecec.com

Silver

Pioneer Electric Cooperative

American Pride

Casey B. Rogers

crogers@pioneerelectric.com

Classification 2

Gold

Midwest Energy & Communications

MEC: Together Our Future Is Bright Video

Patty Nowlin

patty.nowlin@teammidwest.com

Silver

Midwest Energy & Communications

Welcom to the Neighborhood

Patty Nowlin

patty.nowlin@teammidwest.com

Classification 3

Gold

Flathead Electric

We've Got An App for That

Wendy Ostrom-Price

w.ostrom-price@flathead.coop

Silver

South Plains Electric Cooperative

80th Anniversary Employee Spotlight Series

Whitney Bryant

wbryant@spec.coop

Classification 4

Gold

Middle Tennessee Electric

unMeterd Podcast

Josh Clendenen

josh.clendenen@mtemc.com

Silver

Cobb EMC

We're Proud to Power Your Lives

Angela Croce

angela.croce@cobbemc.com

Classification 5

Gold (tie)

Iowa Association of Electric Cooperatives
Infographic Video Series, Iowa's Electric Cooperatives
Erin Campbell
ecampbell@iowarec.org

North Carolina's Electric Cooperatives

Empower Videos
Lisa Crawley
lisa.crawley@ncemcs.com

Silver

Sho-Me Power Electric Cooperative
345kV Repair
Gary Hamilton
ghamilton@shomepower.com

9. Best Use of Social Media (at-large category)*

Classification 1

Gold

Tri-County EMC
Hurricane Irma: Facebook in Crisis
Kim Broun
kimb@tri-countyemc.com

Silver

Wiregrass Electric Cooperative
Silent Heroes of the Wiregrass
Jennifer Ward
jward@wiregrasselectric.coop

10. Best Digital Storytelling

Classification 1

Silver

Pioneer Electric Cooperative
Outage Texting at PEC
Casey B. Rogers
crogers@pioneerelectric.com

Classification 2

Gold

Appalachian Electric Cooperative
From the air: a visual tour of noteworthy AEC construction projects/upgrades in 2017
Becky Burks
bburks@aecoop.org

Silver

White River Valley Electric Cooperative
When the Waters Rise
Diana Prasifka
dbradford@whiteriver.org

Classification 3

Silver

Farmers Electric Cooperative
80th Annual Meeting Video
Jim Nimmo
jnimmo@FarmersElectric.coop

Classification 4

Silver

Rappahannock Electric Cooperative
The Power of Change: F.R.O.G
Ann Lewis
ann.lewis@myrec.coop

Classification 5

Gold

Georgia EMC
EMC Engineering Career Recruitment Video
Gale Cutler
gale.cutler@georgiaemc.com

Silver

Arizona G&T Cooperatives/ Arizona Electric
Power Cooperative
The Washington Youth Tour Difference
Geoff Oldfather
goldfather@azgt.coop

Artistic/Design/Other Entries

11. Best Photo *(at-large category)**

Classification 1

Gold

Trinity Valley Electric Cooperative

Arc Demo

Don Johnson

johnsond@tvec.coop

Silver

Northfork Electric Cooperative

Facing the Storm

Matthew Swint

matt@nfecoop.com

12. Best Wild Card

Classification 1

Gold

Kosciusko REMC

More Power to Ya - Bill Insert

Jennifer Barger

jbarger@kremc.com

Silver

Clearwater Power

RTIC Mug Series

Jeff Marshall

jmarshall@clearwaterpower.com

Classification 2

Gold

Boone Electric Cooperative

Artful Bra

Rhonda Proctor

rproctor@booneelectric.com

Silver (tie)

Boone Electric Cooperative

Boone Electric 4-H Calendar

Josh Booth

jbooth@booneelectric.com

Southwestern Electric Cooperative

No Other Electric Company Gives You More Power

Joe Richardson

joe.richardson@sweci.com

Classification 3

Gold

Flathead Electric

Capturing the Allure of NW Montana

Wendy Ostrom-Price

w.ostrom-price@flathead.coop

Silver

Mountain View Electric Association

Powerful Posters - Promoting Electrical Safety Awareness

Sarah Schaefer, Erica Meyer, Megan Morse,

Nikki Ricciardi

schaefer-s@mvea.org

Classification 4

Gold

Bluebonnet Electric Cooperative

Bluebonnet's "Big B" campaign

Melissa Segrest, Joe Stafford, Sarah Beal, Lisa Ogle

melissa.segrest@bluebonnet.coop

Silver

Bluebonnet Electric Cooperative

2018 wall calendar "Our Fields and Farms"

Melissa Segrest, Joe Stafford, Sarah Beal, Lisa Ogle

melissa.segrest@bluebonnet.coop

Classification 5

Gold

PowerSouth Energy Cooperative

2018-19 Media Planner

Christi Scruggs

christi.scruggs@powersouth.com

Silver

Basin Electric Power Cooperative

Pathfinders: Coal and the future of energy

Tracie Bettenhausen, Nichole Rohrich

tbettenhausen@bepc.com

13. Best Graphic Design

Classification 1

Gold

The Victory Electric Cooperative Association

From the wickedest town in the west, the baddest linemen
are put to the test

Jerri Ann Imgarten

jerri@victoryelectric.net

Silver (tie)

Clearwater Power

80th Anniversary Logo

Jeff Marshall

jmarshall@clearwaterpower.com

The Victory Electric Cooperative Association

2017 Dodge City Days T-shirt Design

Jerri Ann Imgarten

jerri@victoryelectric.net

Classification 2

Gold

Central Electric Cooperative

Safety Stand Down Day T-Shirt Design

Renee Tritten, Natalie Russell

rtritten@central.coop

Silver (tie)

Joe Wheeler EMC

Past, Present, Future

Michael Cornelison

mcornelison@jwemc.org

Valley Electric Association

Neon Broadband Campaign

Michael Hengel

mhengel@vea.coop

Classification 3

Gold

Carroll EMC

Lineman Trailer Wrap

Kelly Hester

kelly.hester@carrollemc.com

Silver

Farmers Electric Cooperative

360 Green banner

Jim Nimmo

jnimmo@FarmersElectric.coop

Classification 4

Gold

Bluebonnet Electric Cooperative

The Rhones' Roots

Joe Stafford

Joe.stafford@bluebonnet.coop

Silver

Rappahannock Electric Cooperative

Green Together – Electric Vehicle Wrap

Ann Lewis

ann.lewis@myrec.coop

Classification 5

Gold

Texas Electric Cooperatives

10 Reasons to Apply for Youth Tour

Andy Doughty, Jane Sharpe, Suzanne Featherston

clohrmann@texas-ec.org

Silver

Tri-State Generation and Transmission
Association, Inc.

Electric Car Wrap

Samuel Taggart

staggart@tristategt.org

14. Best Individual Ad

Classification 1

Gold

Clearwater Power

SmartHub: Fingertips

Jeff Marshall

jmarshall@clearwaterpower.com

Silver (tie)

Garkane Energy Cooperative

Restoring Power When You Need It The Most

Neal Brown

neal.brown@garkane.com

Rock Energy Cooperative

Even Rusty Should Call 811 Before Digging!

Barbara Uebelacker

barbu@rock.coop

Classification 2

Silver

Crow Wing Power

Co-op Connections Card TV commercial

Char Kinzer

kinzer@cwpower.com

Classification 3

Silver

Farmers Electric Cooperative

Green Friday ad

Jim Nimmo

jnimmo@FarmersElectric.coop

Classification 4

Gold

Delaware Electric Cooperative

Capital Credits Spot

Jeremy Tucker

jtucker@decoop.com

Silver (tie)

CoServ Electric

Top 5 Reasons To Apply For The Youth Leadership Tour

Phyllis Thomas

omartinez@coserv.com

Berkeley Electric Cooperative

Cooperative Connections :30 Radio

Micah Ponce

micahp@bec.coop

Classification 5

Gold

Georgia Transmission Corporation

Power for "AHA" MOMENTS

Terry Buttrill

terry.buttrill@gatrans.com

Silver

Cooperative Energy

Be Aware, Everywhere Public Safety Television Commercial

Amy Griffin

agriffin@cooperativeenergy.com

15. Best Event

Classification 1

Gold

Central Electric Cooperative, Inc.

Solar Informational Workshops

Courtney Deinert

courtneyd@centralec.coop

Silver

Grayson RECC

Camp Co-op

Julie Lewis

julie.lewis@graysonrecc.com

Classification 2

Gold

Poudre Valley REA

PVREA 2017 Annual Meeting

Amy Blunck, Jessica Johnson, David White

ablunck@pvrea.com

Silver

TCEC

Pumpkins in the Park

Juliann Graham

jgraham@tcec.coop

Classification 3

Gold

Mountain View Electric Association

Brews, Brats & Kilowatts: An Inspired Member

Engagement Event

Sarah Schaefer, Erica Meyer, Megan Morse,

Nikki Ricciardi

schaefer-s@mvea.org

Silver

Singing River Electric Cooperative

Greene County Energy Fair

Lorri Freeman, Amanda Parker

aparker@singingriver.com

Classification 4

Gold

GreyStone Power Corporation

Celebrating a Decade of Savings

Amanda Busby

amanda.busby@greystonepower.com

Silver

Magic Valley Electric Cooperative

MVEC's 80th Anniversary

Luis Reyes

lreyes@magicvalley.coop

Classification 5

Gold

Basin Electric Power Cooperative

2017 Basin Electric Annual Meeting

Lindsey DeKrey

ldekrey@bepc.com

Silver

Central Electric Power Cooperative

Energy in Today's Classroom

Nancy Gibler

ngibler@cepc.net

** An at-large category is judged without consideration to the size of the cooperative.*

J.C. Brown CEO Communication Leadership Award

The J.C. Brown award memorializes the late J.C. Brown, who – as editor and publisher of NRECA's RE Magazine – is best remembered for his dedication to communication as a vital link connecting electric cooperatives with each other as well as with their consumer-owners. The panel of five judges consisted of communication and management experts in academia, business and industry, including electric co-ops. Although it is part of the Spotlight on Excellence Awards Program, the award was presented at the yearly national conference for co-op CEOs sponsored by the National Rural Electric Cooperative Association (NRECA).

2018 Winner - Patrick O'Laughlin, CEO

Ohio's Electric Cooperatives

Columbus, OH

Featured Entry

16. Best Total Communication Program

Classification 1

Gold

Lorain-Medina Rural Electric Cooperative

Lorain-Medina REC OurSolar campaign

Brian Barr

bbarr@fesco-oh.org

Silver

Hill County Electric Cooperative

Your Local Expert – HCE's Master Electrician

Mary Ward

mward@itstriangle.net

Classification 2

Gold (tie)

Valley Electric Association

Be Mine

Mellissa Sena

mhengel@vea.coop

TCEC

Co-op Connections Campaign

JuliAnn Graham

jgraham@tcec.coop

Silver

Poudre Valley REA

myLocal Solar Program

Amy Blunck

ablunck@pvrea.com

Classification 3

Gold

Blue Ridge Energy

Community Solar Sellout

Renee Whitener

rwhitener@blueridgeenergy.com

Silver

Choptank Electric Cooperative

SmartHub Campaign 2017

Deborah Rementer

debbier@choptankelectric.coop

Classification 4

Gold

CoServ Electric

80 for 80

Oscar Martinez

omartinez@coserv.com

Silver

Magic Valley Electric Cooperative

80th Anniversary Celebration

Luis Reyes

lreyes@magicvalley.coop

Classification 5

Gold

Wabash Valley Power

Co-op Solar: Here Comes the Sun

Lisa Richardson, Kara Baker, Austin Arceo

k_baker@wvpa.com

Silver (tie)

East River Electric Power Cooperative

Powering Your Safety

Shayla Ebsen

sebsen@eastriver.coop

PowerSouth Energy Cooperative

Empower Energy Education Workshop

Christi Scruggs

christi.scruggs@powersouth.com

The Edgar F. Chesnutt Award Winner will be announced at Connect '18
in the Opening General Session