



Northwest Public Power Association

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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2009 NWPPA Excellence in Communication Award Winners

VANCOUVER, WA. – The Northwest Public Power Association (NWPPA) presented their Excellence in Communication awards at its annual Northwest Innovations Conference on September 22, 2009, at the Eagle Crest Resort in Redmond, Ore.

Now in its 16th year, the Excellence in Communication contest recognizes the top communication efforts from member utilities from all around NWPPA's service territory, which includes eight western states and two Canadian provinces.

This year NWPPA received 189 entries (nearly 50 more than in 2008) from 43 member utilities. Categories are broken up into four groups: Group A utilities having the smallest number of customers and Group D having the largest.

In addition to the Excellence in Communication awards, NWPPA presented the 2009 Tom Hougan Award for the best overall communication effort of the year. The judges selected Montana State's Glacier Electric Cooperative to receive this year's award. This was the first year that a Group A utility or a Montana utility won the prestigious award. Virginia Harman, Glacier's manager of Communications, accepted the award for her utility.



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2009 Excellence in Communication Awards Winners

Annual Report

Group A	1 st place:	Copper Valley Electric Association
	2 nd place:	Lincoln Electric Cooperative
	3 rd place:	Glacier Electric Cooperative
Group B	1 st place:	Salem Electric
	2 nd place:	Kootenai Electric Cooperative
	3 rd place:	Emerald PUD
Group C	1 st place:	Benton PUD
	2 nd place:	Idaho Falls Power
	3 rd place:	Chelan County PUD
Group D	1 st place:	Sacramento Municipal Utility District
	2 nd place:	Tacoma Power
	3 rd place:	Turlock Irrigation District

Newsletter

Group A	1 st place:	Glacier Electric Cooperative (<i>Rural Montana section</i>)
	2 nd place:	Lincoln Electric Cooperative, Inc. (<i>Rural Montana section</i>)
	3 rd place tie:	Glacier Electric Cooperative (<i>Plugged In</i>) Pend Oreille PUD (<i>People & Power</i>)
Group B	1 st place:	Skagit PUD (<i>Pipeline</i>)
	2 nd place:	Emerald PUD (<i>PowerLines</i>)
	3 rd place tie:	Columbia River PUD (<i>Power Lines</i>) Columbia River PUD (<i>Power Lines – online version</i>)
Group C	1 st place:	Flathead Electric Cooperative (<i>Light Reading</i>)
	2 nd place:	Peninsula Light Co. (<i>Lights</i>)
	3 rd place tie:	Benton PUD (<i>Between the Lines</i>) PUD #1 of Clallam County (<i>The Clallam Hotline</i>)
Group D	1 st place:	Snohomish County PUD #1 (<i>Current</i>)
	2 nd place:	Tacoma Power (<i>Utilities & You – external newsletter</i>)
	3 rd place:	EWEB (<i>Pipeline</i>)

Media/Ad Campaign

Group A	1 st place:	Clatskanie PUD (Energy-efficiency programs)
	2 nd place:	Clearwater Power Company (Youth Rally 2008)
	3 rd place:	Fergus Electric Cooperative (Fergus newspaper ad)
Group B	1 st place:	Kootenai Electric Cooperative (Marathon water heater giveaway)
	2 nd place:	Columbia River PUD (Storm restoration campaign)
	3 rd place:	Salem Electric (Renewable energy project dedication)
Group C	1 st place:	Golden Valley Electric Association (U Can Save campaign)
	2 nd place tie:	Golden Valley Electric Association (Energy Crisis in the Interior campaign)
	3 rd place:	Peninsula Light Co. (Think inside the Box campaign)
Group D	1 st place:	Benton PUD (BPA rate credit campaign)
	2 nd place:	Snohomish County PUD #1 (Be a Conservation Sensation)
	3 rd place:	Sacramento Municipal Utility District (Save Today ...) Clark Public Utilities (Power to Save campaign)



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Pamphlet or Brochure

- Group A** 1st place: **City of Healdsburg Electric Utility Department** (Energy rebate harvest brochure)
2nd place: **Hill County Electric Cooperative** (Saving Energy pamphlet)
3rd place: **Vera Water & Power** (The Centennial 1908-2008)
- Group B** 1st place: **Midstate Electric Cooperative** (Operation Round Up pamphlet)
2nd place: **Midstate Electric Cooperative** (Electrical safety pamphlet)
3rd place: **Lassen Municipal Utility District** (Smart Built Homes pamphlet)
- Group C** 1st place: **Chelan County PUD** (Nez Perce portraits brochure)
2nd place: **Benton PUD** (Payment options brochure)
3rd place: **Idaho Falls Power** (Switch to Efficiency brochure)
- Group D** 1st place: **Seattle City Light** (DIY home energy audit brochure)
2nd place tie: **EWEB** (Bountiful McKenzie Hydroelectric Project brochure)
Seattle City Light (Lighting brochure)
3rd place tie: **Energy Northwest** (Uranium pellet handout)
Springfield Utility Board (Tree tips pamphlet)

Web Site

- Group A** 1st place: **Hill County Electric Cooperative** (www.hilcountyelectri.coop)
2nd place: **City of Healdsburg Electric Utility Department**
(www.ci.healdsburg.ca.us)
3rd place: **Copper Valley Electric Association** (www.cvea.org)
- Group B** 1st place: **Kootenai Electric Cooperative** (www.kec.com)
No second or third place awards
- Group C** 1st place: **Peninsula Light Co.** (www.penlight.com)
2nd place: **Chelan County PUD** (www.chelanpud.org)
3rd place: **Flathead Electric Cooperative** (www.flatheadelectric.com)
- Group D** 1st place: **Tacoma Power** (mytpu.org)
2nd place: **Clark Public Utilities** (www.clarkpublicutilities.com)
3rd place: **EWEB** (www.eweb.org)

Photography

- Group A** 1st place: **Glacier Electric Cooperative** (Attaching damper to wire)
2nd place: **Clatskanie PUD** (Snowy fallen tree)
3rd place tie: **Big Flat Electric Cooperative** (Pole changeout)
Columbia REA (Touchstone hot air balloon)
- Group B** 1st place: **Salem Electric** (Linecrew in storm)
2nd place tie: **Emerald PUD** (Bucket trucks with clouds)
Salem Electric (Bring Your Kids to Work day)
3rd place: **Emerald PUD** (Bucket truck with three workers)
- Group C** 1st place: **Flathead Electric Cooperative** (Bucket truck demo)
2nd place: **Chelan County PUD** (Lineman Rodeo flag ceremony)
3rd place: **Benton PUD** (Safety demonstration)
- Group D** 1st place: **Clark Public Utilities** (Bucket trucks with linemen)
2nd place: **Clark Public Utilities** (Whiteout)
3rd place: **Energy Northwest** (Man with turbines in background)



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Wild Card

Group A

1st place: **Clearwater Power Company** (Annual Meeting DVD)
2nd place: **Hill County Electric Cooperative** (Energy-efficiency kit)
3rd place tie: **Columbia REA** (Informational packet)
Glacier Electric Cooperative (2009 calendar)

Group B

1st place: **Alaska Electric Light & Power** (Reconnecting Juneau website)
2nd place: **Franklin PUD** (Green environment folder)
3rd place tie: **Midstate Electric Cooperative** (Member information packet)
Midstate Electric Cooperative (2009 calendar)

Group C

1st place: **Oregon Trail Electric Cooperative** (www.youtube.com/otecc)
2nd place tie: **Golden Valley Electric Association** (Make the SNAP Decision)
Oregon Trail Electric Cooperative (OTEC radio)
3rd place tie: **PUD #1 of Clallam County** (Summer of Savings campaign)
Flathead Electric Cooperative (What's Going on Radio Show)

Group D

1st place: **Snohomish County PUD #1** (Slips, Trips, and Falls campaign)
2nd place tie: **Clark Public Utilities** (Home & Garden insert)
Energy Northwest (2009 calendar)
3rd place tie: **Clark Public Utilities** (Screenshots from lobby display)
EWEB (Interpretive signs)

2009 Tom Hougan award: Glacier Electric Cooperative

About NWPPA: NWPPA is an international association representing and serving customer-owned, locally controlled utilities in the Western U.S. and Canada. The Association also serves more than 250 associate members across the U.S. and Canada who are allied with the electric utility industry. Visit the NWPPA Web site at www.nwppa.org for more information.