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FOR IMMEDIATE RELEASE
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NWPPA honors SVP's Owens with 2015 Lacy Peoples Award

Vancouver, Wash. – The Northwest Public Power Association's (NWPPA) 2015 Northwest Communications & Energy Innovations Planning Committee has selected Silicon Valley Power's Larry Owens as this year's winner of the Lacy Peoples Award for his lifetime commitment to the public power industry and remarkable work in the areas of marketing and communication. The award was presented to Owens on Tuesday, September 15, at NWPPA's Northwest Communications & Energy Innovations Conference (NIC) awards banquet Harveys in Lake Tahoe, Nev.

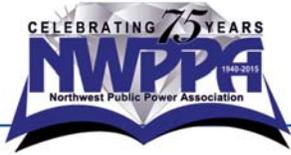
"Larry has led our MarComm team in both reactive and proactive communications and branding campaigns that have had significant measureable success. He has guided the MarComm team in developing customer-centric strategies and programs that have gained the support of customers and earned recognition from municipal utilities organizations," said Tom Mertens. "He is one of the most effective, positive, and team-oriented executives with whom I have worked."

Owens has over 20 years of experience in the utility world. In 1993, he took a position as energy conservation specialist at Silicon Valley Power in Santa Clara, Calif., and he has not left. Today he is manager of Customer Services and Marketing there, overseeing the marketing communications, key customer services, energy-efficiency, and renewable energy programs, dark fiber leasing, as well as the development of online information products and services for customers.

First given to Lacy Peoples of Cowlitz PUD at the Consumer Services/Communications Conference in 1978, the award is now presented to recipients at the annual Northwest Communications & Energy Innovations Conference. Current or former employees of NWPPA member utilities are eligible to receive this award. The Conference Planning Committee selects recipients based on accomplishments through at least 10 years of marketing and communication experience; at least 20 years of service to the industry; and promotion of public power through efforts such as community service and energy efficiency.



(L-R) Larry Owens received the 2015 Lacy Peoples Award from 2015 NIC Chair Joel Myer.



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Recent Lacy Peoples Award winners include Teresa Lackey of Midstate Electric Cooperative (2014), Phil Steyer of Chugach Electric Association (2012), and Julee Cunningham of Snohomish County PUD (2011).

***About NWPPA:** NWPPA is an international not-for-profit trade association representing and serving nearly 150 customer-owned, locally controlled utilities in the Western U.S. and Canada. The Association also serves approximately 300 associate members across the U.S. and Canada who are allied with the electric utility industry. Visit www.nwppa.org, follow us on [Twitter](#), and like us on [Facebook](#) for more information.*