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**FOR IMMEDIATE RELEASE**  
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**(360) 816-1453**

## **NWPPA announces 2016 Excellence in Communication recipients**



*The 2016 Excellence in Communication winners at Tuesday evening's camping-themed awards banquet.*

**Vancouver, Wash.** – Now in its 23<sup>rd</sup> year, the Excellence in Communication contest recognizes the top communication efforts from Northwest Public Power Association (NWPPA) member utilities and associations. NWPPA presented the 2016 Excellence in Communication awards at its Northwest Communications & Energy Innovations Conference (NIC) awards banquet at the DoubleTree Hotel in Missoula, Mont., on Tuesday, September 13.

This year, NWPPA received a record-breaking 204 entries from 37 different utility and association members. In comparison, NWPPA received 176 entries from the same amount of members last year.

“I am super excited that this was the year that everyone kicked it up and sent in the most entries ever in the history of this communication contest,” said 2016 NIC Chair Julee Cunningham of Snohomish County PUD in Everett, Wash. “I would like to personally thank the NWPPA members who participated – their participation is what makes this annual contest the highly regarded event that it has become.”

Categories are broken up into four groups: Group A utilities having the smallest number of customers and Group D having the largest. Nine local marketing and communication



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professionals volunteered their time to judge the entries. A complete list of the first-, second-, and third-place winners can be found at the end of this release.

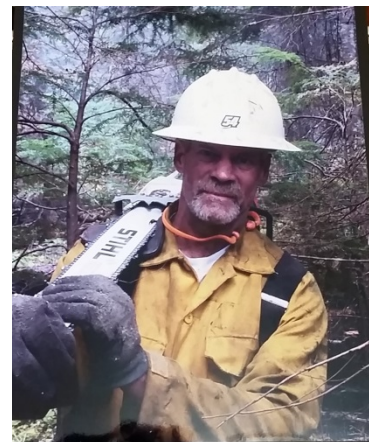
In addition to the Excellence in Communication awards, NWPPA presented the 2016 Tom Hougan Award for the best overall communication effort to Clearwater Power Company (Lewiston, Idaho). Clearwater received an impressive average of 45.4 points out of 50 possible, which includes their four first-place awards (Advertising Campaign, Special Publication, Internal Communication, and Wild Card), their second-place award (Photography), and their third-place award (Annual Report). Clearwater Power Company Marketing Communications Specialist Jeff Marshall accepted the award on the utility's behalf at the banquet.

A fun new award that NWPPA also presented at the awards banquet was the inaugural People's Choice Award in photography. Attendees viewed all of the photography submissions at Sunday night's opening reception and voted on their one favorite photo. Pend Oreille PUD (Newport, Wash.) won the award with its photo of Dick Shaw in the field. The same photo also won a first-place Excellence in Communication award in photography in Category A earlier in the evening.

The 2017 Excellence in Communication awards will be presented on September 19, 2017, at the Embassy Suites in Sacramento, Calif.



*(L-R) NIC Chair Julie Cunningham presents the 2016 Tom Hougan Award to Jeff Marshall on behalf of Clearwater Power Company.*



*Pend Oreille PUD's photo of Dick Shaw won the inaugural People's Choice Award.*

**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](http://www.nwppa.org), follow us on [Twitter](#), and like us on [Facebook](#) for more information.



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## 2016 Excellence in Communication Award Winners

### Annual Report

<b>Group A</b>	1 <sup>st</sup> place:	<b>Clatskanie PUD</b>
	2 <sup>nd</sup> place:	<b>Pend Oreille PUD</b>
	3 <sup>rd</sup> place:	<b>Clearwater Power Co.</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>*Salem Electric</b>
	2 <sup>nd</sup> place:	<b>Kootenai Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Columbia River PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Roseville Electric Utility</b>
	2 <sup>nd</sup> place:	<b>Idaho Falls Power</b>
	3 <sup>rd</sup> place:	<b>Mason County PUD No. 3</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>*Energy Northwest</b>
	2 <sup>nd</sup> place:	<b>Tacoma Public Utilities</b>
	3 <sup>rd</sup> place:	<b>Snohomish County PUD</b>

### Newsletter

<b>Group A</b>	1 <sup>st</sup> place:	<b>Fergus Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Mason County PUD No. 1</b>
	3 <sup>rd</sup> place:	<b>Pend Oreille PUD</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Emerald PUD</b>
	2 <sup>nd</sup> place:	<b>Homer Electric Association</b>
	3 <sup>rd</sup> place:	<b>Columbia River PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Peninsula Light Co.</b>
	2 <sup>nd</sup> place:	<b>Flathead Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Silicon Valley Power</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Eugene Water &amp; Electric Board</b>
	2 <sup>nd</sup> place:	<b>Energy Northwest</b>
	3 <sup>rd</sup> place:	<b>Clark Public Utilities</b>

### Advertising Campaign

<b>Group A</b>	1 <sup>st</sup> place:	<b>Clearwater Power Co.</b>
	2 <sup>nd</sup> place:	<b>Mason County PUD No. 1</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Alaska Electric Light and Power</b>
	2 <sup>nd</sup> place:	<b>Okanogan County PUD</b>
	3 <sup>rd</sup> place:	<b>None</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Chelan County PUD</b>
	2 <sup>nd</sup> place:	<b>Benton PUD</b>
	3 <sup>rd</sup> place:	<b>Peninsula Light Co.</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Tacoma Public Utilities</b>
	2 <sup>nd</sup> place:	<b>Clark Public Utilities</b>
	3 <sup>rd</sup> place:	<b>Snohomish County PUD</b>

### Special Publication

<b>Group A</b>	1 <sup>st</sup> place:	<b>Clearwater Power Co.</b>
	2 <sup>nd</sup> place:	<b>Pend Oreille PUD</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>*Emerald PUD</b>
	2 <sup>nd</sup> place:	<b>Salem Electric</b>



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<b>Group C</b>	3 <sup>rd</sup> place:	<b>Kootenai Electric Cooperative</b>
	1 <sup>st</sup> place:	<b>*Chelan County PUD</b>
	2 <sup>nd</sup> place:	<b>Idaho Falls Power</b>
<b>Group D</b>	3 <sup>rd</sup> place:	<b>Mason PUD No. 3</b>
	1 <sup>st</sup> place:	<b>*Snohomish County PUD</b>
	2 <sup>nd</sup> place:	<b>Tacoma Public Utilities</b>
	3 <sup>rd</sup> place:	<b>Clark Public Utilities</b>

#### **Internal Communication**

<b>Group A</b>	1 <sup>st</sup> place:	<b>Clearwater Power Co.</b>
	2 <sup>nd</sup> place:	<b>Mason County PUD No. 1</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Salem Electric</b>
	2 <sup>nd</sup> place:	<b>Oregon Trail Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Columbia River PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>*Chelan County PUD</b>
	2 <sup>nd</sup> place:	<b>Grays Harbor PUD</b>
	3 <sup>rd</sup> place:	<b>Matanuska Electric Association</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Clark Public Utilities</b>
	2 <sup>nd</sup> place:	<b>Tacoma Public Utilities</b>
	3 <sup>rd</sup> place:	<b>Snohomish County PUD</b>

#### **Website**

<b>Group A</b>	1 <sup>st</sup> place:	<b>Ravalli Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Mason County PUD No. 1</b>
	3 <sup>rd</sup> place:	<b>None</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Emerald PUD</b>
	2 <sup>nd</sup> place:	<b>Oregon Trail Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Columbia River PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Mason County PUD No. 3</b>
	2 <sup>nd</sup> place:	<b>Matanuska Electric Assoc.</b>
	3 <sup>rd</sup> place:	<b>Clallam County PUD</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Clark Public Utilities</b>
	2 <sup>nd</sup> place:	<b>Snohomish County PUD</b>
	3 <sup>rd</sup> place:	<b>None</b>

#### **Social Media**

<b>Group A</b>	1 <sup>st</sup> place:	<b>Columbia REA</b>
	2 <sup>nd</sup> place:	<b>Ravalli Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Mason County PUD No. 1</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Oregon Trail Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Lassen Municipal Utility District</b>
	3 <sup>rd</sup> place:	<b>Emerald PUD</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Chelan County PUD</b>
	2 <sup>nd</sup> place:	<b>Matanuska Electric Association</b>
	3 <sup>rd</sup> place:	<b>Mason County PUD No. 3</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Snohomish County PUD</b>
	2 <sup>nd</sup> place:	<b>Bonneville Power Administration</b>
	3 <sup>rd</sup> place:	<b>Energy Northwest</b>



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### **Photography**

<b>Group A</b>	1 <sup>st</sup> place:	<b>Pend Oreille PUD</b>
	2 <sup>nd</sup> place:	<b>Clearwater Power Co.</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1 <sup>st</sup> place:	<b>Kootenai Electric Cooperative</b>
	2 <sup>nd</sup> place:	<b>Columbia River PUD</b>
	3 <sup>rd</sup> place:	<b>Oregon Trail Electric Cooperative</b>
<b>Group C</b>	1 <sup>st</sup> place:	<b>Mason County PUD No. 3</b>
	2 <sup>nd</sup> place:	<b>Flathead Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Roseville Electric Cooperative</b>
<b>Group D</b>	1 <sup>st</sup> place:	<b>Energy Northwest</b>
	2 <sup>nd</sup> place:	<b>Snohomish County PUD</b>
	3 <sup>rd</sup> place:	<b>None</b>

### **Wild Card**

<b>Group A</b>	1st place:	<b>Clearwater Power Co.</b>
	2nd place:	<b>Fergus Electric Cooperative</b>
	3 <sup>rd</sup> place:	<b>Columbia REA</b>
<b>Group B</b>	1st place:	<b>*Richland Energy Services</b>
	2nd place:	<b>Lassen Municipal Utility District</b>
	3rd place:	<b>Columbia River PUD</b>
<b>Group C</b>	1st place:	<b>*Chelan County PUD</b>
	2nd place:	<b>Peninsula Light Co.</b>
	3rd place:	<b>Flathead Electric Cooperative</b>
<b>Group D</b>	1st place:	<b>*Clark Public Utilities</b>
	2nd place:	<b>Bonneville Power Administration</b>
	3rd place:	<b>Tacoma Public Utilities</b>

*\* Denotes a perfect score of 50 out of 50.*