

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Brenda Dunn (brenda@nwppa.org)

September 21, 2018

(360) 816-1453

NWPPA Honors Bob Pierce with 2018 Jim Brands Award

Vancouver, Wash. – The Northwest Public Power Association’s 2018 Northwest Communications & Energy Innovations Conference (NIC) Planning Committee has selected Clearwater Power Company’s Bob Pierce as this year’s recipient of the Jim Brands Award for his lifetime commitment to the public power industry and remarkable work in the areas of energy efficiency. The award was presented to Pierce on Tuesday, September 18, at NWPPA’s NIC awards banquet at the Coeur d’Alene Resort in Idaho.

Pierce has 25 years in energy efficiency and the utility industry, having started his career in 1993 as manager of Member Services at Clearwater Power in Lewiston, Idaho, the position he still holds today.

“Bob believes that change comes from knowledge. Providing a reliable, non-biased source of information of how energy is used (and saved) has been his guiding principle for over 25 years,” said Clearwater Power Communications Specialist Jeff Marshall. “As manager of Member Services, Bob has made a lasting impression on customers and on the culture of Clearwater Power. He makes himself available to any and all member questions from industrial investments to residential high-bill concerns. His understanding of people and the importance of communication has made him an effective leader in energy efficiency.”

Pierce’s passion for energy-efficiency began in his early days at Clearwater when he spearheaded the co-op’s Energy Store. He envisioned an environment where consumers could come enter a pressure-free environment to learn about anything from lighting to surge protection.

He was also responsible for creating the Conservation and Efficiency Department at Clearwater Power and hired a full-time technician to implement BPA’s Energy Conservation Agreement to his members.



2018 NIC Chair Sarah Johnson and Jim Brands Award recipient Bob Pierce.

However, Pierce's most lasting impression is most certainly his monthly "Ask Bob" articles in the *Ruralite* magazine. Each month, he pens a short original article in Clearwater Power's member magazine. Each article addresses a specific question from members, with the vast majority focusing on energy. Dating back to 1995, Pierce has written hundreds of columns which not only provide practical energy information but also helps foster a more open relationship between the co-op and its members.

This annual award honors Jim Brands and his 35-year career in the electric utility and energy efficiency industries. Brands, a previous employee of NWPPA and longtime friend to the public power industry, passed away in 2014 from cancer at the age of 61. Current or former employees of NWPPA member utilities are eligible to receive this award. The NIC Planning Committee selects recipients based on accomplishments through at least 10 years of energy efficiency experience, at least 20 years of service to the industry, and promotion of public power through efforts such as community service.

Columbia River PUD's Tim Lammers, Idaho Falls Power's Van Ashton, and Ravalli Electric Cooperative's Jim Maunder were the first recipients of the award in 2015, 2016, and 2017 respectively.

About NWPPA: NWPPA is an international not-for-profit trade association representing and serving over 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.