

NEWS RELEASE

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NWPPA Honors Joel Myer with 2018 Lacy Peoples Award

Vancouver, Wash. – The Northwest Public Power Association’s 2018 Northwest Communications & Energy Innovations Conference (NIC) Planning Committee has selected Mason County PUD No. 3’s Joel Myer 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 Myer on Tuesday, September 18, at NWPPA’s NIC awards banquet at the Coeur d’Alene Resort in Idaho.

“Receiving this honor was a huge surprise, and extremely humbling,” said Myer. “I get a chance to work every day with some of the most amazing communicators in the industry and that is truly a reward unto itself. Thank you to NWPPA and my colleagues for this recognition.”

Myer is the public information and government relations manager at Mason 3, where he has worked since January 14, 2002. He is the face and the voice of the PUD; he is featured in many videos made in-house and his radio voice has served for years as the PUD’s on-hold music.

“Joel has built an amazing relationship with the local media,” said PUD 3 General Manager Annette Creeksaun. “The trust in him as a person reflects well on our PUD when media coverage is necessary.”

Myer also pioneered the use of social media at the PUD and has turned it into an extremely successful tool for customer communication. All customer-facing communications are run through him, and he is the key person for developing communication strategies when a crisis strikes.



2018 NIC Chair Sarah Johnson and Lacy Peoples Award recipient Joel Myer.

He is possibly best known for his daily Energy News Digest, which he has been publishing since 2007. He has subscribers with an interest in the energy industry all over the Northwest and beyond.

He is a long-time board member of the Economic Development Council in Mason County and a very active Chamber member.

Prior to his current employment, he worked for nine years at the City of Shelton as special projects coordinator. From 1980 to 1991, he was news director at KMAS Radio in Shelton. He is a 1991 graduate of The Evergreen State College, where his focus of study was economics. In 1992, he served a three-month term as an appointed Mason County commissioner. As far as it is known, he still holds the record for the shortest term for a county commissioner in Washington state. He has been teaching himself to play the ukulele since 2003.

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 NIC. 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 marketing and communication experience; at least 20 years of service to the industry; and promotion of public power through efforts such as community service.

Recent Lacy Peoples Award winners include Curtis Condon of Ruralite Services (2017), Barbara Johnson of Tillamook PUD (2016), and Larry Owens of Silicon Valley Power (2015).

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.