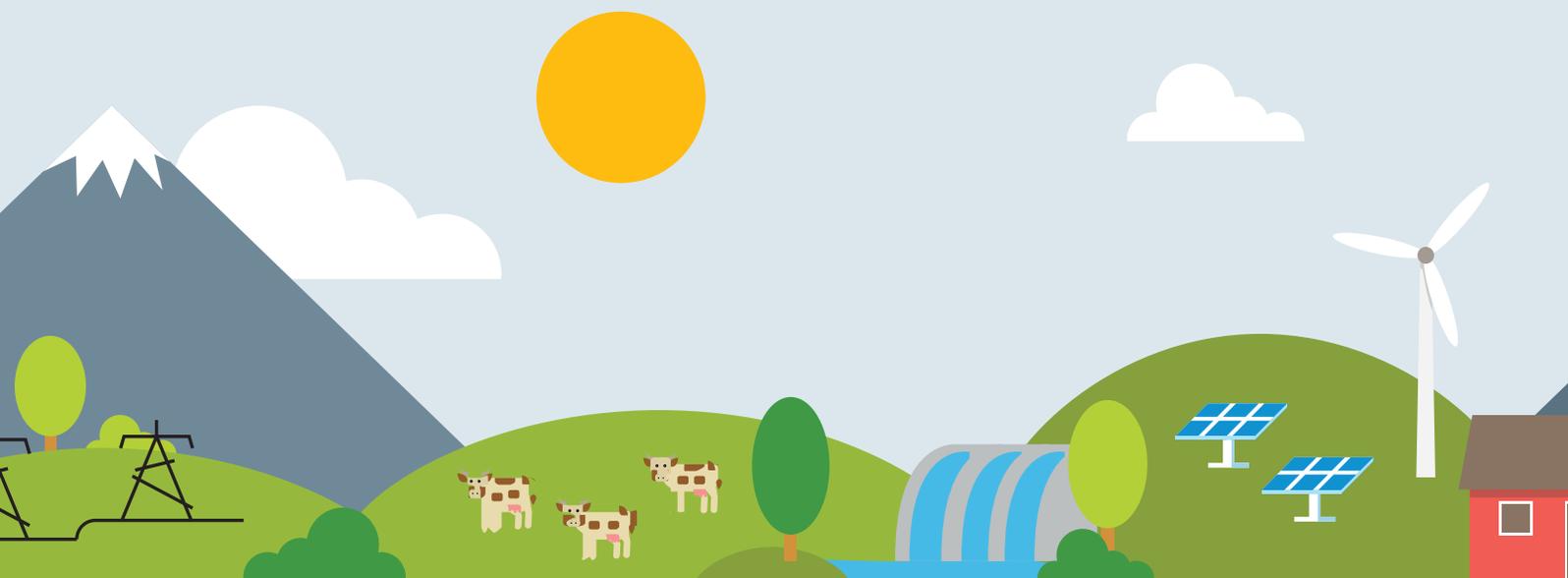


# BULLETIN



COMMUNICATING THE BENEFITS OF  
**PUBLIC POWER**





**On the cover:** The Oregon People's Utility District Association, NWPPA with Ruralite Services, and the American Public Power Association have all been working on projects to help utilities better communicate the benefits of public power to legislatures and consumers.

Opinions expressed in single articles are not necessarily policies of the Association. For permission to reprint articles, write or call the associate editor.

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## JULY 2017 | VOLUME 71 | NUMBER 7

- 3 NWPPA News
- 8 Training Opportunities
- 10 Energy Efficiency
- 12 Safety
- 14 Engineering & Operations
- 16 Member News
- 22 Associate Member News
- 23 Reliability Update
- 24 Washington, D.C., Report
- 26 Cover Story
- 30 Job Opportunities

# NWPPA LAUNCHES LEARNING ON DEMAND

Learning on Demand, NWPPA's new online learning program for NWPPA utility members, went live on July 1 and is open for registrations. This program is ideal for both new employees and seasoned employees who want to learn about the public power industry or gain tips on how to mitigate violence that might occur in the workplace and in the field.

Learning on Demand is available through an annual subscription that grants all of a utility's employees access to the program for one upfront price. Through the subscription, employees can take advantage of learning activities anytime, anywhere, and as often as they wish.

Subscriptions are available in two different phases. Phase 1 subscriptions, valid from July 1 to December 31, 2017, are available for a special introductory price, provide unlimited access to all employees, and include all of the courses listed. Phase 2 subscriptions, valid from January 1 to December 31, 2018, provide unlimited access to all employees and include all of the courses listed plus additional content that is under development.

Phase 1 is ready now and its price is based on the number of a utility's full-time employees. For pricing, visit [www.nwppa.org/lod](http://www.nwppa.org/lod) and click on the SEND ME PRICING button. For any other questions about Learning on Demand, contact Bonnie McCombs at [bonnie@nwppa.org](mailto:bonnie@nwppa.org).

## Available Learning on Demand courses and content:

### *Electric Power Utility Basics* (30-45 minutes)

An interactive online course for new employees and others who want to learn:

- How electric power is generated and delivered
- The various types of, and differences among, power utilities
- The various jobs at utilities and the employees who work in them

### *The History of Public Power in the Northwest* (30-45 minutes)

An interactive online course for new employees and others who want to learn:

- How electric power was developed (starting with the invention of the lightbulb)
- The development and growth of power generation in the Northwest
- The challenges faced by public utilities as they grew and evolved into their current form

## Workplace violence prevention videos

Twelve short videos (5-6 minutes each) about how to recognize and defuse threatening situations with internal and external customers both in the office and in the field. These can be shown as part of monthly safety meetings or viewed by individuals who want information on any of these topics:

1. What is workplace violence?
2. The warning signs of workplace violence
3. Seven reasons employees will not report workplace violence
4. Anger and the brain
5. Top 10 phrases to avoid when dealing with an angry person
6. The story on stalking
7. Dealing with defensive behavior
8. Threats
9. Robbery at work
10. Face to face with fear
11. In the presence of danger
12. How to be an effective witness to a workplace crime



## 3 Cs Attendees Will Fuse People and Power at this Year's Conference

Members of the credit, collections, and customer service groups will gather in Spokane, Wash., on October 25–27 for NWPPA's annual 3 Cs Conference. The conference is well known among utilities as a valuable opportunity to hear excellent speakers, learn about current issues, and exchange ideas with others. Attendees always gain new insights and establish valuable relationships with their peers during this event.

"The Planning Committee is looking forward to seeing you at the 2017 3Cs Conference!" said Umatilla Electric Cooperative's Kristy Pierson, the 2017 Planning Committee chair. "Last year there were many new faces and we are excited to see you all again. If you are new to the industry or have not attended this conference before, this is one you don't want to miss because it brings customer service professionals in the utility industry together to network, collaborate, and brainstorm."

In keeping with recent tradition, the conference will be opened with a presentation on Wednesday morning by a NWPPA utility general manager. This year's presenter will be Bryan Case of Fall River Electric Cooperative in Ashton, Idaho. Case will share his insights on the latest initiatives within energy services: current changes, future changes, and the impact of those changes on members of the customer service, credit, and collections functions.

Popular and dynamic NWPPA instructor Jennifer Bouman-Steagall of Red Kite will present "Professional Development: Creating Your Own Future" on Thursday and then close the conference on Friday with a motivational message, "Getting Your Mo-jo On."

Additional topics at this year's conference include:

- High bill inquiries: tips and tricks for your customers
- Confidentiality
- Conservation
- Societal challenges and its impacts on the customer service center
- Demand response/demand reduction pilot programs
- Social media and customer service

Other activities include roundtable discussions, an evening reception, and an optional dinner outing. A favorite part of the conference each year is the door-prize drawings; each attendee brings something to contribute so that everyone will go home with something special.

Managers and supervisors are invited to come a day early to attend the pre-session, *Crafting Strategic Staffing Plans: Solutions for Now and the Future*. Instructor Arnelle Adcock of Continuum Training will explore multiple solutions/alternatives (short-term and long-term) when staffing shortages occur in utilities.

The conference will be held at the Dav-enport's new Grand Hotel in Spokane. Be sure to book your room by September 22 to secure the special room rate of \$159 for a single/double. Mention that you are with the NWPPA 3Cs Conference when booking your reservation.

For additional information about the conference or the pre-session, visit [www.nwppa.org](http://www.nwppa.org) or contact Bonnie McCombs at (360) 816-1446 or [bonnie@nwppa.org](mailto:bonnie@nwppa.org). **NWPPA**

# BRENT LAY NAMED AS NEW CFO AT NWPPA

**P**lease join the Association in welcoming our newest employee, Brent Lay, who has been hired as our CFO and administrative services director. Lay replaces Brian Hess, who accepted a CFO position at Inland Power & Light in April. If you attended our Annual Meeting in May, you may have met Lay there; he was able to attend for a few days to network with members and get a feel for the Association before officially joining staff on June 1.



“I really enjoyed meeting members at the annual meeting and am looking forward to the new challenges and opportunities,” he said.

Lay’s primary duties will be to ensure that the Association has the financial resources to meet the needs of its membership; manage the accounting cycle; analyze organization operations; oversee GAAP accounting practices; lead the annual budget process; oversee the association management system and other IT systems; and manage and efficiently coordinate general administrative services and supervision of administrative staff.

“We’re excited to welcome Brent to NWPPA. He brings a lot of experience and knowledge, not only as a CFO, but with technology as well,” said NWPPA Executive Director Anita

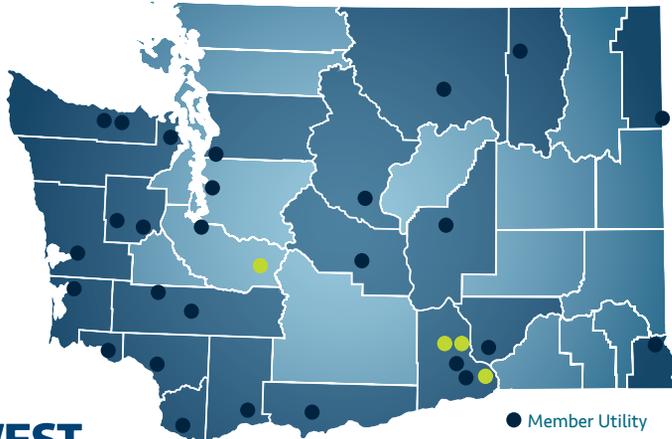
Decker. “He is in a great position to help us look at our costs and operations with new eyes, which should enable us to find more efficiencies for the Association and our members.”

Lay previously worked at United Finance Co. as the chief compliance officer, controller, and vice president. There he led all corporate finance and information technology duties and functions; prepared financial statements; reported, coordinated, and improved the budget and forecasting process; created, implemented, and monitored internal controls; oversaw and administered all cash management and review of all bank lines of credit; spearheaded external audit and tax engagements; and managed all IT systems, as well as multi-state payroll, payroll tax filings, and retirement plan administration. Previous to his 10 years with United Finance Co., he worked at PacifiCorp as an accountant general lead/senior.

Raised in Salt Lake City, Utah, he earned his bachelor’s degree in accounting from Weber State University in Ogden, Utah. Outside of work, he enjoys spending time with his wife and four boys, and tending to his 92-gallon freshwater aquarium that holds over 50 fish. **NWPPA**

## Celebrating **60** years as a public power partner!

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# The Locally Grown NIC Heads to Locally Sourced Sacramento



From September 17 to 20, the Northwest Communications and Energy Innovations Conference (NIC) will be taking over the riverfront of Sacramento, which is also known as the Farm-to-Fork capital of the country. Much like public power, Sacramento's restaurant industry flourishes because of its ties to the local communities. Therefore, the NIC Planning Committee chose this year's theme to be Locally Grown, Locally Owned to not only enhance the message that public power is owned and managed within our own communities, but also to provide a nod to this year's host city.

"The NIC Committee is looking forward to a superb conference this year," said Columbia River PUD's Libby Calnon, the 2017 NIC chair. "Our agenda has a great mix of timely and relevant topics for both energy efficiency and communications professionals. Plus, networking at the NIC is the perfect place to find new ideas and opportunities to take your utility to the next level."

Networking begins at Sunday night's welcome reception and the committee is hoping for good weather so everyone can enjoy all that the riverfront has to offer: farm-fresh food, beautiful location, and open-air accommodations. You do not want to miss this reception because in addition to being a fantastic networking opportunity, it is where all attendees get to vote for the People's Choice Award for photography. All of the photographs entered into the Excellence in Communication contest will be on display and it will be up to attendees to vote for their one favorite photo from all of the entries; the winning photo will be announced at Tuesday evening's awards banquet. This new award and reception activity were a highlight last year in Missoula and we hope to top it this year in Sacramento!

Before we really get down to business on Monday morning, start your day with a fitness walk through Old Town Sacramento or along the riverfront. As always, Planning Committee members will be leading morning walks Monday through Wednesday before the sessions begin. Stretch your legs and get your blood moving before the start of the first of nine general sessions. This year the committee opted to load the conference with more general sessions that feature high-demand topics, such as social media, rates, electric vehicles, net metering opportunities in energy efficiency, customer engagement, the state of change in public power, measuring customer satisfaction, federal legislation, physical security, cybersecurity and the impact of legalized marijuana. Phew! That's a long list and we plan on touching it all in two and a half days—register now so you don't miss out!

Whether it's a speaker for a general session or for one of our communication and energy efficiency breakout sessions, our presenters this year are also extra special. To give you a taste of who will be there this year, here are

a just a few of our experts who will be presenting at the conference: Matt Dunsmoor an "igniter" from the world-famous Start with Why; long-time industry colleague Gary Saleba, CEO of EES Consulting; returning for a second year in a row after such high scores last year, Jeff Ostenson and Charles Atkinson, producers at North40; also no stranger to the NIC, Scott Corwin, executive director of Public Power Council; and making a long overdue return to the NIC, John Morris, co-founder of Resource Innovation Institute.

"I'm particularly excited about our keynote presentation, Start With Why, which is a follow-up to a session presented at the NWPPA Annual Meeting in May," said Calnon.

And as always, two roundtable sessions (one on Monday and another on Tuesday) have been scheduled. These are where attendees can brainstorm ideas and come away with solutions and opportunities to take back and possibly even implement at their own utilities.

The NIC always wraps up on Wednesday morning, but plan on staying for the full day so you can participate in the afternoon post-conference workshop, *Shooting Great Portraits with Dave LaBelle*. LaBelle brings his years of experience telling stories with photography back to the NIC. Expect to come away with tools, tips, and techniques for improving pictures for any medium, but especially for portraits, whether inside a building or in your subject's natural environment. Please note that because this is a hands-on workshop, seating is limited; at the time this issue went to print, less than 10 spots were available—so sign up now!

Also be sure to book your room at the Embassy Suites—Sacramento Riverfront Promenade before August 26 to receive the special room rate of \$184 for a single/double. Mention that you are with the Northwest Public Power Association when booking your reservation.

To register for the conference, visit [www.nwppa.org](http://www.nwppa.org). If you have any questions about the NIC, please contact Elaine Dixon at (360) 816-1445 or [elaine@nwppa.org](mailto:elaine@nwppa.org). **NWPPA**

# A Look Back at Public Power

## 50 YEARS AGO – 1967

Lewis County PUD applied for a 36-month preliminary permit to study the feasibility of a 70-foot-high Cowlitz Falls Dam with two 22,500-kilowatt units located above Tacoma's Mossyrock Dam (Wash.) ... Douglas Electric Cooperative had three summer student workers, two of which had returned for a second summer (Ore.) ... Grant County PUD Manager Bob Gillette planned a first-ever orientation program not only for new and old commissioners, but also for the entire PUD staff (Wash).

## 25 YEARS AGO – 1992

Umatilla Electric Cooperative presented a \$2,500 check to help in the funding to construct the Oregon Trail Interpretive Center on the Umatilla Indian Reservation ... Seattle Mayor Norm Rice named Roberta Palm Bradley as the new superintendent of Seattle City Light (Wash.) ... Autofacts Inc. predicted that electric vehicle sales would reach about 47,000 by 1998 and 864,000 by 2010 ... Chelan County

PUD commissioners authorized a \$10,000 expenditure to have a plan developed for conducting a larger turbine mortality study at Rocky Reach Dam (Wash.) ... Ferry County PUD hired Frederick B. Burke as auditor and Connie Puddy as deputy auditor (Wash.).

## 5 YEARS AGO – 2012

Flathead Electric Co-op (Mont.) and Snohomish County Public Utility District (Wash.) both received one of Bonneville Power Administration's top honors: the Awards for Excellence in Energy Efficiency ... Columbia REA broke ground at the Melrose Building Complex, a site where they expanded their services for engineering, operations, and administrative offices in Walla Walla, Wash. ... Golden Valley Electric Association announced that Brian Newton resigned as president and CEO of GVEA (Alaska) ... Kootenai Electric Cooperative employee Don Bush was promoted from line foreman to operations superintendent (Idaho) ... BPA Administrator and CEO Steve Wright announced that he would retire at the end of January 2013 (Ore.). NWPPA

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# August, September, and October 2017

Please visit [www.nwppa.org](http://www.nwppa.org) to view the full course descriptions for these and other courses.

### INTRODUCTION TO ROBERTS RULES OF ORDER

**Who Should Attend:** Policymakers, general managers, clerks to the board, executive secretaries, administrative assistants, and any utility employee participating in board or commission meetings.

**August 8, 2017—Boise, Idaho**

### ONLINE — ENGINEERING WEBINAR SERIES: DISTRIBUTED GENERATION INTERCONNECTION

**Who Should Attend:** Engineering personnel and others who would benefit from an understanding of current electric utility engineering principles and practices.

**August 8, 2017—Online**

### HANDS-ON BASIC RECORDS MANAGEMENT

**Who Should Attend:** Administrative assistants, executive assistants, records coordinators, records managers, and any utility staff working with documents and records, both paper and electronic.

**August 16-17, 2017—Newport, Ore.**

### COMMUNICATION ESSENTIALS FOR SUCCESS

**Who Should Attend:** Anyone who needs to communicate effectively with others in their utility as well as with customers and members.

**August 22-23, 2017—Vancouver, Wash.**

### ENVIRONMENTAL TASK FORCE MEETING

**Who Should Attend:** Utility environmental professionals (new and experienced), government agency staff, vendors, and anyone who is tasked with or interested in environmental issues, regulatory compliance, or mitigation in the environmental arena of electric utilities.

**September 12, 2017—Lake Tahoe, Nev.**

### ONLINE — ENGINEERING WEBINAR SERIES: TECHNIQUES FOR REDUCING SYSTEM LOSSES

**Who Should Attend:** Engineering personnel and others who would benefit from an understanding of current electric utility engineering principles and practices.

**September 12, 2017—Online**

### HAZWOPER 8-HOUR FIRST RESPONDER AWARENESS AND REFRESHER TRAINING FOR UTILITY PERSONNEL

**Who Should Attend:** This is required training for first responders who are likely to witness or discover a hazardous substance release and need to initiate an emergency response sequence by notifying the proper people; it is also for individuals who respond to releases of hazardous substances as part of the initial response for the purpose of protecting nearby persons, property, or the environment from the effects of the release.

**September 13, 2017—Lake Tahoe, Nev.**

### ELECTRIC UTILITY SYSTEM OPERATIONS

**Who Should Attend:** Any electric utility industry employee (utility or vendor) whose job performance will benefit from a basic understanding of the operations side of the utility business, including engineering; operations; safety; purchasing; information technology; regulatory and rates; customer service; public relations; legal; accounting; as well as utility commissioners and board members.

**September 13-14, 2017—Spokane, Wash.**

### NORTHWEST COMMUNICATIONS & ENERGY INNOVATIONS CONFERENCE (NIC)

**Who Should Attend:** Marketing, public relations, communications, energy services, renewable energy, and key accounts employees, as well as any employee and board member with an interest in these areas. For more information, see page 6.

**September 17-20, 2017—Sacramento, Calif.**

### OREGON ENGINEERING MEETING

**Who Should Attend:** Engineering managers and staff from public utility districts, cooperative utilities, and other public power utilities within Oregon. (Only utility employees may attend this event.)

**September 19, 2017—Salem, Ore.**

### NEW! SHOOTING GREAT PORTRAITS WITH DAVE LABELLE

**Who Should Attend:** Anyone who shoots photos, especially portraits, for their job or for fun.

**September 20, 2017—Sacramento, Calif.**

### UNBUNDLED COST OF SERVICE AND RATE DESIGN

**Who Should Attend:** Accounting and finance staff, policy makers, or any utility employee with an interest in ratemaking and/or cost of service analysis.

**September 20-21, 2017—Roseville, Calif.**

### RAISING YOUR ENERGY IQ, 101 (FORMERLY HIGH-BILL INQUIRIES)

**Who Should Attend:** All utility employees can benefit from this course, especially those who interact with customers or have the need to explain residential home energy consumption. We recommend that you take this class before taking the *Raising Your Energy IQ, 201* (formerly *Understanding Residential Energy Usage*) class.

**September 20-21, 2017—Vancouver, Wash.**

### LEADERSHIP SKILLS #4: HR BASICS & BUILDING A MORE EFFECTIVE WORKPLACE

**Who Should Attend:** Supervisors and managers, and those employees who will be transitioning to a supervisor or manager role in the near future.

**September 27-28, 2017—Anchorage, Alaska**

### MONTANA ENGINEERING MEETING

**Who Should Attend:** Engineering managers and staff from cooperative utilities and other public power utilities within Montana. (Only utility employees may attend this event.)

**September 27-28, 2017—Eureka, Mont.**

### ADMINISTRATIVE PROFESSIONAL CERTIFICATE LEVEL 2: ALL FOUR DAYS

**Who Should Attend:** Administrative assistants, executive assistants, or employees in administrative or service-oriented roles.

**October 3-6, 2017—Richland, Wash.**

### ONLINE — ENGINEERING WEBINAR SERIES: UNDERSTANDING CONDUCTOR CHARACTERISTICS

**Who Should Attend:** Engineering personnel and others who would benefit from an understanding of current electric utility engineering principles and practices.

**October 10, 2017—Online**

**NEW! DISASTER MANAGEMENT FOR ELECTRIC POWER SYSTEMS**

**Who Should Attend:** Utility commission personnel, including management, supervisors, foremen, utility disaster coordinators, security personnel, field personnel, and public information staff.

**October 10-11, 2017—Vancouver, Wash.**

**LOAD FORECASTING**

**Who Should Attend:** Analysts and managers who are new to forecasting and statistic analysis, or anyone who needs a refresher course in evaluating load forecasts developed for their utility.

**October 11, 2017—Vancouver, Wash.**

**NRECA CCD 2600: DIRECTOR DUTIES AND LIABILITIES**

**Who Should Attend:** Directors, policy makers, and general managers.

**October 11, 2017—Eugene, Ore.**

**SUBSTATION SERIES: SUBSTATION TRANSFORMERS & LTC DIAGNOSTICS**

**Who Should Attend:** Line and substation personnel, as well as engineers who have responsibility for distribution and transmission substations.

**October 11, 2017—Richland, Wash.**

**LINEMAN SKILLS SERIES: AC TRANSFORMERS, ADVANCED THEORY, AND PRACTICAL APPLICATION**

**Who Should Attend:** Journeyman linemen, foremen/supervisors, engineers, and those involved in planning, scheduling, and engineering operations for a utility.

**October 11-12, 2017—Richland, Wash.**

**LABOR AND EMPLOYEE RELATIONS GROUP ANNUAL MEETING**

**Who Should Attend:** Members of the NWPPA Labor and Employee Relations Group, which includes general managers, operations managers, labor relations professionals, and human resources professionals. Non-LERG members may attend if they are part of a utility and are members of NWPPA.

**October 11-13, 2017—Spokane, Wash.**

**NRECA CCD 2620: BOARD OPERATIONS AND PROCESS**

**Who Should Attend:** Directors, policy makers, and general managers.

**October 12, 2017—Eugene, Ore.**

**SUBSTATION SERIES: SUBSTATION BATTERY MAINTENANCE AND TESTING**

**Who Should Attend:** Line and substation personnel, as well as engineers who are responsible for distribution and transmission substations.

**October 12, 2017—Richland, Wash.**

**DEMAND RESPONSE**

**Who Should Attend:** Analysts/managers who are new to demand response or interested in developing a demand response program for their utility.

**October 12, 2017—Vancouver, Wash.**

**LEADERSHIP SKILLS #3: PERSONALITIES AND ATTITUDES IN THE WORKPLACE**

**Who Should Attend:** Supervisors and managers, and employees who will be transitioning to a supervisory or managerial role in the future, and have completed *Leadership Skills Session #1: Situational Leadership*.

**October 18-19, 2017—Meridian, Idaho**

**SENIOR LEADERSHIP SKILLS SERIES SESSION 4, SERIES 5—LEAD YOUR ORGANIZATION**

**Who Should Attend:** Directors, managers, graduates of the Leadership Skills Series, and newly appointed senior leaders.

**October 18-19, 2017—Vancouver, Wash.**

**STAKING TECHNICIAN CERTIFICATION PROGRAM: BASIC SURVEYING**

**Who Should Attend:** Staking technicians.

**October 23-25, 2017—Sacramento, Calif.**

**3Cs PRE-SESSION: CRAFTING STRATEGIC STAFFING PLANS**

**Who Should Attend:** Customer service, credit, and collections managers and supervisors. For more information, see page 4.

**October 24, 2017—Spokane, Wash.**

**MANAGERIAL ACCOUNTING WITH KEY RATIOS**

**Who Should Attend:** Anyone who has completed at least two modules of NWPPA's Utility Accounting Certificate Program, or anyone with significant utility accounting/finance experience.

**October 25-26, 2017—Kennewick, Wash.**

**3Cs CONFERENCE**

**Who Should Attend:** Customer service, credit, and collections managers, supervisors, and employees. For more information, see page 4.

**October 25-27, 2017—Spokane, Wash.**

**STAKING TECHNICIAN CERTIFICATION PROGRAM: EASEMENT ACQUISITION**

**Who Should Attend:** Staking technicians.

**October 26-27, 2017—Sacramento, Calif. NWPPA**

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# HELPING INDOOR AG GROWERS BE ENERGY EFFICIENT HELPS SNO PUD KEEP RATES LOW

By Aaron Swaney

Since recreational marijuana was legalized in the state of Washington in 2014, the number of producers, or cannabis grow operations, have been popping up around the state like weeds. The numbers are staggering. Across the state, there are nearly 1,500 producers, from the boutique grow operations, or Tier 1 producers (up to 2,000 square feet of plant canopy) to the behemoths of the industry, the Tier 3 producers (between 10,001 to 30,000 square feet). In the first two years, crop sales in Washington topped \$1.5 billion.

The industry is also a giant energy consumer. To create the optimal growing environment, lighting, cooling, and dehumidification equipment are workhorses in grow operations, taking as much energy to light four plants as it does to run 29 refrigerators. According to a recent forecast in the Northwest Power and Conservation Council, regional demand, including producers in Washington, Oregon, Idaho, and Montana, could peak at 250 megawatts by 2035.

That effect has been felt in Snohomish PUD's service territory. Pooled together as a whole, the total energy consumption of cannabis grow operations in the county ranks 8<sup>th</sup> on the utility's Top 200 list of consumers, with the largest landing at 87<sup>th</sup> by itself. With more than 90 grow operations in the county, that equals huge energy efficiency potential.

"Once we started doing the research the amount of energy we found that could be saved was staggering," said Snohomish PUD's Lou Loos, who is leading Snohomish PUD's Commercial Cannabis Energy Efficiency Program. "We're talking about more than a million kWh in potential annual savings for some of the larger grow operations."

In late 2016, the utility green lit the energy efficiency program after a team of six employees from EE program managers to utility analysts designed the framework of it, including market analysis, product requirements, terms and conditions, and more. For research, team members conferred with program managers from Xcel Energy, which has overseen energy efficiency projects for grow operations in its service territory in Colorado, Tacoma Power, and Seattle City Light. Loos toured grow operation facilities in Battle Ground, Factoria, and on Vashon Island to inspect finished energy efficiency projects.

Since the program's pilot program launched, interest from the local industry has been steady. Loos said that nearly half of the grow operations reached out before the launch, but actual projects haven't materialized quite as quickly.

Most of the early projects have focused on lighting: replacing inefficient lighting with LEDs, double-ended high-pressure

sodium bulbs, and other energy-efficient lighting technologies. Loos said in the future the utility expects projects to also include more installations of efficient cooling and dehumidification equipment.

The hesitation of grow operation owners to take part in energy efficiency programs is threefold: the large investment can be a burden for the small start-ups; because of the nature of the industry, cannabis entrepreneurs are naturally cautious; and growers' uncertainty surrounding LED lighting technology and its effect on cannabis' flowering stage.

"Not all grow operations are 100 percent accepting of LED technology," said Loos. "Because of that we're seeing some caution around energy efficiency projects."

There are also challenges from the utility side as well. Despite its being legal in Washington and a number of other states, the federal government still deems marijuana illegal, creating an understanding between utilities that give incentives and the federally owned Bonneville Power Administration. Because of that, the District's program will be self-funded, with no BPA reimbursement.

"We felt the program is justified by the fact 56 percent of the voters in our county approved I-502 and recreational cannabis," Loos said. "Second, their consumption is off the charts, comparable to that of hospitals and data centers. We feel it's fair to treat them like any high-usage industry in which reduction is the best course of action."

Energy efficiency isn't the only thing that cannabis grow operations are concerned about when it comes to dealing with their local utility. Like other businesses Loos works with, he's had conversations with owners on billing issues, power quality, and outage concerns, both frequency and duration. From the utility's perspective, system planners have to consider the rapid growth of grow operations to make sure nearby substations and transformers aren't pushed to the limit.

Interestingly, both sides' concerns point directly back to energy efficiency.

"If we can help growers be more efficient it not only means helping them manage their costs, but it can also help minimize the impact to the utility's distribution system and keep our rates low," Loos said. **NWPPA**

*Aaron Swaney is a communications and marketing consultant with Snohomish PUD in Everett, Wash. He can be reached at (425) 783-1776 or [ajswaney@snopud.com](mailto:ajswaney@snopud.com).*



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# Disasters Happen: Are Your Organization and Family Prepared?

By Dennis Rose

**D**isasters can strike anywhere, anytime, but did you know the United States ranks second among countries with the most natural disasters? According to Statista, in 2016 alone the U.S. was struck by 971 tornadoes, causing \$350 million in damages and negatively impacting millions of people. And from 1900 to 2016, 106 tropical cyclones, 40 earthquakes, and two tsunamis hit the U.S. Statistics like these are a reminder of how important it is to be prepared for all kinds of disasters—from floods, hurricanes, and fires to human threats like active shooters or cyberattacks. Let's look at some of the actions you can take to build a base level of preparedness.

## Prepare your organization

Just as organizations regularly test generators to ensure proper operation, they must also regularly review their crisis and contingency plans and supplies. Take these steps to protect your business from disaster:

- Identify a business continuity champion to lead your organization's efforts.
- Review your emergency response plan, update it, and exercise it at least once per year.
- Review your emergency action plan and disaster recovery plan annually, and update as necessary.
- Facilitate an annual threat assessment to determine your risks.
- Train staff on safety issues to be better prepared during a disaster.
- Review and update your crisis communications plan on a regular basis.

- Meet monthly with your emergency management committee/senior executives to discuss disaster preparedness.
- Review your vendor and supplier contact list and update if necessary.
- Communicate and train staff on crisis management roles and responsibilities.
- When responding to disasters, implement the Incident Command System (ICS) used by federal, state, and local municipalities.
- Ensure all company vehicles have full gas tanks at the end of the day.
- Test your equipment regularly by inspecting batteries, generators, fuel, water, pumps, etc.
- Develop relationships with your state and local emergency management agencies and staff.

## Prepare your staff

Conducting drills and preparedness activities can help your staff understand what types of disasters could happen, learn what to do to be safe, and take action to increase their own preparedness at work. Encourage your staff to take these steps to be better prepared:

- Create an emergency communications plan for your department.
- Sign up for local emergency text message alerts and warnings.
- Download mobile emergency preparedness apps from FEMA and the American Red Cross.

- Build an emergency supply kit to keep at work (*see below*).
- Practice going to a protective location or safe room in the event of an emergency.
- Practice specifically for potential disaster scenarios that are relevant to your geographic area, such as earthquakes, tornadoes, or hurricanes.

### Build a disaster supply kit

What supplies should you include in a disaster supply kit? On [www.ready.gov](http://www.ready.gov), you'll find a recommended list that includes:

- Water—one gallon of water per person per day for at least three days for drinking and sanitation
- Food—at least a three-day, nonperishable supply
- A battery-powered or hand-crank radio, a National Oceanic and Atmospheric Administration weather radio with tone alert, and extra batteries for both
- A flashlight and extra batteries
- A first-aid kit
- A whistle to signal for help
- A dust mask to help filter contaminated air
- Plastic sheeting and duct tape to shelter in place
- Moist towelettes, garbage bags, and plastic ties for personal sanitation
- A wrench or pliers to turn off utilities
- A manual (nonelectric) can opener for food
- Local maps
- A cell phone with chargers, an inverter, or a solar charger

Remember that you may have to evacuate at a moment's notice, so you won't have time to search for the supplies you need, let alone shop for them. Disaster supply kits for work and home should be assembled well in advance of an emergency.

### Preparedness counts at home, too

Safety at home is just as important as safety at work. Start by finding reliable information sources, warning systems, and alert systems in advance of any disaster, and remember that family communication is very important. The Department of Homeland Security provides downloadable family emergency plan resources, which help you collect vital information on convenient wallet-sized cards. It's also critical to determine school and workplace plans so you know how to communicate with family members who may not be at home when a disaster occurs.

### Take the first steps

Preparation should extend beyond National Preparedness Month (observed in September) and include disaster awareness and preparedness activities throughout the year. Taking action now can allow your business to continuously achieve its objectives before, during, and after a disaster. To learn more about these efforts, gain insight from other organizations, and share best practices, visit [www.ready.gov/prepare](http://www.ready.gov/prepare). **NWPPA**

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# OREGON'S CLATSKANIE PUD NOW SERVES WASHINGTON'S CAMAS MILL

By Sarah Johnson

**A**t midnight on April 1, 2017, when most of us were sleeping, a very significant event occurred: the Clatskanie People's Utility District began electric service to the Georgia-Pacific Camas Paper Mill. After three years of discussions, planning, and a lot of project management, service began with a smooth transition.

If the mill was located within the PUD's service territory this would not be as significant; given the fact that the mill is not only outside of the PUD's boundaries, but also located in a neighboring state makes this a very special event. It took a ruling by the Oregon Public Utility Commission, countless hours of preparation, and precedence set more than a decade ago when Clatskanie PUD served Georgia-Pacific's mill in Bellingham, Wash., to make this service to the Camas Mill possible by the PUD.

The original Memorandum of Understanding between the PUD and Georgia-Pacific was approved by the Clatskanie PUD Board at its September 2014 meeting. Since that time, a lot has taken place to ensure that the change from Pacific Power serving the mill to Clatskanie PUD would happen without incident. Two years later, at the November 2016 board meeting, the Clatskanie People's Utility District Board of Directors unanimously approved and authorized General Manager Marc Farmer to sign the agreements for providing electric service to the Camas Paper Mill.

"The signing of agreements between Georgia-Pacific and Clatskanie People's Utility District on the Camas Mill Project was a major event in the history of the District. The board of directors' unanimous approval of the agreements is a vote of confidence for the excellent work our staff and attorneys have done to successfully negotiate the deal," said Farmer. "The time that it has taken to work through all of the details and overcome hurdles along the way to reach these successful agreements speaks volumes about the quality, dedication, and perseverance of our staff. It is all a representation of the positive relationship and partnership our staff has developed and wants to continue with Georgia-Pacific."

Clatskanie PUD also serves two other Georgia-Pacific mills: the Wauna Mill, which is located in the PUD's service territory, and the Halsey Mill, located outside of the service area in Halsey, Ore.

Jeremy Ness, V.P. mill manager of Camas Mill, said, "We are excited to expand Georgia-Pacific's relationship with the Clatskanie PUD to include the Camas Mill. This relationship will help the Camas Mill continue to successfully compete in our markets."

The completion of Clatskanie PUD providing service to the Camas Mill was made possible through a lot of coordination and dedication between staff at Clatskanie PUD, Georgia-Pacific, BPA, Cable Huston, EWEB, and PacificCorp.



*The Camas Paper Mill, located in downtown Camas, Wash., is owned and operated by Georgia-Pacific Consumer Products LLC. It has been in operation since 1883 when it started making newsprint for The Oregonian. It now makes copy paper and paper towels, and employs approximately 400 people. (Photo courtesy of Georgia-Pacific.)*



*Clatskanie PUD General Manager Marc Farmer and Energy Resources & Services Manager Eric Hiaasen toured the Georgia-Pacific Camas Mill accompanied by Vice President Mill Manager Jeremy Ness and his team. From left are Robert Orth, Hiaasen, Ness, Ryan Webb, and Farmer. (Photo courtesy of Clatskanie PUD & Georgia-Pacific.)*

The final step in the process was the seamless switch over on April 4 from PacificCorp Balancing Authority to the BPA Balancing Authority four days after the PUD had begun service to the Camas Mill.

Paul Dockery, senior power analyst for Clatskanie PUD provided outstanding project management and oversaw each step of the process. “Getting to where we are today took a lot of work from managers, technicians, wiremen, schedulers, and engineers from PacificCorp, BPA, Georgia-Pacific, EWEB, and Clatskanie PUD. Having everyone on the same page wasn’t always easy, and we’re grateful for the participation from everyone that helped make it happen,” said Dockery. “Watching the pieces fall into place after working on the transition for over three years was a relief. I’m pretty sure everybody that participated is grateful the weekly status calls are over.”

Clatskanie PUD and Georgia-Pacific continue to work together to ensure reliable service. Brian Fawcett, Clatskanie PUD Conservation and Key Accounts lead, now serves on the

Operations, Maintenance, & Construction Committee which is a joint committee between the Camas Mill and PUD. The committee is responsible for implementing the Operations & Maintenance Agreement, and developing plans and procedures for the inspection, operation, and maintenance of the distribution facilities used to serve the Camas Mill. Fawcett as the Key Accounts lead will work closely with the mill’s team now and into the future.

“Building successful, long-term relationships with our customer-owners is what makes public power so special,” said Farmer. “We look forward to continuing this beneficial relationship between Clatskanie PUD and Georgia-Pacific for many years to come.” **NWPPA**

*Sarah Johnson is the Customer Relations & Services manager at Clatskanie PUD. She can be reached at [sjohnson@clatskaniepud.com](mailto:sjohnson@clatskaniepud.com) or (503) 308-4592.*

### Buehler Returns to Co-op Where He Started

After more than 40 years, **Werner Buehler** is back with Douglas Electric Cooperative (Roseburg, Ore.), now as its interim general manager. In the early 1970s as a Roseburg High School junior, he was in charge of mowing the grass, cleaning the bathrooms, and trimming the hedge at the co-op. He has traveled many miles in the industry and made many stops before his return to Roseburg.



Buehler, recently retired from Oregon Trail Electric Cooperative where he was general manager for 10 years. He said he was honored to be asked by the Douglas Electric Board to help with the transition.

“Douglas Electric gave me my start in this business and I want to give something back,” he said. “To have worked at all the different places I’ve worked in this business and then to have the opportunity to come back, to come full circle, it is pretty exciting.”

In 1978, Buehler worked for Pacific Power & Light. During the next couple of decades, he continued to expand his experience at different jobs, on many different levels. He has accumulated a vast amount of experience with investor-owned, cooperative, and municipal electric utilities.

Buehler will now use that knowledge to help the co-op’s board hire a permanent general manager. He figures a replacement could be hired within at least six months.

Buehler is preceded by **Paul Leonard** who retired from Douglas Electric in early June. Leonard worked for the co-op for 37 years, having previously been the chief financial officer before becoming the general manager 18 months ago. **NWPPA**

### Benton PUD pays \$2.44M in Privilege Tax

Benton PUD (Kennewick, Wash.) paid \$2.44 million in privilege taxes to the state of Washington at the end of May. The annual tax was levied on 2016 revenue for the privilege of providing electricity in the state. The privilege taxes collected by the state include \$820,000 for the state school fund and \$250,000 to the state general fund. In addition, \$1.37 million is divided between Benton County, and the cities of Kennewick, Prosser, Benton City, and Richland.

Benton PUD also paid the following taxes in 2016: \$5.45 million to the state for the public utility tax; municipal utility taxes of \$4.89 million to the City of Kennewick, \$414,000 to the City of Prosser, \$123,000 to the City of Benton, \$24,000 to the City of Richland, and other excise taxes of \$65,000 to the state. **NWPPA**



### Community Solar Coming to the Islands

OPALCO (Eastsound, Wash.) has more than 220 co-op members who generate their own power. With Community Solar, the rest of OPALCO’s members will get a chance to purchase a piece of a big solar generator—at a fraction of the cost to install your own panels—and get a small financial return on their energy investment as a credit on their power bills.

While the financial return isn’t big, the member rewards are significant. Benefits include the opportunity to participate in growing local power, building toward more energy independence in the islands, and helping to take the first step in creating a co-op energy storage system in case of emergency.

The first Community Solar project will be built in 2018 on Decatur Island at OPALCO’s substation. OPALCO will build and own the Community Solar array, which will generate enough power each year (about 5,800 kilowatt-hours) to meet the equivalent needs of 5-6 average island homes for one month. It’s small compared to the co-op’s entire demand for power, but a big first step in building local, community-owned power.

A battery storage bank will be located next to the solar array to store surplus energy and could be used, in a limited capacity, to provide back-up power in case of emergency. Once this first project is up and running, OPALCO may build additional projects and will be looking at the best locations throughout the county. **NWPPA**

### Grays Harbor’s Reliability Soared in 2016

Grays Harbor PUD (Aberdeen, Wash.) customer power outages and total outage hours plummeted in 2016, making the years reliability numbers some of the best in recent memory.

Much like the previous year, the total number of significant outages (50 or more customers) rose in 2016 to 369, but was still 19 percent under the five year average. Remarkably the total customer outages fell from 83,755 in 2015 to 59,334 in 2016, while the total customer outage hours fell from 303,880 in 2015 to 171,220.

“I am so proud of the story these numbers tell,” said PUD Commission President **Arie Callaghan**. “Every year, the PUD system endures blow after blow from storms and downed trees and yet each year our reliability numbers remain strong. That tells our customers that their utility is meeting its responsibility to keep the power moving and their system functioning.”

Downed trees and wind storms continue to be the leading cause of outages in Grays Harbor, resulting in 152 service interruptions, or 77 percent of the utility outages in 2016.

“Moving forward, these numbers tell us the areas on which we need to continue our vegetation management focus,” said General Manager **Dave Ward**. “As we continue our tree trimming cycle and assemble our capital budget for the coming year, these high outage areas will be the focus of our attention to ensure that the utility resources are directed where they are most needed.” **NWPPA**

## Emerald’s Roadman Receives National Award

**Kyle Roadman**, power resources manager at Emerald People’s Utility District (Eugene, Ore.), received the Robert E. Roundtree Rising Star Award granted by the American Public Power Association at its annual conference in Orlando, Fla.

“This Rising Star award recognizes Kyle’s strong business skills, teamwork approach, and his sincere commitment to do right by our customer-owners,” said **Scott A. Coe**, Emerald PUD general manager. “Roadman was one of the architects of Emerald PUD’s first strategic plan in 2015. He also led the development of Emerald PUD’s GREEN Grant program, where local organizations receive a clean energy grant of \$40,000 to help offset their electricity costs. Roadman also oversaw the creation of Emerald PUD’s Sharing Sun community solar program, which included funding so low-income customers could participate for free.”

The Rising Star is awarded annually to a single individual among APPA’s more than 2,000 community-owned electric utilities. As part of the award, Roadman will receive a stipend to travel to one of APPA’s conferences or training programs to advance his education and development in public power.

Roadman joined Emerald PUD in 2010 as an analyst to help the utility enter into a new power sales agreement with Bonneville Power Administration.

“We are fortunate to have Kyle as an Emerald PUD employee,” Coe said. **NWPPA**



(L-R) Wally Haase, APPA chair-elect and Navajo Tribal Utility Authority general manager; Emerald PUD’s Kyle Roadman; and Andrew Boatright, APPA chair and Independence Power & Light deputy director.

## Chelan’s Wright Joins National Board

At its annual meeting on June 15 in Washington, D.C., the Alliance to Save Energy elected seven new board members, including General Manager **Steve Wright** of Chelan PUD (Wenatchee, Wash.). The Alliance, the leading energy efficiency coalition in the U.S., is a nonprofit, bipartisan organization of business, government, environmental, and consumer leaders that advocates for enhanced energy efficiency across all sectors of the economy.

The new members include members of Congress and business leaders in the technology and manufacturing sectors, to help lead the organization’s work. Alliance President **Kateri Callahan** described the value Wright brings to the Alliance: “General Manager Steve Wright ... has led the development of a community-based Strategic Plan encompassing aggressive energy efficiency programs. Throughout his career in the energy industry, Wright has held several administrator/CEO roles, including with the Bonneville Power Administration where he oversaw substantial increases in energy efficiency investments, and BPA was named a Star of Energy Efficiency award winner from the Alliance to Save Energy in 2004.”

In being nominated, Wright stated, “I started my public service career in the energy efficiency world. I understand the value of energy efficiency to our customer-owners through their own cost-savings, as well as the cost-savings and revenue potential for the PUD. Energy efficiency is a critical component of our strategy to create value for Chelan PUD customer-owners. Serving on the Alliance Board helps advance strategies that benefit the people of Chelan County.” **NWPPA**

## AMP Recognized for Restoring Historic Streetlights

Alameda Municipal Power (Calif.) has received recognition for protecting Alameda’s heritage by restoring nearly 700 of the island’s historic streetlights. The Alameda Architectural Preservation Society honored AMP at its annual awards ceremony on June 4 at the Alameda Point Theater.

AMP completed its restoration of 684 of Alameda’s historic streetlights in June 2015. As part of the restoration project, AMP replaced the corroded steel poles, and refurbished and reused the shrouds, arms, and fixtures to preserve the historic character of the streetlights. The streetlights were originally installed between 1935 and 1949.

The AAPS Preservation Awards showcase projects that preserve, restore, or reuse historic property in a way that enhances the property’s architectural character. This is the 20<sup>th</sup> year AAPS has honored projects in the community.

“AMP is honored to receive this award for its work to help preserve Alameda’s history,” said **Nicolas Procos**, AMP’s general manager. “As a community-owned utility, we take pride in our recent efforts to restore the island’s historic streetlights for the benefit of the public.” **NWPPA**

### CGS Reconnects to Power Grid

Columbia Generating Station re-connected to the Northwest power grid at 1:43 p.m. on June 19 following its 23<sup>rd</sup> refueling and maintenance outage. The outage, originally scheduled for 40 days, ended two and a half days early with a significant amount of work completed that will improve efficiency and output for the next two-year cycle.

“The tremendous amount of planning that went into this outage paid off for everyone. What we’ve accomplished over the past several weeks will continue to pay benefits to the region through increased carbon-free electricity generation,” said **Brad Sawatzke**, Energy Northwest chief nuclear officer.

Outage-related equipment replacements, refurbishments, and upgrades between 2010 and 2015 increased the nuclear station’s gross generation capacity from 1,150 megawatts to 1,190 megawatts. That capacity will rise further as a result of a previous outage upgrade and recent regulatory approval.

Recently, Energy Northwest received Nuclear Regulatory Commission permission to proceed with a power uprate. The commission’s decision is based on an assessment of leading-edge flowmeter technology EN installed during Columbia’s 2015 outage. The technology improves measurement accuracy of feedwater flow through the reactor core, allowing operators to run the reactor at higher output. Testing during the next several months will determine how much additional electrical output has been gained by the flowmeter technology.

“Refueling and maintenance outages are complex evolutions,” Sawatzke said. “I’m proud of the team for working safely to help us meet our commitments to the region.” **NWPPA**



*Darin Matthews, EN reactor operator, closes the breaker in the main control room to mark the end of Refueling and Maintenance Outage 23. Prior to closing the breaker, Jim Bears, reactor operator (behind Matthews), peer checks and validates procedure actions Matthews will perform to close the breaker, and Steven Stead, control room supervisor (left), provides oversight.*

### OMEU Appoints Joly as New Director

The 11-member board of the Oregon Municipal Electric Utilities Association (OMEU) (Salem, Ore.) announced that it has named **Jennifer Joly**, an attorney and experienced policy advisor for the Washington State Legislature and the Governor’s Office, as its new director.

Joly will represent OMEU with the Oregon Legislative Assembly, the Bonneville Power Association, and various trade associations.

“I am excited to join the OMEU team and to advocate for public power in Oregon,” Joly said, “I look forward to using my experience in the executive and legislative branches to help OMEU meet its critical policy goals.”

Joly, a member of the Oregon State Bar, has spent her career in a variety of key policy positions. Most recently, she served as government relations director for Pierce County and as chair of the Washington State Public Disclosure Commission, a bipartisan citizen commission with jurisdiction over campaign finance and lobbying. She also served Washington State Governor **Gary Locke** as transportation policy advisor, legislative director, and ultimately as general counsel.

“This is a very important position that works on OMEU’s priorities with decision makers at every level of government,” said **Nate Rivera**, OMEU president and general manager for Hermiston Energy Services. “Jennifer brings a depth of experience that ensures OMEU will continue to have a strong voice in Salem and Washington, D.C., that represents our commitment to affordable, reliable, and safe electricity, protecting consumers and fostering economic development.” **NWPPA**

### CRPUD Earns Highest-Ever Customer Service Scores

Customers overwhelmingly approve of Columbia River PUD’s (St. Helens, Ore.) performance; in a recent customer satisfaction survey, the PUD earned an overall performance score of 9.23 on a scale of 1 to 10. Of those completing the survey, 61 percent gave the PUD a perfect 10.

**Bruce and Carolyn Shoemaker** of Acti-Dyne Research presented the survey results to the PUD’s board of directors on June 20.

“This is the highest score for overall performance that you’ve ever received,” Bruce Shoemaker said. “This is a very positive thing.” The PUD’s previous best score for overall performance was a 9.11 on the survey conducted in 2006.

Customers also gave the PUD its highest-ever rating for outage response. The average score was 8.99, with 57 percent of customers rating the PUD a 10 out of 10. The PUD’s previous best score for outage response was an 8.80 on the 2006 survey.

“We heard lots of good comments about service and reliability,” said Carolyn Shoemaker. “People said that this was one of the toughest years ever and they got through outages quickly.”

Shoemaker said that any score above 7 should be considered a great score. All of the scores on the benchmark questions were higher than 7 out of 10.

“The overall results are just excellent, as far as I can see,” said PUD Director **Rob Mathers**. **NWPPA**

## Directors Retain Positions on Lane Board

At Lane Electric's (Eugene, Ore.) Annual Membership Meeting held on May 30, the ballots were cast and the vote was final: **J. Ingrid Kessler**, **Kathy Keable**, and **Susan Knudsen Obermeyer** retained their seats on the Lane Electric Board of Directors for three more years. As well, Lane Electric members approved four proposed amendments to Lane Electric's bylaws.

Kessler has served on Lane Electric's board since 2014. She is a veterinarian and received her Doctorate of Veterinary Medicine from Michigan State University. She received her Bachelor of Arts from Cornell University and completed her graduate work in classics at Stanford University. Kessler has received her Credentialed Cooperative Director Certificate through the National Rural Electric Cooperative Association.

Keable was elected to serve her first three-year term on Lane Electric's board of directors in 2014. She is recently retired; however, prior to her retirement, she was the site manager at HJ Andrews Experimental Forest in Blue River. She was also a teacher at McKenzie Elementary School, and the special use coordinator for McKenzie River Ranger District. Keable received her Bachelor of Science in elementary education from the University of the Pacific, her Master of Science in outdoor education from Southern Oregon State College, and she is also a Credentialed Cooperative Director through NRECA.

Knudsen Obermeyer retired from the Forest Service as the Middle Fork Ranger District Staff Officer of Operations where she oversaw Timber, Special Forest Products, and Silviculture. She graduated from Oakridge High School, attended classes at Lane Community College, and attended many leadership/management classes while employed for the Forest Service. She is also a Credentialed Cooperative Director through NRECA.

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## SMUD to Deliver Innovative Marketplace

Sacramento Municipal Utility District (Calif.) has announced a new partnership with Simple Energy.

At launch, SMUD's new marketplace will offer customers in the Sacramento region energy-related and smart-home products and services—with instant online rebates in the shopping cart—that can be delivered directly to customers' homes. Over time, SMUD and Simple Energy will collaborate on the development of a broad range of additional marketplace components including new products, services, tools, and more.

"We want to make it easy for our customers to find affordable, energy-saving products for their homes and businesses," said **Nicole Howard**, SMUD's chief customer officer. "By building our own marketplace with Simple Energy, we'll be able to leverage our expertise to offer products that are proven to provide value."

This is Simple Energy's first partnership with a public power utility.

"SMUD's reputation as an innovator has been well established through 70 years of industry-leading innovations—this is a very exciting partnership for us," said Simple Energy CEO

and Founder **Yoav Lurie**. "We believe municipal utilities will play a special role in developing new utility business models because they so well align the interests of all stakeholders—customers, community members, and the environment. We're very excited that our first community-owned utility partner is such an industry leader. We are eager to drive meaningful results for SMUD."

The SMUD Marketplace is expected to launch in the fall of 2017. NWPPA

## 38 Straight Years of High Financial Standards

On June 20, Mason PUD 3 (Shelton, Wash.) received its 38<sup>th</sup> consecutive clean report from the Washington State Auditor's Office on the PUD's financial management, operations, and compliance with state laws and regulations.

PUD 3 officials met with representatives of the Auditor's Office to review the results of the annual examination.

"Our mission is to provide safe, reliable, and economical service every day," said **Annette Creekpaum**, PUD 3 manager. "Today's report shows that our employees follow the high standards required by the state. The audit verifies that our financial management and day-to-day operations are of the highest quality."

The Washington State Auditor's office focused on financial and accountability audits in its recent review of Mason PUD 3. Financial audits ensure the PUD accounts for public funds. Accountability audits certify that units of state and local government adhere to required laws and regulations relating to financial matters such as bidding and contracts.

PUD 3 has received 12 consecutive Certificates of Excellence in Financial Reporting from the International Government Finance Officers Association of the U.S. & Canada. The PUD's annual reports have won honors from NWPPA and the American Public Power Association. NWPPA



PUD 3's finance team: (L-R) Sara Montalto, Jenny Goos, Sherry Speaks, Dani Leboki, Dawn Myers, and Brian Taylor.

### TPU Captures Two National Awards

Outstanding community service and innovation led to Tacoma Public Utilities (Wash.) receiving two awards on June 20 from the American Public Power Association. The awards were accepted at the APPA National Conference by TPU Community Connection Program Manager **Erika Tucci**, Tacoma Power Conservation Program Coordinator **Jordan Whiteley**, and TPU Utility Board Vice Chair **Monique Trudnowski**.

TPU's Community Connection program was awarded the Community Service Award for its ability to address the community's most pressing needs: improving housing, alleviating high utility bills, and offsetting other basic household costs like food and school supplies. The program's employee-based leadership team runs 40 events each year to raise money and provide on-site help to address those issues.

This is the third time APPA has recognized TPU for its community service.

Tacoma Power has turned video chat into a powerful tool that makes it easier for customers to conserve energy. For that work, APPA has given Tacoma Power its Energy Innovator Award.

The utility's conservation group figured out a way to use video technology to replace visual, on-site inspections for certain energy-efficiency projects like ductless heat pumps in customers' homes. Going from on-site visits to video chat inspections reduces inspection time for customers, eliminates travel time for utility staff, and reduces program costs.

This is how it works: Contractors use video chat apps on a mobile device to show utility staff their work in real time, just like they would if utility staff were on site. That process allows customers to take less time off work for inspections, and the utility can pay rebates faster and inspect more projects in less time. **NWPPA**

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### OTEC Sends Four Students to Capitol Hill

On Friday, June 9, **Bonny Daggett**, **Anna Gambill**, **Mason Tomac**, and **Annie Wall** packed their bags, loaded up into the Subaru Tribeca, and set off for the 2017 Washington, D.C., Electric Cooperative Youth Tour.

Each student was competitively selected and represented Oregon and the Northwest as they joined 1,500 of their colleagues from across the United States for a one-week trip to our nation's capital. Over the course of the week, OTEC's (Baker City, Ore.) student delegates visited famous historical sites, engaged in leadership training, met with their elected congressional representatives on Capitol Hill, and bonded with students from co-op communities across the country. They learned about electric cooperatives and current issues in energy and climate change legislation that face our communities and our nation.

"This tour was initiated after Senator **Lyndon B. Johnson** suggested that cooperatives send young, promising student leaders to the nation's capital where they could have the opportunity to see, first-hand, what the American flag stands for and represents," said OTEC Manager of Communications and Governments Affairs **Lara Petittlerc-Stokes**. "This is an invaluable opportunity for these young leaders to travel and experience our nation's capital. It is, for many, a once-in-a-lifetime event." **NWPPA**



*And they're off! (L-R) Mason Tomac, Annie Wall, Anna Gambill, and Bonny Daggett were all smiles and had their bags expertly packed.*

## Georgetown Steam Plant Celebrates 110 Years

The historic Georgetown Steam Plant, owned by Seattle City Light (Wash.) celebrated its 110<sup>th</sup> anniversary with a free open house on June 10 with live musical performances from a group of Georgetown artists, a hot dog cart, and free guided history tours.



The Georgetown Steam Plant is a National Historic Landmark that generated energy for the first time on June 22, 1907. Created to energize some of Seattle's first electric streetcar lines, including the interurban running from Everett to Tacoma, the reinforced concrete building is among the first of its kind on the West Coast and contains the last two vertical Curtis steam turbine generators known to exist in their original positions.

Seattle City Light has owned the facility since 1951 and it was completely decommissioned in 1977. It became a National Historic Landmark in 1977 and a Seattle Landmark in 1984. City Light staff and volunteers host free open houses for the public the second Saturday of every month from 10 a.m. to 2 p.m. with guided tours at 11 a.m. and 1 p.m.

More information about the Georgetown Steam Plant can be found at [georgetownsteamplant.org](http://georgetownsteamplant.org). **NWPPA**

## Salem's Lewis Retires, Davidson Promoted

Effective May 25, 2017, **Jeff Lewis**, Salem Electric's member services manager since 2014, retired.

Lewis was hired in 1989 as an energy analyst and was promoted to member services supervisor in 2001.

"Jeff came on board when energy conservation was just getting its start. His efforts since 1989 have helped Salem Electric develop and promote a variety of energy efficiency programs that have benefitted our members for many years," said General Manager **Terry Kelly**.

Upon his retirement, **Britni Davidson** has become Salem Electric's new member services manager.

Davidson joined Salem Electric in 2003 as a customer service representative. In 2012, she was promoted to special services representative, then customer service supervisor in 2013. As member services manager, she will oversee the newly combined customer and member services departments.

"I'm excited for my new role and look forward to working more closely with our members and the community," said Davidson. **NWPPA**



# WE REMEMBER

## Dawn Lucien

Dawn Lucien, the "grande dame of Tacoma" and a former Tacoma Public Utility Board member, died on June 10. She was 91 years old.



Lucien was born in Montana and raised in Prosser, Wash. She worked as a flight attendant for Pan American World Airlines before she resigned. She'd married her first husband, Paul Olson, and company rules prohibited flight attendants from being married or having children. She moved to Tacoma with Olson in 1947.

Lucien served on the Tacoma City Council and the Public Utility Board. She worked in the office of U.S. Rep. Norm Dicks and helped resolve disputed land claims between developers and the Puyallup Tribe of Indians in 1988. Sixteen years later, she was nominated by Dicks for and won the Greater Tacoma Peace Prize for her work brokering the settlement.

Lucien and two other advocates won the Alan Liddle Award for historic preservation from the Tacoma Historical Society in 2013. Her other honors included the Life Award and Paul J. Raver Award from NWPPA for notable contributions to public power and for public service.

At a 2014 ceremony to dedicate the Dawn Lucien Room at UWT, Mayor Marilyn Strickland dubbed Lucien "the grande dame of Tacoma." **NWPPA**

## Carl Jonsson

Grays Harbor PUD's Carl Jonsson died suddenly on June 17 at Capital Medical Center in Olympia, Wash. He was 55 years old.



Jonsson, the PUD's purchasing and facilities supervisor, worked for the PUD for nearly 30 years, from 1982-1987 and from 1992 until his death. In addition to his involvement in utility organizations like the Employee Credit Union Association and Kilowatt Kids Relay for Life Team, Jonsson was heavily involved with his church and his beloved City of Elma, where he served on the Elma School Board and with the United Way of Grays Harbor.

A memorial service was held on June 25. Cards and flowers for his family can be sent to Grays Harbor PUD and will be delivered to his family. **NWPPA**

### Terex® Highlights Innovation

One of the firsts in the industry is the Terex® Load Alert™ system. Alert monitors and analyzes the truck's jib and basket capacity and provides visible and audible alarms when an overload has been detected to aid users to support their safe work practices.

"Introduced in April 2016, Load Alert has been well received by the industry, with one major customer ordering this feature on every Terex Hi-Ranger™ aerial device," said Terex Utilities Director of Marketing **Joe Caywood**.

Another innovative solution from Terex is the HyPower™ IM system. This idle mitigation and cab comfort system reduces fuel usage and exhaust emissions at a lower price point than other hybrid systems. Terex was named one of America's best corporate citizens by *Forbes Magazine's* JUST 100 list in 2016, in part for the hybrid technologies Terex Utilities has developed.

"In carrying out our legacy of innovative, high-quality products, we are excited to introduce the latest enhancement, our Optima TC55 aerial device featuring lower travel height, better ground access, and improved boom speeds," said Caywood.

The Optima TC55 is a 55-foot non-overcenter aerial with up to 42.8 feet of side reach. That's three feet longer than the legacy model which helps with truck positioning at the jobsite. Increased boom speeds and responsiveness also help to increase productivity on the job. Additionally, the platform can be lowered near the ground, making it easier for operators to access and handle tools and equipment passed from the ground crew.

Fleet managers regularly request reliable equipment with maximum uptime. To that end, Terex reduced and simplified maintenance on the Optima TC55. A new pedestal design allows for easier access for torquing lower rotation bearing bolts. O-ring face seals allow for improved hydraulic connections and are used on hoses and fittings above rotation.

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. More information about Terex is available at [www.Terex.com](http://www.Terex.com), [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex), and [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation). **NWPPA**



Terex Utilities' new Optima TC 55 aerial device.

### Shelton, Wash., Chooses Evluma Lighting Retrofit

Established in 1890, Shelton's past has long been intertwined with logging and the railroads that sprung up with it. Lined with antique shops and small businesses, Railroad Avenue has ornamental streetlights that were installed in the mid to late 1990s and are maintained by Mason PUD 3. Knowing the ballasts on the 20-year-old fixtures would need changing again soon, **Justin Holzgrove**, engineering services and community relations manager at Mason PUD 3, was looking for an LED solution that would eliminate the constant upkeep required by HPS lights, yet still deliver the warm look that residents and visitors had come to expect.

The team at Mason PUD 3 tested several different solutions including corncobs and downlights.

"Anything less than a 10-year warranty was a non-starter for us. Some didn't fit our fixtures, one was too tall, and downlights weren't appropriate for our omnidirectional globes," said Holzgrove.

Mason PUD 3 also obtained a sample OmniMax by Evluma. The OmniMax fit their fixture, met their prerequisite of a 10-year warranty, and came in a 2000K color temperature. Having worked with Evluma since 2014 when Mason PUD 3 adopted the AreaMax as their light standard for residential lighting, their choice was made.

A total of 63 fixtures were retrofitted with the Evluma OmniMax. The 70W HPS bulbs in the decorative pedestal lights were replaced with 70W LED OmniMax. The 200W HPS bulbs in the teardrop roadway lights were also replaced with 70W LED OmniMax.

The lights converted from 200W to 70W count towards Washington Initiative 937, the Energy Independence Act (2006) that requires utilities to undertake all cost-effective energy conservation.

Formed in 2008, Evluma is committed to developing affordable, long-lasting and environmentally low-impact LED lighting solutions that fundamentally change the landscape of the outdoor utility lighting market. For more information visit [www.evluma.com](http://www.evluma.com). **NWPPA**



Evluma worked with Mason PUD 3 to retrofit 63 ornamental streetlights along historical Railroad Avenue.

# June Was a Busy Time

By Bill Dearing

At the Peak Annual Meeting held on June 7–8, two new directors, Tom King and Mercedes Walton, were elected, and the bylaws were revised to change director terms from three to four years. This will change elections from every year to every two years, which should reduce costs and add continuity. A technical session focused on the issue of Peak migrating from “aggressively planning to react” to being more forward looking at the system to find (and fix) problems before they occur. This will require better system visibility and new operational tools as line loadings shift rapidly with the addition of more non-dispatchable renewables and resulting energy imbalance flows.

At the WECC Board and Member Advisory Committee meetings on June 20-21, the report on the tripping of 1,200 megawatts of solar generation in California affected by the Blue Cut fire was reviewed. The generation tripped after the DC/AC inverters misread the system frequency and voltage during transmission switching. NERC has issued an alert to owners of utility scale solar projects to better understand the potential magnitude of this problem, and may require changes to settings for those plants that can be adjusted.

WECC has also just released its *State of the Interconnect* report, which is available at [www.wecc.biz](http://www.wecc.biz). The report noted

that relay mis-operations and outages are down, and the system is in good shape. WECC will be holding its Annual Meeting on September 12-13 in San Diego, Calif., where director elections will be held.

FERC hosted a technical conference on the reliability of the bulk power system on June 22 in Washington, D.C. The conference speakers covered a wide range of issues, including the changing resource mix, distributed energy, cybersecurity, and how to evolve standards. On the cyber front, it was recognized that the threats change so rapidly that it is likely impossible to cover all aspects in a standard, and some urged FERC not to over-regulate. As for current compliance enforcement and standards, it was suggested that another review is needed to remove or modify standards that are not essential for reliability, or allow selective enforcement by WECC (and other regions) for smaller entities have very little effect on the larger bulk power system. On the challenges of distributed generation, one speaker urged FERC not to infringe on local control by attempting to regulate down to the distribution system level.

Preliminary 2018 budget numbers from the reliability organizations have been released, and NERC, Peak, and WECC are all projecting no or very small increases for next year. **NWPPA**

*Bill Dearing is the regulatory electric system consultant for NWPPA. He can be reached at (509) 989-3889 or [wdearing@mwi.net](mailto:wdearing@mwi.net).*



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# Congress Makes Slow but Steady Progress on Wildfire Prevention

By Elizabeth K. Whitney



Two of NWPPA members' top legislative priorities center on wildfire prevention—as wildfires can threaten utility assets along with lives and property—and both made progress in Congress this quarter.

In a positive step forward, the House of Representatives passed vegetation management legislation that had the endorsement of NWPPA and other electric utility sector groups. The Electricity Reliability and Forest Protection Act, introduced as H.R. 1873 by Reps. Doug LaMalfa (R-Calif.) and Kurt Schrader (D-Ore.), would prevent wildfires (and outages) caused by trees contacting transmission lines along federal rights-of-way.

The bill would reduce long wait times for federal agencies to provide utilities access to conduct needed tree-trimming activities along federal right-of-way corridors—which often occur even when those activities are part of an active vegetation management plan on file with the agency. Importantly, it would also shield utilities from liability for any damage that may occur from a wildfire that could have been prevented by planned vegetation management, if the federal agency failed to allow access.

The other NWPPA priority—reforming the way the U.S. Forest Service budgets for wildfires—was the subject of numerous hearings in both chambers, signaling it remains front of mind for lawmakers as they craft spending bills for Fiscal Year 2018. They hope to end the vicious cycle known as “fire borrowing” in which the U.S. Forest Service spends funds meant for fire prevention on fire suppression instead.”

The practice is more difficult to straighten out than one might think. The leading solution is to treat funding for wildfire suppression and response as “disaster funding,” requiring a separate, emergency appropriation from Congress. That would leave wildfire prevention funds available for prevention activities, but it would put response funds in the hands of a political body that has had trouble reliably passing emergency appropriations in the past. Further, some lawmakers are loath to make the budgetary change without reforming some forest management practices.

Congress will have to act on FY18 appropriations for the Forest Service, but they may not be able to untangle the fire borrowing issue before the September 30 deadline. There is no such deadline pushing the vegetation management bill toward the finish line—and the House vote indicates there will be an uphill battle to get the measure through the Senate.

## Vegetation management gets “stand-alone” treatment

The vegetation management bill first surfaced as part of the House Natural Resources Committee's contribution to last year's omnibus energy bill. It was reported out of the Committee and attached to the omnibus along with a handful of other land management provisions. Since it never received an up-or-down vote on its own, many House members took a fresh look at the bill when it was brought to the House floor in June.

That opened an opportunity for some to criticize the bill. Although supporters had pushed back on early concerns that the bill would open a loophole to conduct clearcutting activities on federal lands, the logging concerns resurfaced in floor debate. Democrats also raised concerns that the liability protections would unfairly shift responsibility for wildfires onto taxpayers.

That concern may have been kindled by debate over a different vegetation management bill last year, which would have shielded utilities from liability in all cases except for their gross negligence—a much broader standard. The LaMalfa-Schrader measure targets only those cases in which a fire could have been prevented but for the agency's inaction in allowing access to perform vegetation management.

Ultimately, 70 Democrats joined the Republican majority in supporting the bill, including several Western members contacted by NWPPA in advance of floor consideration. It now moves to the Senate, where leaders are continuing to work on companion legislation. In that chamber, lingering concerns in the Democratic party ranks will need to be further assuaged to see the bill advance.



## 115<sup>th</sup> Congress hearings highlight urgency of budgeting issue

So far, there have been six hearings on the U.S. Forest Service this Congress—each characterized by a greater urgency than the last.

In March, the House Natural Resources Subcommittee on Federal Lands held an oversight hearing on “Identifying Innovative Infrastructure Ideas for the National Park Service and Forest Service.” The Committee heard testimony regarding the infrastructure needs of the agencies and innovative ways to finance needed improvements, reduce federal costs, and decrease the time necessary to complete projects. Two months

later, the Subcommittee on Federal Lands held a hearing titled, “Seeking Better Management of America’s Overgrown and Fire-Prone National Forests.” This hearing focused on the impacts of wildfire and other challenges facing the country’s federal forests, as well as the need to significantly increase forest management activities to prevent wildfires.

A turning point came when the President’s FY18 Budget request was released, calling for an overall reduction of nearly \$1 billion from the Forest Service budget (\$970 million, or 16 percent below the FY17 enacted level), although fire suppression activities are funded at the 10-year average. The budget does not propose a wildfire cap adjustment or any type of “fix” to end fire borrowing, leading some to criticize the Administration’s “status quo” approach to fire suppression.

Both the House and Senate’s Interior Appropriations Subcommittees reviewed the details of the Forest Service’s request, with lawmakers expressing concern that the cuts proposed in the FY18 budget would mean sacrificing priorities like wildfire suppression despite the Budget’s goals. The deepest cuts also target accounts that are often raided for fire suppression. The Senate Committee on Energy and Natural Resources and the House Natural Resources Committee have also held hearings specifically to examine the President’s budget request, with a solution to the budgeting issue seeming to be up to Congress to untangle.

### Legislation introduced

On June 8, 2017, Rep. Mike Simpson (R–Idaho) and Rep. Kurt Schrader (D–Ore.) reintroduced the Wildfire Disaster Funding Act (H.R. 2862), legislation intended to fix the current budgeting process for wildfires, with a slew of Northwest delegation members as cosponsors.

As the Budget suggests, Congress has budgeted for wildfire suppression by appropriating money according to the average cost for wildfires over the past 10 years, with fire borrowing taking an increasing share of other programs’ funds. The bill seeks to end fire borrowing by treating wildfires like other

natural disasters when wildfire suppression costs are exhausted. Wildfire suppression would still be funded through the normal budgeting and appropriations process, but when the Forest Service exceeds its annual wildfire suppression budget, the agency would be able to fund wildfire fighting costs like other natural disasters instead of raiding its other programs for cash.

The measure was also introduced in the 113<sup>th</sup> and 114<sup>th</sup> Congresses, receiving 150 bipartisan cosponsors and the support of more than 300 organizations. An identical bill was introduced in the Senate in January by Sen. Mike Crapo (R–Idaho), Sen. Jim Risch (R–Idaho), and Sen. Ron Wyden (D–Ore.), who have been pushing for the same measure for the past four years.

The biggest sticking point for the bill appears to come from budget hawks—including Speaker Paul Ryan (R–Wis.)—who worry that passing emergency supplemental funding will only increase the federal deficit. Opposition from the speaker is a high hurdle to overcome, but even if the bill were to pass, there is no guarantee that Congress could deliver when disaster struck. These challenges have led some to look to other solutions.

One of the more extreme suggestions getting traction is Rep. Bruce Westerman’s (R–Ark.) Resilient Federal Forests Act (H.R. 2936). His bill would fix fire borrowing by greatly expanding the amount of forest land that can be thinned without an environmental review or with minimal review—“treating the underlying disease” of overgrown federal forests. It was reported by the House Natural Resources Committee on June 27 and appears headed for the House floor.

This measure is likely to see even more concerted opposition from the minority. Though it would speed forest management activities, removing environmental review is anathema to much of their constituent base. Still, it is likely to advance through the lower chamber to the Senate, where Senate Energy and Natural Resources Chairman Lisa Murkowski (R–Alaska) floated a draft last year that doesn’t do away with environmental reviews, but would expedite projects tied to wildfire prevention by limiting the scope of the Forest Service’s environmental reviews to either approving the project as proposed or taking no action.

None of the legislative options is likely to become law before September 30, when current federal funding expires. Lawmakers have barely begun drafting funding bills to meet that deadline, signaling that current funding is likely to be extended, possibly indefinitely. Nevertheless, in the long game of policymaking, progress matters—and the urgency to find a solution will only continue to grow. **NWPPA**

*Elizabeth K. Whitney is managing principal of Meguire Whitney, NWPPA’s Washington, D.C., consulting firm. She can be reached at either (207) 712-7521 or [elizabeth@meguirewhitney.com](mailto:elizabeth@meguirewhitney.com).*

# COMMUNICATING THE BENEFITS OF PUBLIC POWER

By Lance Robertson



In early March, the chairman of the Oregon House Energy and Environment Committee welcomed some visitors from the state's consumer-owned utilities. They wanted the influential legislator to gain a deeper understanding of the benefits public power provide to more than 1 million Oregonians.

In particular, they were there to argue that the state didn't need a new law mandating that all public utilities buy or build renewable power generation within their service territories to reduce carbon emissions in the state. Why? Because Oregon's three-dozen public utilities already are about 95 percent "carbon free," most of it generated from hydropower.

At their disposal was a new weapon in their lobbying efforts: a freshly created infographic showing—in simple charts and numbers—how small public utilities' carbon footprint is (versus the state's investor-owned utilities, which have a high percentage of power from coal and natural gas-fired generation). That informational flyer and four others were created to help Oregon's consumer-owned utilities (cooperatives, PUDs, and municipalities) illustrate the benefits of public power during meetings with legislators and other key decision-makers.

"Those materials have really helped us build a unifying brand," says Jason Heuser, the Eugene Water & Electric Board's government affairs coordinator, who attended that March meeting along with several other government affairs specialists representing most of Oregon's three dozen public utilities. "In particular, the low-carbon flyer provided a clear, graphical view of why it doesn't make sense to mandate energy carbon reductions in public power country."

The flyers are commonly referred to as "leave-behinds" by government affairs folks whose job it is to represent various interests.

"Individual utilities create materials like these for their own customers all the time, but this was the first time we were able to provide glossy, graphically pleasing materials to legislators" that represented an aggregate view of all the state's public power utilities, Heuser says.

The packet of infographics also represents a trend among consumer-owned utilities, not just in Oregon, but across the country. Public utility leaders have known for the last several years that customer preferences and expectations—and the industry itself—are changing. But now, they are collectively doing something about it to help them reconnect with customers and demonstrate the value of public power.

For example, in the past year, NWPPA has teamed up with Ruralite Services, Inc. on a communications project that ultimately will lead to creation of communications and marketing materials. Nationally, the American Public Power Association has launched a community awareness pilot program with 10 public power utilities.

"In 2016, the NWPPA Board of Trustees asked us to help facilitate the conversation with utilities and their consumers, many of whom represent a new generation, about the importance of their local public power utility and the overall value of public power," says NWPPA Executive Director Anita Decker. "As a result of that request, the Public Power Matters initiative has been a huge, key project for us in 2017. We really appreciate our partnership with Ruralite that has broadened our reach and manpower."

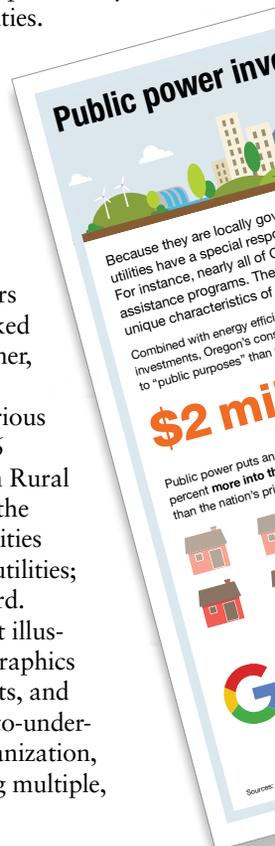
"We've moved into a new era, and we're all experimenting with ways to get and keep customers engaged," says Debra Smith, general manager for Central Lincoln People's Utility District, which is one of the 10 APPA pilot utilities.

## Oregon utilities join forces

Last October, the Oregon People's Utility District Association commissioned me, the author of this article, to create a brochure, pamphlet, or other printed materials to help government affairs representatives with their statewide lobbying efforts. My subsequent proposal was to create a series of one-page flyers to illustrate the benefits of public power. I worked with Kerry Lutz, a Eugene-based graphic designer, to develop a consistent visual theme.

The effort soon expanded to include the various associations that represent most of Oregon's 36 consumer-owned utilities: OPUDA; the Oregon Rural Electric Cooperative Association, representing the state's cooperatives; the Oregon Municipal Utilities Association, which represents most municipal utilities; and individually, Eugene Water & Electric Board.

My concept was to have an infographic that illustrated a different benefit of public power. Infographics combine limited text with icons, statistics, charts, and other graphic elements to present a clear, easy-to-understand snapshot of an issue, trend, concept, organization, activity, or message. The practical use of having multiple,





single-page infographics is that they can be used together, in a single package, or individually, to drive home a specific benefit of public power.

Infographics were created and printed on the following topics:

- **Low cost and local control**—Public utilities’ rates are generally lower than those of investor-owned utilities, and they are governed by citizens who live in the communities they serve.
- **Clean, green, and carbon-free**—In aggregate, about 95 percent of the power provided by public utilities in the Northwest to their customers is not generated using fossil fuels.

- **Energy efficiency commitments**—Public utilities, in aggregate, continue to invest in conservation and energy efficiency measures for customers.
- **Commitment to renewables**—Although not necessarily needed to reduce carbon emissions (because of the 95-percent carbon-free aspect), consumer-owned utilities are investing in locally based renewable projects because customers are asking for them.
- **Community investment**—Consumer-owned utilities invest in the communities they serve with programs, grants, community events, economic development, and other activities.



The flyers were unusual because it was one of the first times Oregon's three consumer-owned utility associations banded together on such a project.

"We tend to be uncomfortable talking about ourselves," says Smith, who also was chair of OPUDA when the project was started in the fall of 2016 and completed in early 2017. "We created a vehicle to talk about ourselves in a broader context. It shows the power of all of us to come together for a common purpose."

EWB's Heuser says he and other public utility government affairs representatives have often been "outgunned" by the investor-owned utilities when it comes to supporting materials to help them advocate for or against various legislation. "The IOUs have a deep bench when it comes to creating slick, glossy brochures and fact sheets," he says.

"I feel like a real pro now that I can whip out this very nicely done set of flyers and leave them with the legislator," Heuser adds.

Creation of the infographics came with some difficulties. For one, there was no one-source clearinghouse for aggregate statewide statistics on consumer-owned utilities. That extended even to the number of customers served in Oregon.



*Ruralite Services CEO Michael Shepard and NWPPA Communication Director Debbie Kuraspediani shared the initial findings of the Public Power Matters project at NWPPA's annual meeting in May.*

### Why public power matters

Another effort now underway is spearheaded by NWPPA, in partnership with Ruralite Services. The working title is "Public Power Matters," and is a multi-year effort to develop materials that member utilities can use in communications and marketing efforts.

One of the first steps was to gather information about what matters most, to both utility leaders and customers. They interviewed more than two dozen utility leaders and conducted focus groups in Eugene, Ore., and Richland, Wash. Some of the initial feedback and conclusions were presented at NWPPA's Annual Meeting in May.

The primary objective of this listening effort is to identify the key drivers for the *right* communications strategy—one that will indeed be used by members. They also identified three strategic imperatives:

1. Understand the current landscape of public power, including how utility leadership articulates value and what is of value to consumers.
2. Uncover the new elements that will differentiate the future message/positioning of public power in the current landscape that all parties will relate to and adopt.
3. Develop communication points that clearly articulate the value for the utility leadership and to the consumer.

From this listening and message-development effort, the ultimate objective is to create communications and marketing materials that reflect messages that resonate with today's utilities and consumers. The effort will be geared toward engaging utility leaders while, in parallel, helping them bridge the knowledge and engagement gap with customers.

The materials also will be focused on three primary communications goals:

1. **Be the proactive voice for public power**—Become an inspirational and aspirational communicator of the value of public power.
2. **Create a consumer-inspired experience**—Shape the perception of public power by leveraging direct benefits to the consumer and aligning with consumers' expectations of involvement.
3. **Build trust and transparency**—Create new relationships and improve existing relationships to develop an engaged membership.

NWPPA and Ruralite recently presented a sneak peak of the Public Power Matters project to over 30 public power communicators at June's Northwest Rural Group (NRG) meeting and received rave reviews. Communicators at the meeting expressed excitement about having tools to explain and share the benefits of public power with their customers and members.

"We must continue to promote that public power is a local, member-owned entity that contributes back to our communities," said Columbia REA Manager of Marketing and Member Services Doug Case. "The new campaign from NWPPA and Ruralite, Public Power Matters, will help communications staff around the region deliver this message."

The two associations will roll out the next steps at NWPPA's Northwest Communications and Energy Innovations Conference (NIC) in Sacramento, Calif., Sept. 17–20. The communications and marketing tools will be developed in a way so that they can be customized easily for each utility's specific community.

"Low-cost, reliable power has been the key message of public power for decades," says Kathi VanderZanden, communications and marketing director at Ruralite Services. "But the challenge going forward is that consumers now expect that—low cost and reliable power is the baseline, the assumption, and expectation." Consumers, she adds, "need to have a better reason to engage with their utility."

She also says the research done so far validates that “public power is seen as dull and out of date,” when in reality, there’s a lot of innovation going on in the industry. “It would be cool to match that image of innovation in our communications.”

Smith echoed some of those sentiments. It is increasingly difficult to get customers to engage with their utility, or even pay attention to messages, she says. Meanwhile, the industry is changing and facing challenges related to power supplies, peak power, new products and technology, environmental issues, and, for some utilities, flat or declining revenue as customers install solar arrays or switch to cheap natural gas.

“Just getting a customer to even come into your lobby for coffee and cookies during Public Power Week is really hard right now,” she says. “Customers are less engaged during a time when it is critical for the industry. It is a real quandary.”

### National pilot project

Smith’s Central Lincoln PUD is one of 10 utilities nationwide that is taking part in the APPA community awareness pilot, which also is being done under the aegis of NWPPA. The pilot is part of APPA’s overall Raising Awareness of Public Power strategic initiative.

The goal is to eventually roll out a package of tested, impactful templates and resources that members can use, says Meena Dayak, vice president, integrated media and communications for APPA.

Research done in public power communities nationwide in early 2016 showed that only “one in five customers knew they were served by a public power utility and why that makes a difference. Clearly, the research underscores the need to increase awareness of what public power means to our communities,” she adds.

Dayak pointed out that “people think very little about their electric utility—unless there’s an outage or they perceive a high bill. We in public power do more than keep the lights on—we care about our communities. We have a good story to tell but we don’t always stop to tell it.”

The pilot program is offering social media content and training; infographics; videos; radio scripts; ideas for community activities and events; communication plans and calendars; and more. The goal is to listen to what utilities need to tell their story in their communities and to give them tools and templates they can easily adapt and use. To date, pilot participants have expressed a strong need for social media tips and content, Dayak says.

Both Dayak and Smith say it can be a challenge to develop common materials for such a diverse group of public power utilities. There are different sources of energy, varying priorities, environments, and demographics to consider. Some small utilities don’t even have their own websites yet, while larger utilities have full-time communications specialists and can invest more in outreach.

Smith says APPA has been “really focused on learning from our experience and incorporating our input” into developing materials. For example, “when we asked for a rural focus, they were quick to respond.” And when Central Lincoln pointed out that an image of a coal-fired power plant in a draft infographic didn’t match up with the region’s energy generation profile, “it was an easy accommodation” to swap it with a more appropriate image.

“That’s why we want to make everything customizable and offer basic training where needed,” says Dayak. “We want to make it easy for members to tell customers how they are powering strong communities.” **NWPPA**

*Lance Robertson is an instructor at the University of Oregon School of Journalism and Communications, and is the former public affairs manager for the Eugene Water & Electric Board. He can be contacted at [lancer@uoregon.edu](mailto:lancer@uoregon.edu).*

To be one of the first to see the unveiling of Public Power Matters, come to the NIC in Sacramento, Calif., September 17–20, where NWPPA and Ruralite Services will be revealing the project’s first deliverables. Register now for the NIC at [www.nwppa.org](http://www.nwppa.org).

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**POSITION: Staking Engineer**

COMPANY: Jefferson County PUD (Port Townsend, Wash.)  
SALARY: \$60,000 - \$80,000 per year  
DEADLINE TO APPLY: August 4, 2017  
TO APPLY: Visit [www.jeffpud.org/employment-opportunities](http://www.jeffpud.org/employment-opportunities).

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**POSITION: Transmission Engineer II (R17-273)**

COMPANY: Portland General Electric (Portland, Ore.)  
SALARY: \$5,287 per month  
DEADLINE TO APPLY: August 2, 2017  
TO APPLY: Visit <https://goo.gl/5CjGbe>.

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**POSITION: Journeyman Lineman**

COMPANY: Naknek Electric Association (Naknek, Alaska)  
SALARY: \$44.28 per hour  
DEADLINE TO APPLY: August 31, 2017  
TO APPLY: Contact [info@naknekelectric.com](mailto:info@naknekelectric.com).

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**POSITION: Electrical Technician**

COMPANY: Northern California Power Agency (Murphys, Calif.)  
SALARY: \$42.10 - \$57.21 per hour  
DEADLINE TO APPLY: July 31, 2017  
TO APPLY: Visit [www.ncpa.com/careers](http://www.ncpa.com/careers).

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**POSITION: Member Services and Communications Specialist**

COMPANY: Columbia REA (Dayton, Wash.)  
SALARY: DOE  
DEADLINE TO APPLY: July 27, 2017  
TO APPLY: Visit [www.columbiarea.com/content/job-opportunities](http://www.columbiarea.com/content/job-opportunities).

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**POSITION: Field Engineer I**

COMPANY: Franklin PUD (Pasco, Wash.)  
SALARY: \$30.53 per hour  
DEADLINE TO APPLY: July 19, 2017  
TO APPLY: Visit [www.governmentjobs.com/careers/franklinpud](http://www.governmentjobs.com/careers/franklinpud).

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**POSITION: Executive VP of Administration and Finance**

COMPANY: Valley Electric Association (Pahrump, Nev.)  
SALARY: DOE  
DEADLINE TO APPLY: July 25, 2017  
TO APPLY: Email [ExecutiveSearch@nreca.coop](mailto:ExecutiveSearch@nreca.coop).

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**POSITION: Journeyman Meter Technician**

COMPANY: Clark Public Utilities (Vancouver, Wash.)  
SALARY: \$44.29 per hour  
DEADLINE TO APPLY: July 23, 2017  
TO APPLY: Send résumé with cover letter to [jobs@clarkpud.com](mailto:jobs@clarkpud.com).

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**POSITION: Electric Technician**

COMPANY: McMinnville Water & Light (McMinnville, Ore.)  
SALARY: \$27.73 - \$35.09 per hour  
DEADLINE TO APPLY: July 22, 2017  
TO APPLY: Visit [www.mc\\_power.com](http://www.mc_power.com).

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**POSITION:** **GIS Analyst**  
**COMPANY:** Clark Public Utilities (Vancouver, Wash.)  
**SALARY:** DOE  
**DEADLINE TO APPLY:** July 24, 2017  
**TO APPLY:** Visit [www.clarkpublicutilities.com](http://www.clarkpublicutilities.com).

---

**POSITION:** **Electric Utility Analyst**  
**COMPANY:** City of Redding (Redding, Calif.)  
**SALARY:** \$4,949 - \$7,832 per month  
**DEADLINE TO APPLY:** July 26, 2017  
**TO APPLY:** Visit [www.governmentjobs.com/careers/reddingca](http://www.governmentjobs.com/careers/reddingca).

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**POSITION:** **Journeyman Lineman**  
**COMPANY:** PUD #1 of Clallam County (Carlsborg, Wash.)  
**SALARY:** \$44.45 per hour  
**DEADLINE TO APPLY:** July 25, 2017  
**TO APPLY:** Visit [www.clallampud.net](http://www.clallampud.net).

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**POSITION:** **Junior Engineer**  
**COMPANY:** Chelan County PUD (Wenatchee, Wash.)  
**SALARY:** \$37.12 per hour  
**DEADLINE TO APPLY:** Open until filled  
**TO APPLY:** Visit [www.chelanpud.org/about-us/careers](http://www.chelanpud.org/about-us/careers).

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**POSITION:** **Senior Analyst Load Research (R17-196)**  
**COMPANY:** Portland General Electric (Portland, Ore.)  
**SALARY:** \$3,378 per month  
**DEADLINE TO APPLY:** July 31, 2017  
**TO APPLY:** Visit <https://goo.gl/8PLW4C>.

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**POSITION:** **Fleet Mechanic**  
**COMPANY:** Chelan County PUD (Wenatchee, Wash.)  
**SALARY:** \$35.74 - \$39.74 per hour  
**DEADLINE TO APPLY:** Open until filled  
**TO APPLY:** Visit [www.chelanpud.org/about-us/careers](http://www.chelanpud.org/about-us/careers).

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**POSITION:** **Water & Wastewater Systems Assistant Superintendent**  
**COMPANY:** PUD #1 of Clallam County (Carlsborg, Wash.)  
**SALARY:** \$6,980 - \$9,900 per month  
**DEADLINE TO APPLY:** July 19, 2017  
**TO APPLY:** Visit [www.clallampud.net](http://www.clallampud.net).

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**POSITION:** **Director of Electric Utility**  
**COMPANY:** City of Redding (Redding, Calif.)  
**SALARY:** \$118,128 - \$189,792 per year  
**DEADLINE TO APPLY:** July 23, 2017  
**TO APPLY:** Visit [www.governmentjobs.com/careers/reddingca](http://www.governmentjobs.com/careers/reddingca).

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**POSITION:** **General Manager**  
**COMPANY:** Kirkwood Meadows PUD (Kirkwood, Calif.)  
**SALARY:** DOE  
**DEADLINE TO APPLY:** August 10, 2017  
**TO APPLY:** Visit <https://goo.gl/bRFxiN>.

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**POSITION:** **Civil Engineer II/III**  
**COMPANY:** Portland General Electric (Tualatin, Ore.)  
**SALARY:** \$71,508 per year  
**DEADLINE TO APPLY:** August 6, 2017  
**TO APPLY:** Visit <https://goo.gl/GQpNmu>.

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**POSITION:** **Chief Engineer**  
**COMPANY:** Kootenai Electric Cooperative, Inc. (Hayden, Idaho)  
**SALARY:** DOE  
**DEADLINE TO APPLY:** August 7, 2017  
**TO APPLY:** Visit [www.kec.com](http://www.kec.com).

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**POSITION:** **Journeyman Lineman**  
**COMPANY:** Orcas Power and Light Cooperative (Eastsound, Wash.)  
**SALARY:** \$43.98 per hour  
**DEADLINE TO APPLY:** August 4, 2017  
**TO APPLY:** Visit [www.opalco.com/careers](http://www.opalco.com/careers).

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**POSITION:** **Meter Technician**  
**COMPANY:** Orcas Power and Light Cooperative (Eastsound, Wash.)  
**SALARY:** \$43.98 per hour  
**DEADLINE TO APPLY:** August 4, 2017  
**TO APPLY:** Visit [www.opalco.com/careers](http://www.opalco.com/careers).

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**POSITION:** **Specialist IV (SCADA Testing & Energization)**  
**COMPANY:** Portland General Electric (Portland, Ore.)  
**SALARY:** \$1,403 per week  
**DEADLINE TO APPLY:** July 25, 2017  
**TO APPLY:** Visit <https://goo.gl/7eiTTr>.

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**POSITION:** **Fill-In/On-Call Instructor**  
**COMPANY:** Northwest Lineman College (Denton, Texas)  
**SALARY:** \$41.20 per hour  
**DEADLINE TO APPLY:** July 18, 2017  
**TO APPLY:** Submit cover letter and résumé to [nlcjobs@lineman.edu](mailto:nlcjobs@lineman.edu).

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**POSITION:** **Journeyman Lineman**  
**COMPANY:** Kodiak Electric Association (Kodiak, Alaska)  
**SALARY:** \$48.59 per hour  
**DEADLINE TO APPLY:** July 29, 2017  
**TO APPLY:** Visit [www.kodiakelectric.com](http://www.kodiakelectric.com).

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To advertise in future issues of the *Bulletin*, contact Brenda Dunn at (360) 816-1453 or [brenda@nwppa.org](mailto:brenda@nwppa.org).

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|   |    |
|---|----|
| Energy Northwest .....                                  | 5  |
| Golight, Inc. ....                                      | 29 |
| National Information Solutions Cooperative (NISC) ..... | 11 |

|  |            |
|--|------------|
| Northwest Line Contractors Chapter (NECA)..... | Back Cover |
| Piper Jaffray .....                            | 23         |
| Wagner Smith Equipment Co. ....                | 7          |



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tracyh@nwlineca.com • www.nwlineca.com

\*Emergency (night) numbers for firms having stand-by crews and equipment immediately available for disaster or storm repair.

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Call (253) 479-4000

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Riverside, CA 92509-2147  
Call (951) 682-2982

#### **International Line Builders, Inc.**

Sacramento Office  
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West Sacramento, CA 95691  
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Tualatin, OR 97062  
Call (503) 692-0193

#### **International Line Builders, Inc.**

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Newman Lake, WA 99025  
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(503) 523-7985 cell

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