



News from:

**Cass County Electric Cooperative**

For Immediate Release

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## **Cass County Electric Cooperative wins national communications awards.**

Cass County Electric Cooperative received recognition in the 2010 “Spotlight on Excellence” national awards program, sponsored by the Council of Rural Electric Communicators and the National Rural Electric Cooperative Association. Cass County Electric Cooperative received an Award of Excellence in the Best External Newsletter category. Carrie Joyce, Communications Coordinator, is editor of the award-winning newsletter, Highline Notes. Cass County Electric Cooperative also received an Award of Mention in the Best Single Ad category. Jocelyn Lura, Marketing & Communications Assistant designed the award winning advertisement.

“The judges noted the emphasis on being good stewards of each cooperative’s resources, while still doing the vital job of communicating with members” said Maggie Tilley, administrator of Spotlight on Excellence. “In difficult economic times, this has been especially challenging, yet, cooperative communicators rose to the occasion.”

A special luncheon honored the award recipients during the Connect 2010 Conference held in Kansas City, MO on May 12. Winning entries were displayed during the event.

The annual Spotlight awards competition recognizes the top-rated communication and marketing efforts by electric cooperatives and related organizations. Participants in the awards competition competed with electric cooperatives of similar sizes in 19 categories. Electric cooperative communicators and marketing professionals submitted more than 804 entries in the Spotlight on Excellence program, now in its 22st year.

Faculty members from the University of Missouri – Columbia and the University of North Carolina – Chapel Hill judged the entries.

The Council of Rural Electric Communicators was organized in 1982, and seeks to advance the recognition, education, and professionalism of electric cooperative communicators and their affiliated organizations. It is a volunteer association working on behalf of more than 4,000 electric cooperative communicators across the United States.

The National Rural Electric Cooperative Association, the service organization representing the national interests of cooperative electric utilities, coordinates the Council's activities. Other national organizations supporting the work of the Council are the National Rural Utilities Cooperative Finance Corporation, the National Cooperative Services Corporation, the National Rural Telecommunications Cooperative, and Federated Rural Electric Insurance Exchange.

Cass County Electric Cooperative is a not-for-profit, customer owned electric distribution system serving over 34,000 members in an eight-county area in southeastern North Dakota. Headquartered in Kindred, CCEC has service centers in Fargo, Valley City, Lisbon and Arthur. Cass County Electric's wholesale power supplier is Minnkota Power Cooperative.

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