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# NEWS

## **La Plata Electric Association honored for newsletter excellence** *Colorado Rural Electric Association lauds writing, photography in “Watt’s Up”*

La Plata Electric Association (LPEA) has once again been honored for newsletter excellence by the Colorado Rural Electric Association (CREA) for its publication “Watt’s Up,” included in CREA’s monthly magazine, *Colorado Country Life*. CREA annually organizes the newsletter competition among the rural electric cooperatives it serves throughout the state.

Each year, LPEA is eligible for eight awards, and this year LPEA received seven of those eight awards, nearly sweeping its division of cooperatives with 25,000 meters or more. LPEA was recognized for both writing and photography.

LPEA CEO Greg Munro took 1<sup>st</sup> Place in the “Best Explanation of an Industry Situation” category with his article discussing the relationship of LPEA and Tri-State Generation and Transmission, LPEA’s power supplier, in “All in the [extended] Family.”

Manager of Operations Steve Gregg received 1<sup>st</sup> Place honors for the “Best Safety” article, titled “Safety is Everything,” with Indiana Reed, marketing communications specialist and “Watt’s Up” editor, taking 2<sup>nd</sup> Place in the Safety category for the article “Electricity and Fire Safety.”

Reed also took all four awards in the remaining two categories, “Best Community Article” and “Best Photo.” The “community” articles covered energy efficiency and lighting retrofits at Stoneage (“Stoneage No Dinosaur” – 1<sup>st</sup> Place) and LPEA’s program to help install solar on area middle schools (“Solar to the Schools” – 2<sup>nd</sup> Place). Reed’s photos, which accompanied articles “Rounding Up Emma Sweeney” and “Protecting our Feathered Friends,” earned 1<sup>st</sup> and 2<sup>nd</sup> Place, respectively.

“This is the first time we have won so many awards,” said Greg Munro, LPEA CEO, noting that communicating to members is a top priority. “Indiana Reed is a very talented writer and a trained, award-winning journalist, so she continues to work to make our *Colorado Country Life* newsletter informative, readable and enjoyable for our members. As a contractor, she has been a

true professional and remains an asset, helping LPEA meet our on-going goal to keep our membership informed. We really encourage our members to read CCL each month.”

LPEA members traditionally receive the “hard copy” version of *Colorado Country Life*, including LPEA’s “Watt’s Up” inside, via mail, but they now can also opt out and read the newsletter electronically. “Watt’s Up” is posted to LPEA’s web page each month, as well as archived. To opt out of the mailed, “hard copy” version, and receive email notification of the electronic posting, visit [www.lpea.coop](http://www.lpea.coop) and click on “Contact Us.”

LPEA, a Touchstone Energy Cooperative celebrating 75 years in 2014, provides to its more than 30,000 members, with nearly 41,000 meters, safe, reliable electricity at the lowest reasonable cost, while being environmentally responsible.

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