

NEWS



Crawford Electric
A Touchstone Energy®
Cooperative 

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FOR IMMEDIATE RELEASE

**Rural Missouri magazine honors
Crawford Electric's local section**

FOR MORE INFORMATION:

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BOURBON – Rural Missouri, a monthly magazine produced by the Association of Missouri Electric Cooperatives with a circulation of more than 550,000, recently tapped Crawford Electric as having the “Best Local Pages” from among the 40 local electric co-ops in the state. The association’s High Voltage Awards were presented on Oct. 18 during a statewide meeting of electric cooperative communications professionals.

Lori Rego, editor of the Crawford Electric local section called Your Co-op Connection, was on hand to receive the award.

“I’m very honored to be recognized by Rural Missouri for our publication,” Rego said. “But this award is not just for me. I couldn’t create the newsletter for our members without the support and cooperation of the whole communications team and all of our employees.”

Rural Missouri created the High Voltage Awards to recognize the best member communications taking place at Missouri’s electric cooperatives.

“Communications are extremely important for Missouri’s member-owned electric co-ops,” said Sara Schaffer, editor of the Rural Missouri magazine. “Today, electric co-ops are using all media available to reach members, including the local page sections of the print magazine as well as digital and social media channels.”

Contest judges had this to say about Crawford Electric’s local pages, which appear in the Rural Missouri every month:

“They have consistent features each month — manager’s column, employee milestones, financial report, board report, safety tips, services offered and more. The design is clean and has a lot of color and graphics to keep the pages interesting and attractive. In addition, Crawford Electric posts their local pages to social media, sharing links to their digital pages every month. Kudos too for finding creative solutions to common problems such as listing winners of annual meeting prizes.”

According to Laura Hengstenberg, Crawford Electric communications manager, the magazine’s local pages are designed to strengthen the co-op’s reputation as an excellent utility and strong community advocate.

“Lori does a great job showcasing our core services,” Hengstenberg said. “She also highlights ways that Crawford Electric works to bring value to our members and build engagement in our local communities.”

Crawford Electric Cooperative is a member of Touchstone Energy, a national alliance of locally owned, community-minded electric co-ops with high standards of service. Crawford Electric serves about 20,000 meters along almost 3,000 miles of distribution lines mainly in Crawford, Franklin, Gasconade, Washington and Dent counties.