


NEWS



Crawford Electric
A Touchstone Energy®
Cooperative 

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FOR IMMEDIATE RELEASE

**Crawford Electric's Kortney Smart
achieves professional milestone**

FOR MORE INFORMATION:

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BOURBON – Kortney Smart of New Haven, public relations coordinator at Crawford Electric Cooperative, recently completed a professional development program aimed at strengthening communication strategies within the cooperative and with its consumer-members.

The Certified Cooperative Communicator (CCC) program, sponsored by the National Rural Electric Cooperative Association, equips cooperative communicators with advanced skills in areas such as strategic planning, crisis communication, and leadership.

“We’re very proud of Kortney,” said Laura Hengstenberg, the co-op’s communications manager. “She continues to develop into a professional who is well-equipped to provide trustworthy, effective outreach to our members.”

Participants complete more than 110 hours of blended online and in-person learning while developing actionable resources that benefit their cooperatives immediately. Graduates also build a nationwide network of strategic communicators to share knowledge, collaborate and provide support during times of crisis.

“The CCC program was an invaluable experience,” Smart said. “It gave me new insights and tools to strengthen our connection with members and advance our cooperative’s mission.”

Smart, who joined Crawford Electric in 2022, holds a bachelor’s degree from Missouri State University.

Crawford Electric Cooperative is a member of Touchstone Energy, a national alliance of locally owned, community-focused electric cooperatives committed to high standards of service. The cooperative serves about 20,000 meters along nearly 3,000 miles of distribution lines mostly in Crawford, Franklin, Gasconade, Washington, and Dent counties.



Kortney Smart, public relations coordinator at Crawford Electric Cooperative, receives Certified Cooperative Communicator (CCC) designation.