

# NEWS



**Crawford Electric**  
A Touchstone Energy®  
Cooperative 

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FOR IMMEDIATE RELEASE

**Crawford Electric wins three awards  
for communications excellence**

FOR MORE INFORMATION:

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BOURBON – Judges recently honored Crawford Electric Cooperative in an annual competition that recognizes exceptional work produced by electric cooperative communication professionals. The co-op won three Spotlight on Excellence Awards, which were presented at an industry conference in May.

Lori Rego, Crawford Electric's marketing communications coordinator, won a first-place 2024 Gold Award for a social media campaign she produced in 2023. The campaign highlighted three local restaurants as winners in the Rural Missouri magazine's "Best of" competition. Rego lives in Sullivan.

Contest judges called Rego's campaign clever and well-executed, saying the contest "taps into the existing popularity of local restaurants' dishes, leveraging their appeal to captivate audiences and drive engagement back to the cooperative's account."

Kortney Smart, the co-op's public relations coordinator, won a first-place 2024 Gold Award for her graphic design work. She submitted her "electric icons" design, which was used to customize a Tervis tumbler as the co-op's annual meeting giveaway and in a banner that's displayed at local county fairs. Smart is originally from Gerald and lives in New Haven.

Judges described Smart's design as a "thoughtful and personal way to capture members' attention." They commended the entry for its "thoughtful planning, unique design and ability to repurpose into other campaigns/initiatives."

Crawford Electric's communications manager, Laura Hengstenberg, won a second-place 2024 Silver Award for a single social media post. The post, which featured a lineman restocking his truck after a 16-hour shift, ran on the co-op's Facebook page in July 2023 during a period of ongoing storm-related outages. Hengstenberg lives in Owensville.

"I'm very proud of the communications work my team does for Crawford Electric," Hengstenberg said. "We focus on promoting the co-op's core services, providing consumer-members with examples of accountability and value, and strengthening a sense of community."

Independent judges select winners for Spotlight on Excellence awards based on a series of criteria that evaluate an entry's objectives, writing, design, quality, originality, relevance, planning, execution, and results. Winning entries must show impact on a co-op's consumer-members and communities. The 2024 competition involved more than 800 entries from 179 different co-ops across 39 states.

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 mostly in Crawford, Franklin, Gasconade, Washington and Dent counties.