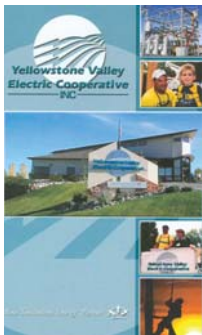


EXCELLENCE IN CO-OP COMMUNICATIONS

And the **WINNER** is . . .

Every year your electric cooperative submits entries from newsletters and other communications to the statewide contest. Besides the winning photographs portrayed on page 2, here are examples of some of the best efforts in a variety of categories. And a special congratulations to the top overall winners: Huntley-based Yellowstone Valley Electric among large co-ops and Malta-based Big Flat Electric among smaller co-ops.

Yellowstone Valley Electric



In addition to the top award for large co-ops, Yellowstone Valley, with headquarters in Huntley, won first place in the category of Special Publication for its annual report to members, pictured here.

The judges said, "it's the kind of document that, in addition to basics about the organization, includes lots of information about electricity, appliances, construction and more."

Glacier Electric



Glacier Electric, based in Cut Bank, took second place in overall for large co-ops. The judges said the co-op fared well in the contest because of the cooperative's, "excellent newsletter and the fine photos and writing of Roy Nollkamper. The cooperative newsletter, The Highliner, took home first place in Best Newsletter category.

Flathead Electric



This second-place Web site from the Kalispell-based co-op is an example of the strong overall communications effort, which makes a strong impression in the community. Flathead also won a first for best print advertisement and a second for a special publication, the co-op's renewable energy program bill stuffer.

Big Flat Electric



Strong photography and writing helped Big Flat win its top overall prize for best communications. At left is the best news story in the competition. The judges said, "Nice description of R.J. Johnson's maneuvering to loop wires and reroute power lines to another station. The story provided members with a valuable behind-the-scenes view of the work the crews do."

Hill County Electric



The Havre-based co-op took second place overall among small co-ops, including a second in Best Print Advertisement and a first for its annual report.

One of the most eye-catching campaigns involved the star frog promoting, "It's Easy Being Green," a second-place winner in the Wild Card category, in which cooperatives enter projects that don't fit elsewhere.

Missoula Electric



Manager Tony Sinclair won first for Best Manager's Report.

The judges said, "... an interesting look at advanced technology the co-op is using to read meters remotely. The report gives a step-by-step review of how technology works and explains how the remote meter readers benefit members through efficiencies."

Judge's Remarks

Managing editor Gary Moseman and business editor JoDee Black of the Great Falls Tribune judged the contest. Moseman said he was impressed by the variety of topics and the treatment of

energy issues from one corner of the state to the other. He was very complimentary of the writing and publications efforts of cooperative staffs. "A lot of good work is being done by these folks."