

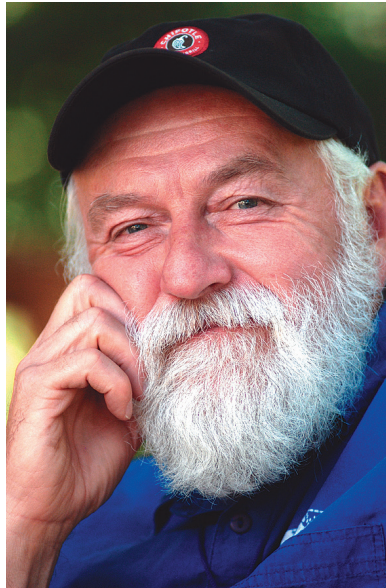


Communicators'
Workshop
RURALITE 2018

Ruralite Workshop
September 30-October 3
Hallmark Resort • Newport, Oregon

Ruralite
SERVICES, INC.





David LaBelle

David LaBelle is a gifted photographer, renowned teacher, heralded author and engaging lecturer. Mostly, he is an accomplished storyteller who uses pictures as well as words to capture the essence of those fortunate enough to cross his path. David began his photojournalism career shooting sports in high school. At 19, he was the youngest photographer ever to win the National Press Photographers Association Region 10 Photographer of the Year—an honor he repeated the next two years. He has worked for 20 newspapers and magazines in nine states during his almost 50 year career, and has taught photojournalism at four universities, including Kent State. One of his proudest credits is that seven of his former students have won Pulitzer Prizes. He received the Photographic Society of America's 2002 International Understanding Through Photography Award for "outstanding contribution to international understanding through lecturing, teaching and publications." Past recipients include Ansel Adams.



Jack Broom

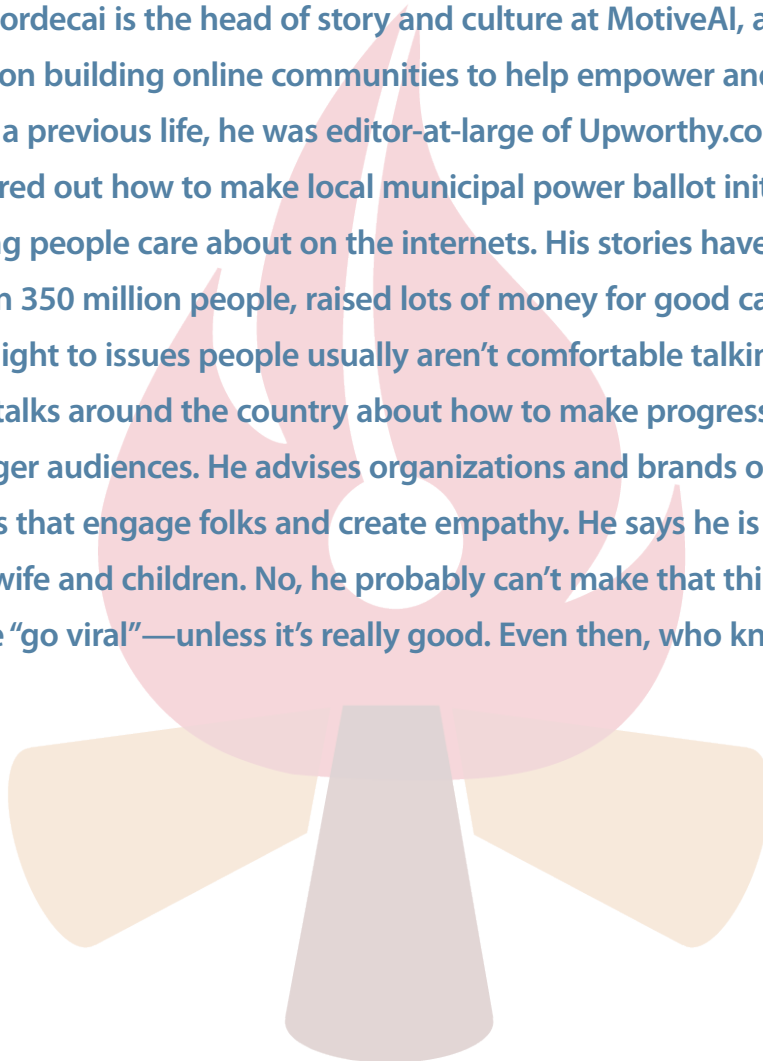
Jack Broom, who retired in 2016 after 39 years as a reporter and editor at The Seattle Times, traces his newspaper work to a moment during his sophomore year at Seattle's Bishop Blanchet High School, where a particularly unfriendly nun taught English. That day, the adviser to the student newspaper, The Miter, took aside several students who showed writing promise and told them he could get them out of English class one day a week if they would write for The Miter. "A career was born," Jack says.

He worked on student publications at Blanchet, Shoreline Community College and Western Washington University. His work as editor of "The Western Front" helped him land a summer internship at The Seattle Times between his junior and senior years. After graduating from WWU, Jack worked for three years as a reporter/photographer at The Wenatchee World before being hired by The Seattle Times. Most of Jack's tenure there was spent as a general assignment reporter. He won awards for spot news coverage, feature writing and humorous writing.



Adam Mordecai

Adam Mordecai is the head of story and culture at MotiveAI, a startup focused on building online communities to help empower and inform voters. In a previous life, he was editor-at-large of Upworthy.com, where he figured out how to make local municipal power ballot initiatives something people care about on the internet. His stories have reached more than 350 million people, raised lots of money for good causes and brought light to issues people usually aren't comfortable talking about. He gives talks around the country about how to make progressive ideas reach larger audiences. He advises organizations and brands on how to tell stories that engage folks and create empathy. He says he is tolerated by his wife and children. No, he probably can't make that thing you made "go viral"—unless it's really good. Even then, who knows?





Tracy Warren

Tracy Warren is communications manager at the National Rural Electric Cooperative Association in Arlington, Virginia. She has more than 20 years' experience in communications and public relations, including directing statewide and national media and public awareness campaigns, serving as press secretary for a presidential campaign and members of Congress, and directing communications for national issue advocacy organizations. At NRECA, she serves as communications lead for business and technology strategies, promoting co-ops' leadership in grid modernization.



Ruralite Staff



Michael Shepard *CEO*

Michael joined Ruralite Services in March 2016. He was formerly regional publisher for Wick Communications, a privately owned media company based in southeastern Arizona. Before taking the position at Wick, he was senior vice president-business operations for the Seattle Times. He has a degree in communications with a journalism emphasis from Washington State University, Pullman, Washington. He began his career as a courthouse reporter for the Moscow/Pullman Daily News, on the Idaho/Washington border. He has served as president

of both the Washington Newspaper Publishers Association and Allied Daily Newspapers of Washington, and was a longtime member and chairman of the professional advisory board for the Edward R. Murrow College of Communication at WSU. He was inducted into the college's Hall of Achievement in 2008.

His publications career has taken him to jobs based in Walla Walla, Yakima and Washington state's Olympic Peninsula, giving him deep knowledge of—and a great appreciation for—rural communities.

He and his wife, Rhonda, live in North Plains and have two adult daughters and a son-in-law. Michael has been active in a wide variety of community and industry organizations, and is an avid baseball fan.



Leon Espinoza *Editor*

Veteran Northwest journalist Leon Espinoza joined Ruralite as its editorial leader on August 21, 2017, the day of the solar eclipse. The bright team Leon leads has shone the way ever since. Accomplishments include launching a water and power magazine from scratch, elevating Ruralite's digital, video and social-media offerings, and building upon the proud tradition of magazine publishing that binds communities and tells the stories of those we serve. For Leon, a longtime newsroom leader at The Seattle Times—he refers to himself as a recovering

newspaper journalist—the fun part is that this is only scratching the surface of what we can do together. He says to stay tuned for innovative new ways we will provide communication services and tell and deliver stories.

Away from the office, Leon and his wife, Michelle, have been busy discovering all the best pizza and ice cream places in the Rose City after three decades in the Emerald City.



Linda Wiseman *Magazine Assistant*

Linda is responsible for processing utility mailing lists, which can consist of 440,000 addresses a month. Her expertise for keeping postage costs to a minimum is highly valued by Ruralite Services' membership. Linda keeps abreast of the latest mailing and postal regulations and applicable software. Linda is responsible for the Marketplace classified ads, At Home, emailing the monthly share package, assisting on billing, aiding with workshop planning and helping staff on a variety of tasks.

If you're a fan of M*A*S*H, and you know Radar, Linda plays that role. She has been with Ruralite Services since 1995.

Linda has four grandsons—three of whom she has so skillfully taught to play Sorry that they can now beat her. The other one celebrated his third birthday this weekend.



Mike Teegarden, CCC *Assistant Editor*

Mike has been with Ruralite Services since 1994. He is an accomplished photographer, editor and writer with extensive desktop publishing experience. He also assists with many non-magazine projects; Mike is a good resource for help with Photoshop and InDesign. He supports 20 utilities, six in Alaska, four in Arizona, one in Idaho, seven in Oregon and two in California. Mike also serves on the national Certified Cooperative Communicators board.

Mike is the most-skilled juggler and ukulele player in the office. He is also the only one. Rumor has it he is a better golfer than Brandon, too.



Pam Blair, CCC *Assistant Editor*

A proud Washington State University graduate, Pam is an award-winning writer with decades of newspaper and magazine experience. She has been with Ruralite Services since 1994, and is the go-to person when it comes to writing about complex industry issues. Her primary task is overseeing production of a monthly publication for Florida's electric cooperatives, handling writing, editing and design of common and local pages for Escambia River, Florida Keys, Glades, Gulf Coast and Peace River. Pam has been around so long she has handled many editions in California, Idaho and Oregon, and previously was responsible for the Arizona and Kauai magazines.

In her free time, Pam lives to golf, work on jigsaw puzzles and play fantasy football.



Jennifer Brown *Assistant Editor*

Jennifer joined Ruralite Services in March 2012, after working 14 years as editor for a monthly magazine for a private athletic facility. She also was an assistant editor for several trade publications in Kansas City, Missouri, after graduating from the University of Missouri's award-winning journalism school. Jennifer shares writing responsibilities for Plugged In and Power Lines features; is the self-appointed cookbook (and recipe page) queen; and coordinates Ruralite Services' biannual editorial workshop. She supports 11 utilities in Oregon: Columbia Basin,

Northern Wasco PUD, Umatilla Electric, Wasco Electric, Columbia Power, West Oregon, Midstate Electric, Hood River Electric, Harney Electric, Oregon Trail Electric and Clatskanie PUD; one utility in Washington, Columbia REA; the Oregon Rural Electric Cooperative Association; and Kauai Island Utility Cooperative, the one and only Hawaii cooperative. Jennifer is also one of two assistant editors for California Water & Power, the new quarterly publication for the California Municipal Utilities Association.

When away from work, Jennifer loves to spend time with Olivia, her surprisingly pleasant teenage daughter.



Brandon Pomrenke *Assistant Editor*

Brandon honed his writing, photography, copyediting and design skills during seven years as a public affairs specialist for the U.S. Army, where he built a solid portfolio of work. Major assignments included developing a communications program for a U.S. Navy special warfare group while deployed to Iraq, and serving with a select public affairs team of Americans at NATO's multinational Allied Rapid Reaction Corps headquarters in Innsworth, England. Brandon has a bachelor's degree in graphic communications from the University of Maryland College

and a master of arts degree in graphic design from the Academy of Art University. He supports 16 utilities in Nevada, Washington, Idaho and Northern California, as well as the California Municipal Utilities Association magazine, "California Water & Power," with Jennifer and Leon. He recently was assigned to the newest Ruralite magazine family member, Marlboro Currents in South Carolina.

Brandon has three great kids: Isabelle and her twin siblings, Riley and Alexandra. When not chasing the kids around the house, Brandon enjoys golf, camping, photography and stringing together puns.



Ethan E. Rocke *Assistant Editor*

Ethan E. Rocke is a New York Times best-selling author and an award-winning photographer and filmmaker. After serving as a U.S. Army infantryman for three years, he joined the Marine Corps as a combat correspondent. For 10 years, he served as a “storyteller of Marines,” working as a writer, photojournalist, editor and film consultant. His work has been published in Maxim Magazine, the New York Times online, USA Today, American Legion Magazine and many others. He is co-author of “The Last Punisher: A SEAL Team THREE Sniper’s True Account of the Battle of Ramadi.” Examples of his work are at EthanRockeMedia.com. Ethan holds a bachelors in photojournalism from Syracuse University and a masters in multimedia journalism from the University of Oregon. He is program manager for Ruralite’s social media support program and a tireless promoter and producer of digital media at Ruralite. He supports three Nevada utilities: Lincoln County Power District No. 1, Mt. Wheeler Power and Valley Electric Association.

Ethan and his wife, Sabrina, are both proud military veterans and California natives whose wandering hearts now belong to Portland. Their two beautiful daughters are Sammy, 12, and Miki, 10.



Kathi VanderZanden *Communications & Marketing Director*

Kathi’s experience in the power industry spans 17 years, most of that time spent with a G&T. Past industry service includes chairing the PNUCC Communications Committee, co-chairing the Regional Task Force’s Marketing Coordinating Committee that focused on energy efficiency, and providing many years of in-kind marketing and communications counsel to Northwest RiverPartners. Together with her team—which includes Megan McKoy-Noe, Duy Mai and Brenden Delzer—Kathi steers the communications and marketing of Ruralite Services and Efficiency Services Group.

Ethnic food, travel, yoga and reading are Kathi’s passions. She and her husband, Rob, have three grown children and live in Vancouver, Washington.



Megan McKoy-Noe, CCC *Content Marketing and Development Manager*

With a strong background in social media and leadership communications, Megan helps utilities find ways to engage members and staff effectively. For five years, she steered the National Rural Electric Cooperative Association’s Straight Talk team, providing social support, monthly articles and handy graphics for electric co-ops across the nation. She got the co-op bug while working for GreyStone Power, a member distribution co-op in Georgia.

Megan, her husband, Paul, and their daughter, Maggie, live in Georgia when they’re not visiting national parks. When in Portland, Megan lives at Powell’s.

Ruralite Workshop 2018 Contact List

Adam Mordecai

Motive AI
2748 Ulster Street
Denver, CO 80238

Job Title: Head of Story and Culture
Phone: (646) 625-9010
email: adam@motiveai.com

Amy Murphy

Alaska Village Electric Co-op
4831 Eagle St.
Anchorage, AK 99503-7497

Job Title: Public Relations Officer
Phone: (907) 565-5343
email: amurphy@avec.org

Angela Thames

Nushagak Cooperative
P.O. Box 350
Dillingham, AK 99576-0350

Job Title: Business Office Supervisor
Phone: (907) 842-6305
email: athames@nushagak.coop

Beth Schroder

Klickitat PUD
1313 S. Columbus Ave.
Goldendale, WA 98620-9599

Job Title: Accountant
Phone: (509) 773-7645
email: bschroder@klickpud.com

Beth Tokioka

Kauai Island Utility Cooperative
4463 Pahee Street Ste. 1
Lihue, HI 96766-2000

Job Title: Communications Manager
Phone: (808) 256-4348
email: btokioka@kiuc.coop

Brandon Pomrenke

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Assistant Editor
Phone: (503) 718-3722
email: brandonp@ruralite.org

Brenda Dunn

NWPPA - Sponsor
9817 NE 54th St. Ste. 200
Vancouver, WA 98662-6064

Job Title: Associate Editor/Advertising Coordinator
Phone: (360) 816-1453
email: brenda@nwppa.org

Charlotte Heston

Peace River Electric Co-op
P.O. Box 1310
Wauchula, FL 33873-1310

Job Title: V.P. of Corporate Services
Phone: (863) 767-4601
email: charlotte.heston@preco.coop

Christina Sawyer

Mt. Wheeler Power
P.O. Box 151000
Ely, NV 89315-1000

Job Title: Member Services Representative
Phone: (775) 289-8981
email: christinas@mwpower.org

Corby Erwin

Plumas-Sierra Rural Electric Co-op
73233 State Route 70
Portola, CA 96122-7069

Job Title: Member/Energy Services Manager
Phone: (530) 832-6034
email: cerwin@psrec.coop

Courtney Cobb

Central Electric Co-op
P.O. Box 846
Redmond, OR 97756-0187

Job Title: Communications Coordinator
Phone: (541) 312-7757
email: ccobb@cec.coop

Craig Reed

Douglas Electric Co-op
6281 Garden Valley Road
Roseburg, OR 97470-9514

Job Title: Freelance Writer
Phone: (541) 378-3960
email: craigreed@douglasfast.net

Cris Ellingson

Kittitas PUD
120 Cross Creek Drive
Ellensburg, WA 98926-8532

Job Title: Freelance Writer
Phone: (206) 919-3972
email: cristylea@hotmail.com

David LaBelle

Photographer Extraordinaire
31 Forest St.
Athens, OH 45701-1708

Job Title: Presenter
Phone: (805) 620-2947
email: labelledave@gmail.com

Debbie Lankford

Columbia Basin Electric Co-op
P.O. Box 398
Heppner, OR 97836-0398

Job Title: Accounting Manager/Member Services Director
Phone: (541) 676-9146
email: debbiel@columbiabasin.cc

Dianna Troyer

Raft River, Lost River, United, Wells, Lincoln County
P.O. Box 4392
Pocatello, ID 83204-4392

Job Title: Freelance Writer
Phone: (208) 241-8416
email: diannatroyer@hotmail.com

Doug Case

Columbia REA
2929 Melrose St.
Walla Walla, WA 99362-9525

Job Title: Marketing and Member Services Manager
Phone: (509) 526-4041
email: dcase@columbiarea.coop

Drew Myron

Wasco Electric and Hood River Electric co-ops
2001 Montello Ave.
Hood River, OR 97031-1247

Job Title: Freelance Writer
Phone: (541) 961-7927
email: dcm@drewmyron.com

Elecia Copenhaver

Benton REA
P.O. Box 1150
Prosser, WA 99350-1150

Job Title: Marketing and Communications Coordinator
Phone: (509) 781-6753
email: ecopenhaver@bentonrea.org

Elissa Glassman

Northern Lights Inc.
P.O. Box 269
Sagle, ID 83860-0269

Job Title: Communications/Energy Conservation Manager
Phone: (208) 255-7187
email: elissa.glassman@nli.coop

Emily Compton

Plumas-Sierra Rural Electric Co-op
973233 State Route 70
Portola, CA 96122-7069

Job Title: Community Relations Manager
Phone: (530) 832-6032
email: ecompton@psrec.coop

Eric Petermann

Sulphur Springs Valley Electric Co-op
350 N. Haskell Dr.
Willcox, AZ 85643-1718

Job Title: Public Relations Manager
Phone: (520) 384-5510
email: epetermann@ssvec.com

Ethan Rocke

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Assistant Editor
Phone: (503) 718-3739
email: ethanr@ruralite.org

Garrett Hylton

Wells Rural Electric Co.
P.O. Box 365
Wells, NV 89835-0365

Job Title: Director of Member Communications
Phone: (775) 752-1518
email: gwhylton@wrec.co

Gayla Powers

Nushagak Cooperative
P.O. Box 350
Dillingham, AK 99576-0350

Job Title: Human Resource Generalist
Phone: (907) 842-6305
email: gpowers@nushagak.coop

Jack Broom

Writer Extraordinaire
12202 1st Ave. N.W.
Seattle, WA 98177-4402

Job Title: Presenter
Phone: (206) 423-5346
email: broomjack@gmail.com

Jennifer Brown

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Assistant Editor
Phone: (503) 718-3719
email: jenniferb@ruralite.org

Joanna Stelzig

Tillamook PUD
P.O. Box 433
Tillamook, OR 97141-0433

Job Title: Public Relations Manager
Phone: (503) 815-6024
email: jstelzig@tpud.org

Jody Foss

Columbia Basin/Columbia Power
40251 Highway 19
Kimberly, OR 97848-6210

Job Title: Freelance Writer
Phone: (541) 934-2140
email: diamondhitchranch@gmail.com

Kathi VanderZanden

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Communications & Marketing Director
Phone: (503) 718-3724
email: kathiv@ruralite.org

Kathy Ursprung

Northern Wasco County PUD
1525 E. 10th St.
The Dalles, OR 97058-2963

Job Title: Freelance Writer
Phone: (541) 370-5191
email: ursprung.kathy@gmail.com

Katy Reno

Grand Canyon State Electric Co-op Assn.
2210 S. Priest Dr.
Tempe, AZ 85282-1109

Job Title: Director of Communications & Member Services
Phone: (602) 286-6925
email: kreno@gcseca.coop

Landon Myers

Tillamook PUD
P.O. Box 433
Tillamook, OR 97141-0433

Job Title: Community Relations Coordinator
Phone: (503) 842-2535
email: lmyers@tpud.org

Leon Espinoza

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Managing Editor
Phone: (503) 718-3718
email: leone@ruralite.org

Linda Wiseman

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Magazine Assistant
Phone: (503) 718-3717
email: lindaw@ruralite.org

Lindsey McCarthy

Lane Electric Cooperative
787 Bailey Hill Rd.
Eugene, OR 97402-5451

Job Title: Manager of Marketing and Public Relations
Phone: (541) 484-1151 ext. 201
email: lindsey.mccarthy@laneelectric.com

Margaret Ellerbee

Glades Electric Co-op
P.O. Box 519
Moore Haven, FL 33471-0519

Job Title: Chief Assistant
Phone: (863) 531-5004
email: mellerbee@gladesec.com

Maria Jones

Florida Keys Electric Co-op
P.O. Box 377
Tavernier, FL 33070

Job Title: Member Service Supervisor
Phone: (305) 852-2431 ext. 217
email: maria.jones@fkec.com

Megan McKoy-Noe

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Content Marketing & Development Manager
Phone: (678) 468-9600
email: meganm@ruralite.org

Michael Hengel

Valley Electric Association
P.O. Box 237
Pahrump, NV 89041-0237

Job Title: Executive VP - Communications
Phone: (775) 253-0660
email: mhengel@vea.coop

Michael Shepard

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: CEO
Phone: (503) 718-3725
email: michaels@ruralite.org

Mike Teegarden

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Assistant Editor
Phone: (503) 718-3716
email: miket@ruralite.org

Nikki Dunn

Florida Keys Electric Co-op
P.O. Box 377
Tavernier, FL 33070

Job Title: Communications Consultant
Phone: (305) 587-9256
email: nikkidunn@bellsouth.net

Pam Blair

Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406

Job Title: Assistant Editor
Phone: (503) 718-3723
email: pamb@ruralite.org

Pam Spettel

Blachly-Lane Electric Co-op
P.O. Box 70
Junction City, OR 97448-0070

Job Title: Member and Public Relations Manager
Phone: (541) 284-2147
email: spettel@blachlylane.coop

Pamela A. Keene

Ruralite/Florida Currents
6256 Mount Salem Cir.
Flowery Branch, GA 30542-5310

Job Title: Freelance Writer
Phone: (404) 375-8624
email: pam@pamelakeene.com

Patty Jo Angelini

Emerald PUD
33733 Seavey Loop
Eugene, OR 97452-9602

Job Title: Public Relations Coordinator
Phone: (541) 744-7440
email: pattyjo@epud.org

Renita Cuevas

Midstate Electric Co-op
P.O. Box 127
La Pine, OR 97739-0127

Job Title: Marketing & Communications Associate
Phone: (541) 536-7220
email: rcuevas@mse.coop

Russell Green

CFC - Workshop Sponsor

Job Title: Regional Vice President
Phone: (971) 330-4438
email: russell.green@nrucfc.coop

Sabrina Owens

Escambia River Electric Co-op
P.O. Box 428
Jay, FL 32565-0428

Job Title: Manager of Marketing and Communications
Phone: (850) 675-7433
email: sabrina@erec.com

Sarah Johnson

Clatskanie PUD
P.O. Box 216
Clatskanie, OR 97016-0216

Job Title: Customer Relations & Services Manager
Phone: (503) 308-4592
email: sjohnson@clatskaniepud.com

Sharon Crisp

Copper Valley Electric Assn.
P.O. Box 45
Glennallen, AK 99588-0045

Job Title: Director of Communications
Phone: (907) 822-8342
email: crisp@cvea.org

Shawna Snyder

Columbia REA
2929 Melrose St.
Walla Walla, WA 99362-9525

Job Title: Member Service and Communication Specialist
Phone: (509) 526-4041
email: ssnyder@columbiarea.coop

Shelly Yockey

Coos-Curry Electric Co-op
P.O. Box 1268
Port Orford, OR 97465-1268

Job Title: Member Services Supervisor and Communications
Phone: (541) 332-6186
email: shelly.yockey@cooscurryelectric.com

Stephanie Bowen

Harney Electric Co-op
P.O. Box 587
Hines, OR 97738-0587

Job Title: Office Manager
Phone: (541) 573-2061
email: stephanie.bowen@harneyelectric.org

Terry Puryear

Mohave Electric Co-op
P.O. Box 1045
Bullhead City, AZ 86442-1045

Job Title: Public Affairs and Communications Coordinator
Phone: (928) 758-0567
email: tpuryear@mohaveelectric.com

Theresa Phillips

Lassen Municipal Utility District
65 S. Roop St.
Susanville, CA 96130-4335

Job Title: Public Relations Manager
Phone: (530) 257-6944
email: tphillips@lmud.org

Tracy Warren

NRECA
4301 Wilson Blvd.
Arlington, VA 22203-1867

Job Title: Communications Manager
Phone: (703) 517-3411
email: tracy.warren@nreca.coop