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, 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 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 internets. 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.
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.
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
e-mail: gpowers@nushagak.coop

Jack Broom
Writer Extraordinaire
12202 1st Ave. N.W.
Seattle, WA 98177-4402
Job Title: Presenter
Phone: (206) 423-5346
e-mail: broomjack@gmail.com

Jennifer Brown
Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406
Job Title: Assistant Editor
Phone: (503) 718-3719
e-mail: jenniferb@ruralite.org

Joanna Stelzig
Tillamook PUD
P.O. Box 433
Tillamook, OR 97141-0433
Job Title: Public Relations Manager
Phone: (503) 815-6024
e-mail: jstelzig@tpud.org

Jody Foss
Columbia Basin/Columbia Power
40251 Highway 19
Kimberly, OR 97848-6210
Job Title: Freelance Writer
Phone: (541) 934-2140
e-mail: diamondhitchranch@gmail.com

Kathy Ursprung
Northern Wasco County PUD
1525 E. 10th St.
The Dalles, OR 97058-2963
Job Title: Freelance Writer
Phone: (541) 370-5191
e-mail: 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
e-mail: kreno@gcseca.coop

Landon Myers
Tillamook PUD
P.O. Box 433
Tillamook, OR 97141-0433
Job Title: Community Relations Coordinator
Phone: (503) 842-2535
e-mail: lmyers@tpud.org

Leon Espinoza
Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406
Job Title: Managing Editor
Phone: (503) 718-3718
e-mail: leone@ruralite.org

Linda Wiseman
Ruralite Services
5605 NE Elam Young Pkwy.
Hillsboro, OR 97124-6406
Job Title: Magazine Assistant
Phone: (503) 718-3717
e-mail: 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
e-mail: 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: spettelp@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