

# Employee Highlights

## Kudos

### Bettenhausen runner-up for Ragan Recognition Award



Tracie Bettenhausen

As a staff writer for Basin Electric, Tracie Bettenhausen gets leads on all kinds of interesting news within the cooperative. One of those bits led to a story that earned

an honorable mention at the fifth annual Ragan Recognition Awards Ceremony held in conjunction with the 17<sup>th</sup> annual Corporate Communicators Conference in Chicago on May 7.

Runner-up in the Best Story Package – Magazine category, Bettenhausen’s story focused on Farm Rescue’s efforts to help co-op members in the Dakotas. Farm Rescue provides planting and harvesting assistance to farm families who have experienced a major illness, injury or natural disaster.

Entries in this category were judged on the effectiveness of headlines, pull quotes, leads, photos, sidebars and captions in telling the story.

This was Bettenhausen’s first submission to Ragan. She says much of the story’s appeal stemmed from the people involved. “Things just came together for this story. My

number one philosophy is you won’t have a good story unless you have good characters. Bill Gross is my hero. He doesn’t get paid to do this. He uses vacation time and gets his co-workers to do the same.” Gross is the founder of Farm Rescue and a full-time pilot for UPS.

Mary Klecker-Green, supervisor of public and member communications, is pleased with the accomplishment. “Tracie is a gifted writer, and this award demonstrated her solid work. The story of Farm Rescue is powerful, and through her written word, Tracie brought this great program to life for all the readers. Receiving recognition from Ragan Communications is a tremendous honor for a writer,” she says.

Bettenhausen attributes part of her story package’s success to Steve Crane, multimedia specialist II. “Steve deserves credit too. His photos were awesome,” she says.

Judged and presented by Lawrence Ragan Communication Inc., the Ragan Recognition Awards highlight internal communications best practices in 25 categories. Entrants must be a staff member involved with the production of an employee print publication.

Bettenhausen’s story was published in the July-August 2008 issue of Basin Today. Read it online at [www.basinelectric.com](http://www.basinelectric.com); go to the News Center and click on Basin Today Magazine.

### Right-of-Way racks up awards

While property negotiation and acquisition are not easy tasks, staff members in Basin Electric’s property and right-of-way section do them quite well. They have been racking up accomplishments as a result of dedication and hard work, especially within the International Right-of-Way Association (IRWA).

Basin Electric belongs to IRWA’s Region 3 (Iowa, Kansas, Minnesota, Missouri, North Dakota, Nebraska and South Dakota) and Chapter 72 (North Dakota and South Dakota).

### King receives Negotiation/Acquisition Certification



Valeree King

Valeree King, property and right-of-way specialist, received notification in mid-March she received the Negotiation/Acquisition Certification

granted by the IRWA.

To be eligible for IRWA certification, a right-of-way professional must be a member in good standing, be an approved candidate, have a minimum of two years related experience in the respective discipline, and successfully pass a series of course requirements in areas such as appraisal, negotiations and relocation.

King says, “Negotiations was my goal because I’m working with