



## NEWS RELEASE

**For Immediate Release: May 21, 2007**

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### **Mid South wins National Marketing Award**

Mid South Synergy recently received recognition in the 2007 "Spotlight on Excellence" national awards program, sponsored by the Council of Rural Electric Communicators and the National Rural Electric Cooperative Association. Mid South Synergy received an Award of Excellence in the Best Video/DVD production Category for its *Annual Meeting 2006* presentation. Jeff Murski, Marketing Coordinator headed up efforts to produce the award-winning video.

"One judge summed it up by describing the overall quality of work as simply outstanding," said Maggie Tilley, administrator of Spotlight on Excellence. "In quality of writing, clarity of presentation, and level of creativity these professionals are excelling at serving the people with whom they are communicating."

A special luncheon honored the award recipients during the Connect 2007 Conference held in Miami, Fla, May 16-19. Winning entries were displayed in an Expo for the event.

Participants in the awards competition competed with electric cooperatives of similar sizes in 19 categories. Electric cooperative communicators and marketing

professionals submitted more than 830 entries in the Spotlight on Excellence program, now in its 19th year. Faculty members from the University of Missouri – Columbia and the University of Southern Mississippi judged the entries.

The Spotlight awards competition is an annual event recognizing the top-rated communication and marketing efforts by electric cooperatives and related organizations.

“In our long standing commitment to community and communication through service, we are pleased once again to be recognized by our peers for work that our members expect us to carry out everyday” said Mid South’s Jeff Murski. “Our connection to our members by openly communicating and educating is vital in achieving a mutual success in all that we do, it is clearly who we are”.

***The Council of Rural Electric Communicators was organized in 1982, and seeks to advance the recognition, education, and professionalism of electric cooperative communicators and their affiliated organizations. It is a volunteer association working on behalf of more than 3,100 electric cooperative communicators across the United States.***

***The National Rural Electric Cooperative Association, the trade and service organization representing the national interests of cooperative electric utilities, coordinates the Council’s activities. Other national organizations supporting the work of the Council are the National Rural Utilities Cooperative Finance Corporation, the National Rural Telecommunications Cooperative, and Federated Rural Electric Insurance Exchange.***

*Mid-South Synergy is an electric cooperative serving over 17,000 members in Grimes, Brazos, Madison, Walker, Montgomery and Waller Counties. Please visit our website at*

*[www.midsouthsynergy.com](http://www.midsouthsynergy.com)*