



NEWS RELEASE

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Amanda Hoefling Named Dairyland Power's Vice President, Human Resources

La Crosse, WI— Dairyland Power Cooperative has named Amanda Hoefling as Vice President – Human Resources, effective January 14, 2019.

“Amanda will bring broad experience in human resources, employee engagement and talent management to Dairyland,” said Barb Nick, President and CEO. “The electric utility industry is ever-changing. I am confident that Amanda will be a strong member of Dairyland’s leadership team as we attract, retain and develop our workforce to meet the evolving needs of our members.”

Hoefling will be responsible for the day-to-day strategic operation of the Human Resources Department, including benefits programs, employee training, compensation, recruitment and labor relations.

Most recently, Hoefling was the Director, Leadership & Organizational Development for Pedernales Electric Cooperative (Johnson City, Texas). She joined Pedernales in 2004 and has been a strategic Human Resources leader in the cooperative, with prior positions in employee relations, compensation and benefits. Before joining Pedernales, she was the Senior Human Resources Administrator at Space Center Houston (Houston, Texas).

Hoefling earned a bachelor’s degree in Behavioral Science from the University of Houston, Clear Lake. She is also a graduate of the University of Texas’ Human Resources Management Certificate Program. She is certified as a Senior Professional in Human Resources (SPHR) from the HR Certification Institute and a Senior Certified Professional from the Society for Human Resources Management (SHRM-SCP). She holds additional certifications in change management, succession planning, personality and behavioral assessment. Throughout her career, Hoefling has been very active in community and civic organizations.

About Dairyland Power Cooperative: Dairyland, a Touchstone Energy Cooperative, was formed in December 1941. Headquartered in La Crosse, Wis., Dairyland provides the wholesale electrical requirements for 24 distribution cooperatives and 17 municipal utilities. These cooperatives and municipals, in turn, supply the energy needs of more than a half-million people in the four-state service area. Today, the cooperative’s generating resources include coal, natural gas, hydro, wind, solar and biogas. Dairyland delivers electricity via 3,200 miles of transmission lines and 300 substations located throughout the system’s 44,500 square mile service area. Visit www.DairylandPower.com.

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