



For Immediate Release
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For more information, contact:
Deb Mirasola at (608) 787-1378 OR
Katie Thomson at (608) 787-1323

Dairyland Power CEO Barbara Nick Announces Retirement

LA CROSSE, WI—Barbara Nick, President and CEO of Dairyland Power Cooperative, has announced plans to retire in July 2020.

“We have been privileged to have Barb serve as Dairyland’s CEO for the past five years. She is innovative and works to position Dairyland to anticipate the future needs of its member cooperatives,” said Dairyland Board Chairman Ed Gullickson. “We will miss Barb as a strong leader who values employee development and demonstrates the Cooperative Principles. She has developed a strong management team and continues to work closely with the Board to ensure Dairyland is in a solid financial position to maintain future success.”

Nick joined Dairyland as President and CEO in December 2014, after serving in leadership roles at Wisconsin Public Service Corporation/Integrus (now WEC Energy Group). Under Nick’s leadership, Dairyland has successfully focused on resource diversification, sustainability and leadership development. Dairyland’s solar investment doubled the solar generation in Wisconsin during 2016.

An engaged community member, Nick has over 30 years of board service on various profit and non-profit boards. She is serving a six-year term to the State of Wisconsin Investment Board (SWIB), which includes oversight of state funds valued at over \$100 billion. In addition, Nick is Secretary on the Wisconsin Manufacturers and Commerce (WMC) board, an Independent Advisory Director for Mead & Hunt and a Trustee for Viterbo University (La Crosse). She is also on the Board of Directors for the Electric Power Research Institute (EPRI), and a member of the EPRI Governance and Nominating Committee. She previously served for over seven years as a director of Seventhwave. As an advocate of strong and principled leadership, Nick is the author and editor of *Lenses of Leadership, A Call to Action*.

Dairyland’s Board of Directors is interviewing finalists for search consultants. A search, both internally and nationally, for Nick’s successor as Dairyland’s President and CEO will begin shortly.

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. For more information, visit www.DairylandPower.com.

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3200 East Ave. S. • PO Box 817 • La Crosse, WI 54602-0817 • 608-788-4000 • www.dairylandpower.com

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