



## NEWS RELEASE

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For more information, contact:  
Katie Thomson at (608) 787-1323

### Dairyland Power Cooperative Names Brad Smalldridge as Vice President, Business Development

La Crosse, WI— Brad Smalldridge has joined Dairyland Power Cooperative as Vice President, Business Development. Smalldridge comes to Dairyland with extensive leadership and business development experience through over 30 years in the utility field. He was most recently employed as the Executive Vice President, Power Services at BHI Energy in West Palm Beach, Fla.

Smalldridge earned his bachelor's degree in Civil Engineering from the University of Idaho and MBA from Regis University in Denver, Colo. He also held a Senior Reactor Operator's license at the D.C. Cook Nuclear Plant in Michigan.

The Business Development area focuses on growth that will expand the reach of business services to benefit Dairyland's member cooperatives. In his new role, Smalldridge's primary responsibility will be to identify, pursue and expand business services and market opportunities. Fiber deployment projects that positively impact residents in the communities served by Dairyland and its member cooperatives are one potential avenue of growth.

"Business development growth will tie to long-term competitive rates for our members and help cultivate strong communities," said Dairyland COO Ben Porath. "Brad's experience and expertise in service-centered business will be a great fit as we seek new ways to support our local cooperatives and their members."

**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. Visit [dairylandpower.com](http://dairylandpower.com).

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