

## **Local electric co-op sponsors area students to Youth Leadership Congress**

**Ellsworth, Wis. [July 13, 2010]** – Local high school students were among more than 120 teens from Wisconsin who participated in the Youth Leadership Congress (YLC) at the UW-River Falls campus from July 7-9. The 15 youth, sponsored by Pierce Pepin Cooperative Services (PPCS), represented Ellsworth, Elmwood, Plum City, Prescott and River Falls high schools.

Understanding the cooperative difference and identifying traits of leaders are just two of the topics that highlighted the 47<sup>th</sup> YLC.

Through a mix of workshop sessions, hands-on activities and team-building experiences, participants were exposed to a variety of real-life issues and were given the opportunity to identify and explore their leadership potential. Professional speakers, college educators, teenage peers and cooperative employees provided participants with information and tools to deal with the important issues high school students face today.

Dr. David Trechter, UW-River Falls agricultural economics professor, opened the conference with an interactive session on "The Cooperative Difference." On the second day, session topics included a hotline demonstration, alternative energy sources, preparing for college, career opportunities in electric cooperatives and a University Center tour. Carmen Croonquist, director of career services with UW-River Falls, demonstrated to students dining etiquette in a professional business setting as they enjoyed a five-course dinner. Also featured at this year's YLC was nationally acclaimed speaker Craig Hillier. As a part of his dynamic presentation, Hillier enlightened students about being leaders, stretching their creativity and discovering the value of cooperation.

For 47 years, the WECA Division of Cooperative Network, Wisconsin's electric cooperatives and the UW-River Falls have co-sponsored this event to educate students about the value of cooperatives and how the cooperative business principles can be applied in their everyday lives.

### **Gresback elected to State Youth Board**

Congratulations to Joe Gresback, River Falls High School. The Pierce Pepin-sponsored student was among six elected to the Youth Board by his peers who will develop and plan the 2011 YLC. Board members will also represent Wisconsin at the National Rural Electric Cooperative Association (NRECA) Electric Cooperative Youth Tour in Washington, D.C., next June.

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### **About Pierce Pepin Cooperative Services**

Pierce Pepin Cooperative Services is an energy services cooperative located in Ellsworth, Wisconsin, offering electric utility and appliance products and services to homes and businesses. PPCS also offers propane products and services through its subsidiary, Pierce Pepin Propane Services. As a Touchstone Energy Cooperative, Pierce Pepin Cooperative Services is committed to excellence, innovation and integrity, and is dedicated to helping its communities live better. For more information, call 1-800-924-2133 or visit [www.piercepepin.com](http://www.piercepepin.com).