

NEWS



Crawford Electric
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FOR IMMEDIATE RELEASE

Local juniors win Youth Tour contest

FOR MORE INFORMATION:

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BOURBON – Nine high school juniors from Steelville, St. Clair, Sullivan, Bourbon and Viburnum will get to participate in unique leadership-development experiences this summer after advancing in Crawford Electric Cooperative’s annual Youth Tour competition. The co-op announced the top-scoring winners today (April 20) via video released on Facebook and YouTube, the culmination of a completely re-designed competition due to the COVID-19 pandemic.

Traditionally, Youth Tour involves a unique trip to Washington, D.C., for Crawford Electric’s three top-scoring finalists. The six runners-up are invited to attend an award-winning experience in Jefferson City called CYCLE (Cooperative Youth Conference and Leadership Experience). Both trips, however, have already been canceled due to the pandemic.

In their place, Missouri’s electric cooperatives have put together one-of-a-kind hybrid virtual/in-person summits. Missouri’s Youth Tour experience will occur in June; CYCLE winners will participate in a similar experience in July. All of Crawford Electric’s finalists earned a backpack full of electronics, perfect for today’s tech-focused students. In addition, Crawford Electric’s three Youth Tour winners each won a laptop.

The nine finalists were chosen based on students’ essays on a selected topic. Then, the finalists each created a short video introducing themselves, talking about their essay and answering a few questions about their plans for the future. Final judging to select three Youth Tour winners was handled by three independent judges who read the essays and watched the students’ videos.

The virtual format allowed for a unique judging experience.

“Since the final competition was virtual, the judges actually were based in Kansas, Oregon and South Dakota,” said Lori Rego, Crawford Electric’s Youth Tour coordinator. “It was a great opportunity to demonstrate cooperation among cooperatives and work with co-op communicators across the country.”

Judges this year were Sarah Farlee of Kansas, Freestate Electric Cooperative’s PR/marketing director; Jonathan Farmer with Pioneer Utility Resources in Oregon; Ben Dunsmoor of South Dakota, Northern Electric Cooperative’s communications director.

Rego tallied the three judges’ scores and produced the announcement video that premiered at 11 a.m. Tuesday, April 20, on Facebook and YouTube: tinyurl.com/YTRResults

This year’s Youth Tour winners are Cristin Foster of Steelville, Kiley Henry of St. Clair and Emma Kreitner of Steelville. The CYCLE winners are Adia Halmick and Loren Halmick, both from Sullivan High School, Austin Kasman of Steelville, Adelaine Peters of Bourbon, Brady Sherrow of Viburnum and Josie Williamson of Bourbon.

Crawford Electric Cooperative is a member of Touchstone Energy, a national alliance of locally owned, community-minded electric co-ops with high standards of service. Crawford Electric serves more than 20,000 meters along almost 3,000 miles of distribution lines in Crawford, Franklin, Gasconade, Washington and Dent counties.



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