



NEWS RELEASE

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

Dairyland Power Cooperative Names Joyce Peppin as Director, Government Relations and Legal Services

La Crosse, WI— Joyce Peppin joins Dairyland Power Cooperative as Director, Government Relations and Legal Services on Aug. 2, 2021. Peppin comes to Dairyland with extensive government affairs, legislative, general and utility counsel experience. She was previously employed as the Director of Government Affairs and General Counsel for Minnesota Rural Electric Association (MREA). During her time with MREA, Peppin directed strategic planning for legislative, legal and regulatory matters for the association and state electric cooperatives.

Peppin was elected to serve in the Minnesota House of Representatives from 2004 to 2018; from 2014 to 2018, she served as Majority Leader. During her time as a state representative, Peppin also served as Chair, Government Operations and Elections, and served on the Legislative Energy Commission. She also operated a law practice specializing in estate planning.

Peppin earned her bachelor's degree in Arts, Speech Communication and Political Science from the University of Minnesota-Duluth. She holds an MBA from the University of St. Thomas (St. Paul, Minn.) and her Juris Doctor from William Mitchell College of Law (St. Paul, Minn.).

In her new role, Peppin will direct Dairyland's internal legal, compliance, regulatory and legislative affairs, in addition to establishing the cooperative's government relations strategies and priorities.

"Joyce's experience and passion for public and cooperative service will be an asset to Dairyland's membership," said Rob Palmberg, Dairyland Vice President, External & Member Relations. "Legislative and regulatory decisions can impact utility operations, reliability and the cost consumers pay for electricity. We are pleased to have Joyce join Dairyland in an advocacy role for rural cooperative 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.

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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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