



# WHITE RIVER VALLEY ELECTRIC COOPERATIVE

## News Release

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**FOR IMMEDIATE RELEASE**

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### **Sonnenfelt honored with NREDA President's Award**

**Branson, Missouri** – Devin Sonnenfelt, senior business development specialist with White River Valley Electric Cooperative, was presented with the National Rural Economic Developers Association (NREDA) 2024 President's Award.

The NREDA President's Award recognizes outstanding commitment to the NREDA organization and rural economic development.

Brittany Dickey, NREDA President, presented the award at the association's 2024 NREDA Annual Conference in Omaha, Nebraska, with more than 200 in attendance.

Dickey noted the following regarding Sonnenfelt's selection as this year's recipient:

*"There are so many individuals that I could have picked for this award, however, one individual stood out for their contributions to NREDA this year and I wanted to make sure that they received the recognition that they so deserved. Devin hosted the NREDA regional event this year held in Republic, Missouri in April. Not only did she host the event, she helped to organize the speakers, venue, tour, food and sponsorships. Without her willingness to step up and coordinate this event, it would not have been possible. The event was a huge success!"*



***Pictured:*** Devin Sonnenfelt, 2024 NREDA President's Award recipient

White River Valley Electric Cooperative's Vice President and Chief Growth Officer, Cassie Cunningham said, *"Devin has a strong commitment to growing our participating organizations, our Cooperative, and the communities we serve. She is a valuable asset and we are proud to have her on the team."*

**About NREDA:**

NREDA is an organization of economic development professionals focused upon the issues and opportunities of rural America. It is dedicated to meeting the unique needs of its membership through ongoing education and networking programs, while serving as an information source and conduit for developers, site selectors and prospective businesses to NREDA members and the areas they serve. For more information about NREDA visit [www.nreda.org](http://www.nreda.org).

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[White River Valley Electric Cooperative](#) is a [Touchstone Energy Cooperative](#) dedicated to ensuring our members receive safe and reliable service in their homes and businesses across five southwest Missouri counties including Ozark, Taney, Stone, Christian and Douglas.