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Kelly Frazier named as a winner of “Communicator of the Year” by the Municipal Electric Association of Massachusetts

May 8, 2019: Plymouth, MA – The Municipal Electric Association of Massachusetts has announced that Kelly Frazier, has been named the 2019 Communicator of the Year as awarded by the Communications and Energy Services committee.

Winners of the award demonstrate exceptional leadership and communication skills and contribute to the betterment of MEAM member utilities. Recognized as an advocate who has earned a reputation as being highly credible with a variety of diverse audiences, each award recipient consistently uses communication strategies that demonstrate creativity and innovation in a public utility environment.

Ms. Frazier, Marketing Coordinator for the South Hadley Electric Light Department was nominated by General Manager Sean Fitzgerald who credited Kelly with developing and ensuring the successful launch of South Hadley's new fiber optic internet service brand, Fibersonic, including the production of a website and social media content for a spectacular marketing campaign. She also played a key role in educating customers and employees using the new online and streamlined services. Fitzgerald adds, “Kelly is a pleasure to work with and puts her co-workers' and customers' needs first.” Proof of her talent, he continued, was found in the incredible number of interested customers and positive feedback they have received.

“The MEAM Communicator of the Year Award was established to recognize communication and leadership excellence within the Public Power industry,” said Tammi Lemire, the MEAM Communications & Energy Services president. “Kelly is one of our newest members and a shining example of the new generation of energy communicators. All of our winners' experience, community efforts and contribution to group projects are huge assets to the MEAM-CES group.”

MEAM was formed in 1953 and includes all 40 municipally owned electric utilities in the state, advocating and supporting their management and mutual interests for the benefit of their citizen-owners. The MEAM Communications and Energy Services committee brings together utility professionals to share and monitor information in these fields for the advancement of public electric utility service.

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