



FOR IMMEDIATE RELEASE
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MEUW HIRES UTILITY INDUSTRY VETERAN AS EXECUTIVE DIRECTOR

SUN PRAIRIE, Wis. – The Board of Directors of the Municipal Electric Utilities of Wisconsin (MEUW) today announced the hiring of Tim Heinrich as the trade association’s Executive Director.

“We are delighted to have Tim at the helm of MEUW,” said MEUW Search Committee Chair and Board Secretary/Treasurer Tim Herlitzka. “His proven leadership abilities, track record as a highly effective communicator, and in-depth knowledge of the issues facing our industry make him an ideal choice, and he will enjoy the strong support of our board and membership as he takes on this role.”

Heinrich, who was selected through an extensive search process with participation from across the MEUW membership, is an experienced leader and utility industry veteran who most recently worked as Director – Customer Experience and Engagement for Alliant Energy.

“I am pleased to join MEUW at an exciting time of great change in the utility industry,” Heinrich said. “Our member communities and their dedicated leaders deliver safe, reliable and low-cost electric service to local homes and businesses. I look forward to promoting these efforts and the many other benefits of public power.”

The Executive Director is the CEO of MEUW, working closely with the 19-member Board and leading the statewide employee team to advance the interests of Wisconsin’s community-owned, locally-controlled, not-for-profit municipal electric utilities. Heinrich will join MEUW on April 30, 2018.

“Our municipal electric utilities throughout Wisconsin provide a critical service that helps communities – both large and small – to thrive,” Heinrich said. “MEUW has a long history as the common voice for all of them, and it is a privilege to be chosen to lead the organization. I am excited to help build awareness and support for public power.”

Heinrich is a native of Muskego, Wis. He earned a bachelor’s degree from Coe College in Cedar Rapids, Iowa. During his nearly 25-year utility career, he held leadership roles in corporate communications, community affairs and customer service operations. He resides in Madison, where he serves on the Board of Directors of Madison Children’s Museum and the Literacy Network. He and his wife, Jana, have two daughters, Caitlin, 14, and Claire, 12.

Formed in 1928, MEUW is the state association providing safety services, leadership and management training, advocacy, and member support to the 81 municipal electric utilities across Wisconsin. Collectively, these public power utilities distribute more than 11 percent of the electricity in Wisconsin and most have century-old roots serving their communities. Municipal

utilities operate on a not-for-profit basis overseen by a local governing board composed of local citizens and elected officials. To learn more, visit meuw.org.

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