

2010 ElectroTechnology Expo

January 14, 2010 Ramkota Best Western Inn Rapid City, South Dakota

News Release

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ALL ELECTRIC EXPO PLUGS BUSINESSES IN TO CHANGES IN ENERGY LANDSCAPE

RAPID CITY, S.D., Jan. 11, 2010 – Community partners Black Hills Power, Black Hills Home Builders Association, West River Electric Association, Inc. and Western Area Power Administrators will host their annual Electro-Technology Expo on Jan. 14 at the Ramkota Best Western Inn in Rapid City, S.D. In its 10th year, the all-electric expo brings industry experts from throughout the United States to showcase new products, services and new technologies for area commercial and industrial companies. The event is designed to help businesses and building professionals stay plugged in to innovations in the changing energy landscape.

“The energy industry has been changing during the past decade, and it will continue to change as businesses and home owners look for new and better ways to use energy,” said Mutch Usera, director of external affairs at Black Hills Power. “The Electro-Tech expo is the perfect opportunity for area businesses to learn more about what they can do to increase energy efficiency.”


Exhibits and registration begin at 8 a.m., and speaker presentations are scheduled between 10 a.m. and 6 p.m. Guest speaker Dusty Johnson, Chairman of the South Dakota Public Utilities Commission, will discuss South Dakota’s energy future from 11:30 a.m. to 1 p.m. Chairman Johnson will also speak on “Being Energy Smart” at the Black Hills Home Builders Association monthly membership meeting at 6 p.m.

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Tickets for the Expo cost \$25 and are available by registering online at www.blackhillspower.com or by contacting Jeff Easton at 605-721-1269 or e-mailing jeff.easton@blackhillscorp.com.

Tickets are also available for the BHHBA mixer and dinner directly following the Expo. Cost is \$15. Contact Jeff Easton for more information.

Black Hills Power is the legacy business of Black Hills Corp. and has been delivering energy for more than 125 years. The electric utility serves 65,400 customers in 20 communities in western South Dakota, northeastern Wyoming and southeastern Montana. More information is available at www.blackhillspower.com.

The Black Hills Home Builders Association is a not-for-profit professional trade organization, with a diverse membership. The association serves as an advocate for those directly and indirectly involved in the building industry, with a focus on creating an opportunity of home ownership for all. Its offices are located in Rapid City, however the association serves the entire Black Hills Area and has been in business since 1972. The Black Hills Home Builders Association's partnership with both the state and National Association of Home Builders provides extended services and advocacy to members and the home builders industry. More information is available at www.blackhillshomebuilders.com.

West River Electric Association, Inc. is the third largest of South Dakota's electric cooperatives and one of the fastest growing electric cooperatives in the region. As a member-owned corporation, West River Electric is dedicated to providing over 14,000 member-owners with the best service at reasonable rates. More information can be found at www.westriver.com.

Western Area Power Administration is a Federal agency that annually markets and transmits more than 10,000 megawatts of clean, renewable power from hydroelectric power plants owned and operated by the Bureau of Reclamation and the U.S. Army Corps of Engineers in 15 western and central states. It is part of the Department of Energy. Learn more about Western at www.wapa.gov.

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