

Speaker 1 ([00:00](#)):

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Courtney Doyle ([00:17](#)):

Hi everyone and welcome to Co-op Energy Talk. I'm your host Courtney Doyle, Cherryland Electric Cooperatives communications and member relations manager. I don't know if you know this, but October is National Co-op month. We are so incredibly proud to be a member owned not-for-profit electric Cooperative, and we really hope that our members are proud of their co-op too. The people behind the power are a really big part of what makes Cherryland Electric cooperatives so special. And in this special episode of Co-op Energy Talk, we are paying tribute to co-op month with a little Cherryland Pride featuring our newest team members, Adam, Brandy Blake, Jeff and Michelle.

Michelle Beckett ([00:57](#)):

Everybody is amazing. Um, I've made connections with people throughout the entire place already and I've only been here a few months. So I think just the culture and the atmosphere is unbelievable.

Courtney Doyle ([01:10](#)):

Every member of our team plays an important role in keeping your lights on as affordably as possible with a focus on making sure our members have a really great experience. Whether it's the dedicated line workers in the field or the helpful member service representatives you encounter in our office, we all have the same goal of doing what's best for our members. While you may recognize a line crew out in the field, a lot has to happen behind the scenes too, thanks to people like Blake Cherry Land's Materials clerk.

Blake Smith ([01:42](#)):

So on an average day at Cherry Land, I help maintain the material and in inventory here, keep everything organized. Keeping everything organized helps the linemen get outta here faster in the morning. And then for storm situations, the warehouse is prepped with storm boxes and uh, hand coils of wire, like everything that they need to come in. If I'm not here, stuff's on the shelves for them to use and grab. So it's just important to be ready for storm and keep the lights on.

Courtney Doyle ([02:18](#)):

Every role at Cherryland is another piece of our cooperative puzzle, working together to bring value to the communities we serve. The team Effort stands out to Cherryland Plant Accountant. Brandy,

Brandi McCrum ([02:29](#)):

I feel most proud when collaboration across departments comes together. Connecting the work of operations, engineering, and accounting into a clear financial picture is rewarding because it shows how each role contributes to the bigger mission.

Courtney Doyle ([02:43](#)):

There's a serious amount of teamwork that goes into keeping the lights on. We are proudly the Leanest Electric Cooperative in the country, and that means your team at cherryland is always giving 110% and wearing lots of hats like IT Support Specialist. Michelle

Michelle Beckett ([03:03](#)):

Is, there's only 65 of us. We cover a lot of territory and to only have 65 employees, we are doing an excellent job, um, and really maximizing our efficiency.

Courtney Doyle ([03:16](#)):

And while we run Lean, we don't sacrifice quality. Thanks to committed co-op employees like Cable Locator. Jeff, who plays an important role in keeping our members safe, making sure their construction projects move forward, and preventing outages

Blake Smith ([03:30](#)):

Makes me proud knowing that, uh, I don't get phone calls saying that my marks were off and they hit my power. Um, my job is important because without locators, um, homeowners, contractors, even our own linemen won't really be sure where the power is located on the ground. So for me, you know, as long as I'm around, everybody knows where the power should be

Courtney Doyle ([03:52](#)):

For the team. At Cherryland, this is more than just a job, it's our mission. Cherryland data analyst. Adam describes it perfectly

Adam Bahri ([04:02](#)):

And kind of the main thing that attracted me to Cherryland was the fact that it was a co-op and I had more of a noticeable impact on the people I was helping. And how I was helping was a very, uh, big motivator for me to kind of do something that was more fulfilling. I saw Chair Land was a cooperative that's very member focused, which was very attractive to me.

Courtney Doyle ([04:20](#)):

So as we celebrate co-op month, we celebrate our people like Adam Blake, Brandy, Jeff, Michelle, and the entire chair land team. These are the people behind the cooperative difference. They bring their skills, their passion, and their heart to bringing value to the communities we serve. Because being a co-op isn't about customers, it's about members. And every day we are proud to serve you. So thank you for joining us on this special episode of Co-op Energy Talk for co-op month. We hope you'll join us next time for more co-op Energy Talk.