NEWS RELEASE
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CRC Names Andy Neidert National Business Development Director

Austin, Minn. – Cooperative Response Center, Inc. (CRC) has named Andy Neidert as its new National Business Development Director, expanding the organization's efforts to strengthen relationships within the electric cooperative industry and support continued growth.

Neidert has already played an important role in CRC's recent launch of its Social Media Monitoring and Response service, providing consulting and business planning expertise that helped guide the platform's development. His deep knowledge of social media monitoring and electric cooperative industry experience has proven valuable to CRC as the organization continues to diversify its services and create additional value for members.

In his new role, Neidert will work closely with CRC's executive and management teams to further strengthen the cooperative's position as a trusted partner to electric utilities across the country. He will also continue representing CRC throughout the industry, collaborating with its regional business managers to support membership growth.

"Andy brings a unique combination of industry knowledge, business development experience, and strong relationships throughout the cooperative community," said CRC President and CEO Brad Fjelsta. "His expertise will help CRC continue building meaningful partnerships while advancing services that meet the evolving needs of our members."

Prior to joining CRC, Neidert owned ARC Media, a social media monitoring company focused on serving the electric utility industry. After successfully building the business, he later sold the company and continued leveraging his expertise to help organizations strengthen their communications and member engagement strategies.

As National Business Development Director, Neidert will focus on fostering relationships, supporting strategic growth initiatives, and helping ensure CRC remains a valued resource for electric cooperatives and utilities nationwide.

About CRC
CRC is a nationwide, cooperatively owned provider of 24/7 contact center and alarm monitoring services. CRC partners with electric cooperatives and other utility industry organizations to help them stay connected to the people they serve—day or night. Through customer care, outage call handling, dispatch services, billing support, emergency response coordination, alarm monitoring and related communication services, CRC provides dependable support when every call or alarm matters. By combining trained professionals, practical technology and a commitment to outstanding service, CRC helps its members serve their consumers reliably whenever support is needed. Visit CRC on the web at www.crc.coop.