



Wisconsin Public Utility Institute



Brian Rude **Dairyland Power Cooperative**

Brian Rude is Vice President of External and Member Relations of Dairyland Power, based in La Crosse, Wisconsin. Dairyland is a generation and transmission cooperative serving 600,000 consumers in Wisconsin, Minnesota, Iowa and Illinois. Brian is responsible for government relations, community and member relations, communications, printing and graphics, administrative services and energy efficiency. He also serves as a member of Dairyland's Senior Management Team. He has an extensive career background in politics and communications. He served on the research staff of the Iowa and Wisconsin State Senates, and he worked in the Corporate Communications Department at The Trane

Company. In 1982, Brian was elected to the Wisconsin State Assembly and in 1984 to the Wisconsin State Senate. On two occasions, he served as President of the Senate, from 1993-1996 and again in 1998. After a 17-year career in public office, in 2000 he resigned from the Senate to begin his work at Dairyland. Brian received his BA degree in history and political science from Luther College, Decorah, Iowa, and his MA in public administration from the University of Wisconsin-Madison. He is active in many community activities, including serving as President-Elect of the Wisconsin Historical Society, the President of the Norwegian-American Historical Association, and as a member of the Gundersen Health System Board and River Bank Board.