

# The cooperative way

*We're pleased to invite Iowans to contribute to our mission through submitting a guest blog. Today's guest blog is from Kathe Breheny, Director Corporate Communications at Central Iowa Power Cooperative (CIPCO).*



For me, character is a matter of knowing the difference between right and wrong and reflecting that in one's actions. It may seem intuitive, but we all know there can be disconnect between even the best of intentions and one's behavior. And that is where character development comes in.

In today's changing world, I am reminded daily why building good character, particularly at a young age, is so important. We hear and read about it in the news – people from all walks of life who lack a basic foundation of values to guide their actions. Whether it's the corporate executive who defrauded millions for personal gain or some local youth engaging in senseless acts of violence, the need for character development is widespread.

We are fortunate to have a great program here in Iowa striving to help us practice good character.

I have long been a supporter of CHARACTER COUNTS! and am fortunate to work for an organization that shares and supports their mission. At Central Iowa Power Cooperative (CIPCO), we follow seven cooperative guiding principles; one of which is concern for community. We have a genuine commitment to seeing

the communities we serve grow and prosper because our member consumers benefit as a result. And building strong character is an essential part of community growth and development.

CHARACTER COUNTS! has positively impacted the lives of countless Iowa students by reaching them at a young and impressionable age. By planting the seeds of trustworthiness, respect, responsibility, fairness, caring, and citizenship in our youth; we are laying the foundation for a healthy and prosperous next generation of leaders.

We are proud of our partnership with CHARACTER COUNTS! In Iowa and appreciate the work they do every day!