

News Release



**Arkansas Electric
Cooperative Corporation**

Mitch Ross named as Energy Efficiency Manager

Little Rock, Ark. — Jan. 18, 2018 — Allan “Mitch” Ross, formerly with ICF, has joined Arkansas Electric Cooperative Corporation (AECC) as the cooperative’s statewide manager of energy efficiency.

Mitch’s experience includes involvement in designing, marketing, and implementing energy efficiency programs in seven different states, including Arkansas. He has worked in this specialized field for the last several years.

Ross, a BPI-certified building analyst, has successfully designed and managed many different types of efficiency programs that address some of the common concerns and needs in both residential and commercial settings, and within urban and rural environments. Mitch has also utilized his bilingual skills to develop multicultural energy efficiency educational literature and relationships within diverse communities.

“Mitch will work with Arkansas’ 17 local electric distribution cooperatives, providing support and assistance for existing and new energy efficiency programs,” said Sandy Byrd, vice president of public affairs and member services for AECC. “He will offer a wealth of knowledge and experience for electric cooperative members. Particularly in low income states like Arkansas, energy efficiency measures can be a powerful tool to reduce energy usage and save money, thereby providing that home or business with more income to address other needs.”

Arkansas Electric Cooperative Corporation (AECC), one of the top generation and transmission electric cooperatives in the nation, provides Arkansas’ 17 electric distribution cooperatives with reliable and affordable power. The 17 electric distribution cooperatives in turn provide retail energy to more than 500,000 homes, farms and businesses in Arkansas and surrounding states.

For additional information, contact:

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