



FOR IMMEDIATE RELEASE

Electric Utility Alliance Unveils New Environmental Supply Chain Initiatives

KANSAS CITY, MO (March 1, 2011) – The Electric Utility Industry Sustainable Supply Chain Alliance (Alliance) announced today the recent adoption of several new initiatives as part of its continued efforts to reduce the environmental impact of products and services supply.

The new initiatives, created to support the Alliance’s 2011 Strategic Plan, are part of a focus on reducing energy consumption and greenhouse gas (GHG) emissions in the electric utility industry supply chain. The initiatives are aimed at improving how utilities share innovative, sustainable practices, developing recommended green standards for utility products and services based on information learned from Life Cycle Analysis and additional research, and communicating, educating and encouraging utility suppliers to adopt green standards and improve their environmental performance.

The Strategic Plan has been formulated by the Alliance’s newly appointed Executive Committee members, who are as follows:

- Des Bell, *Chair*, Senior Vice President Shared Services & Chief Procurement Officer, Pacific Gas and Electric Company
- Joseph Hunter, *Vice Chair*, Director Corporate Sourcing, Entergy Corporation
- David Rupert, *Secretary*, Director, Strategic Sourcing & Procurement, American Electric Power
- Ron Reising, *Treasurer*, Sr. Vice President Supply Chain & Chief Procurement Officer, Duke Energy
- Beth Maldonado, *Working Team Coordinator*, Director Purchasing, Northeast Utilities
- Bridget Reidy, *Past Chair*, Sr. Vice President & Chief Procurement Officer, Exelon Corporation

For more information about the Alliance, its members, and to view the complete 2011-2013 Strategic and Operating Plan, please visit www.euissca.org.

About the Electric Utility Industry Sustainable Supply Chain Alliance:

Founded in 2008, the Electric Utility Industry Sustainable Supply Chain Alliance is a registered 501(c)6 non-profit organization. Its’ members are investor owned electric utilities. The Alliance’s goal is to work with electric utility industry suppliers and other interested parties to improve environmental performance and advance sustainable business practices.

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