Arkansas Energy Personnel Moves: Lauren Waldrip Named Executive Director of Arkansas Advanced Energy Association

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The Arkansas Advanced Energy Association ("AAEA") announced it has named Lauren Waldrip as the Executive Director of AAEA and its educational affiliate the Arkansas Advanced Energy Foundation ("AAEF").

Ms. Waldrip previously served as a Partner at Campbell Ward.

AAEA describes itself as:

. . . the business voice for advanced energy in Arkansas. It states it is dedicated to growing Arkansas's economy through expanded utilization of advanced energy technologies, including energy efficiency, demand response, natural gas electric generation, solar, wind, hydro, nuclear, electric vehicles, alternative fuels and smart grid. These are innovations that make our energy supply more secure, clean and affordable.

AAEA notes in its press release that:

. . . Waldrip brings over seven years of experience in public affairs and public relations conducting trade association management, political action committee planning, membership management, policy activities, development, fundraising, media relations, communications and event planning. During that time, she engaged in advocacy efforts with the public service commission through her capacity as executive director of the Arkansas Rice Federation.

Ms. Waldrip's education background includes an undergraduate degree in marketing and public relations from the University of Arkansas. Also Ms. Waldrip received her Masters of Business Administration from the Sam M. Walton College of Business at the University of Arkansas.

Ms. Waldrip began her role at AAEA on September 1st.