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**FOR IMMEDIATE RELEASE:**

October 7, 2008

**ARKANSAS PUBLIC SERVICE COMMISSION  
INITIATES A SUSTAINABILITY DOCKET; PARTNERS WITH THE  
CLINTON SCHOOL OF PUBLIC SERVICE TO HAVE DUKE ENERGY CEO  
JAMES ROGERS BE A DISTINGUISHED SPEAKER OCTOBER 14, 2008**

(Little Rock) – The Arkansas Public Service Commission (PSC) has initiated a Notice of Inquiry to explore the expanded development of Sustainable Energy Resources (SER) within the State of Arkansas, building upon the efforts previously undertaken by the Commission to develop and implement energy efficiency programs in the State under the Commission's authority pursuant to *The Arkansas Energy Conservation Endorsement Act of 1977*. Docket No. 08-144-U, known as the Sustainability Docket, has been opened by the Commission to develop a Sustainable Energy Resources Action Guide for the Commission and Arkansas utilities to use in promoting SER initiatives in Arkansas.

As a part of the Sustainability Docket, the Commission established the Arkansas Sustainable Energy Resources Collaborative and invites public participation and comment in coming months on the issues and questions posed by the PSC, which are intended to be used to developed principles and components of an SER Action Guide.

**PARTNERSHIP WITH THE CLINTON SCHOOL**

As a part of the Sustainable Energy Resources Collaborative, the Commission has partnered with the Clinton School of Public Service to host Duke Energy CEO James Rogers as

the lunch time Distinguished Speaker on October 14, 2008. During his lecture Mr. Rogers will discuss the challenges facing America to meet the growing demand for electricity while at the same time addressing its carbon emissions. Last year, Rogers created the "Save-a-Watt" proposal to use conservation as a means of addressing electricity demand. This proposal was presented at the Clinton Global Initiative in 2007. With nearly 20 years of experience as a chief executive officer in the electric utility industry, Rogers was named president and chief executive officer of Duke Energy following the merger of Duke Energy and Cinergy in April 2006.

**When:           Tuesday, October 14, 2008**  
**12:00 p.m. – 1:00 p.m. – Lunch & Lecture**  
**\* Bring your own lunch. Water and soft drinks provided.**

**Where:          Clinton School of Public Service - Sturgis Hall**

Reserve your seats by emailing [publicprograms@clintonschool.uasys.edu](mailto:publicprograms@clintonschool.uasys.edu) or calling 501.683.5239.

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