

**PRESIDENT & CHIEF EXECUTIVE OFFICER (CEO)
ALABAMA RURAL ELECTRIC ASSOCIATION OF COOPERATIVES
Montgomery, Alabama**

PROFILE

The Alabama Rural Electric Association of Cooperatives (AREA) seeks an accomplished, relationship-oriented leader to serve as its next President and Chief Executive Officer (CEO). AREA is the member-owned statewide electric cooperative association representing Alabama's 22 electric distribution cooperatives and their wholesale electric providers, PowerSouth and TVA, and providing a unified voice, shared services, education, safety and training, communications, disaster response, governmental affairs, and other programs that strengthen the state's electric cooperative network. Together, Alabama's electric cooperatives provide electricity to more than one million Alabamians across a service footprint covering more than 70% of the state's land mass.

AREA occupies a distinctive position among statewide cooperative associations. Its members operate within two primary wholesale power supply structures. The Tennessee Valley Authority (TVA) supplies eight AREA member cooperatives in northern Alabama, while PowerSouth Energy Cooperative—also an AREA member—provides wholesale power to member systems primarily throughout central and southern Alabama. Although these two organizations operate under different business models and face some differing power supply and transmission considerations, the issues affecting their distribution cooperative members are overwhelmingly shared.

Maintaining unity, equitable representation, and a strong identity among a diverse membership is fundamental to the CEO's success.

AREA enters this transition from a position of considerable strength. Its governmental affairs presence is well established and respected; its financial position and member-funded business programs are strong; and its safety, education, training, mutual-aid, communications, employee benefit, and workers' compensation programs provide meaningful value. The next CEO will be expected to build upon these



strengths while bringing renewed energy, strategic direction, organizational leadership, and a highly visible commitment to members.

AREA's members want a leader who visits their cooperatives, genuinely listens to differing perspectives, understands individual member needs, and continually reinforces the grass roots value of Alabama cooperatives. Internally, the next CEO is expected to be equally capable with employee engagement, communication, accountability, teamwork, and workforce investment with employees. A strong statewide association begins with an engaged and unified internal team capable of delivering exceptional service to its members.

The successful candidate will be a servant leader with exceptional interpersonal instincts, emotional stability, sound judgment, energy, humility, and the confidence to address difficult issues directly. This individual must be equally comfortable visiting a member cooperative, engaging employees at AREA's Montgomery headquarters, representing cooperative interests at the Alabama State House, working with national policymakers and industry organizations, and bringing diverse personalities together around a common purpose.

ORGANIZATIONAL OVERVIEW

Founded in 1947, AREA was created around a principle that remains central to its mission today: Alabama's locally governed electric cooperatives are stronger when they work together.

The President and CEO reports to a Board composed of leaders from AREA's member cooperatives and works extensively with cooperative CEOs, directors, employees, industry partners, legislators, regulators, TVA, PowerSouth, NRECA, and other state and national stakeholders. AREA's governance structure intentionally provides representation across its geographically and operationally diverse membership. The CEO must respect the independence of each member cooperative while creating the relationships and common purpose necessary for AREA to speak effectively with a unified voice.



Governmental affairs is among AREA's most visible responsibilities. Alabama's cooperatives maintain substantial grassroots influence and long-standing relationships with state and federal policymakers. Current issues include energy policy, taxation, infrastructure, broadband, workforce development, territorial matters, regulatory initiatives, rapidly increasing electric demand, and the emergence of data centers and other large loads. The next CEO need not personally serve as AREA's principal lobbyist, but must understand the

legislative process, possess strong political instincts, effectively represent cooperative interests, and ensure AREA's governmental affairs capabilities remain coordinated and credible.

AREA also operates substantial shared-service programs that provide direct economic and operational value to participating cooperatives. These include self-funded employee health benefits, workers' compensation and safety-related programs, education and training, and other services developed in response to member needs. The association's approach recognizes that not every cooperative requires every service; programs must demonstrate value, respond to changing expectations, and remain financially sound.

Workforce development and safety remain particularly important as Alabama's cooperatives navigate retirements, competition for skilled employees, and the development of a new generation of utility professionals. AREA provides apprentice and advanced lineworker programs, safety training, director and employee education, and specialized professional development. It also plays an important coordinating role during damaging storm events, helping mobilize cooperative resources and mutual aid when communities need them most.

Website: <https://www.areapower.coop/>

CONDITIONS AND REQUIREMENTS

The Board seeks a highly relational and visible executive who combines leadership capability, political awareness, business judgment, strategic thinking, and genuine commitment to the electric cooperative model. Technical knowledge of the electric industry is important, but success will ultimately depend upon the ability to earn trust, unify people, build a strong team, and represent diverse members effectively.

Ideal candidates will offer evidence of many of the following qualifications and experiences:

- Significant senior leadership experience.
- Exceptional relationship-building and member-service capabilities.
- A demonstrated ability to create and maintain unity among strong and diverse stakeholders.
- Proven organizational and people leadership.
- Strong governmental affairs and political acumen..
- Executive presence and communication capability.
- Strategic leadership and sound business judgment.
- Experience overseeing diversified programs and business functions.
- A strong commitment to safety, workforce development, and cooperative service.
- Financial and administrative acumen.
- Emotional intelligence, courage, and stability.



The next CEO will inherit an association with strong programs, respected governmental relationships, sound financial foundations, dedicated employees, and members who understand the value of cooperation.

MONTGOMERY, ALABAMA

Montgomery offers the amenities and cultural opportunities of a state capital while retaining an accessible Southern lifestyle, with a revitalizing downtown and riverfront, a nationally significant civil-rights heritage, a strong arts community, and distinctive attractions including the Alabama Shakespeare Festival and Montgomery Whitewater. The region also benefits from a diverse economy anchored by state government, military and federal operations, healthcare, education, manufacturing, and major employers such as Hyundai, while continued investment is supporting downtown redevelopment, technology, recreation, and quality-of-life improvements. For candidates considering relocation, the following resources provide useful perspectives on living, working, and enjoying the Montgomery River Region: [Experience Montgomery](#), [City of Montgomery](#), [Montgomery Regional Chamber](#), and [Montgomery Whitewater](#).

The greater Montgomery River Region provides candidates with a variety of attractive residential options—including Montgomery, Prattville, Wetumpka, and Millbrook—combining the amenities and cultural opportunities of Alabama’s capital city with welcoming suburban and small-town communities, convenient commutes, outdoor recreation, and an accessible Southern lifestyle.

BENEFITS AND RELOCATION SUPPORT

AREA offers a comprehensive executive benefits package highlighted by a fully Association-funded NRECA defined benefit pension with a 1.8% final-average-salary formula and normal retirement at age 62, plus an NRECA 401(k) plan with a 3% employer match. The Association pays 100% of the employee cost for health and dental coverage, basic life insurance equal to three times salary, business travel accident coverage, short- and long-term disability, and an employee assistance program, with additional voluntary benefit options available. AREA also provides educational assistance and workers’ compensation coverage. Executive benefits further include a company automobile and a monthly cell phone allowance.

TIMELINE

- Resumes preferred by September 25
- Semi-Finalist virtual interviews on October 19 and 21
- Finalist interviews on-site in Montgomery on November 9 and 10
- Successful candidate begins employment in December or January

CONTACT INFORMATION AND RESUME SUBMITTAL
(PDF PREFERRED)

Patrick Prouse

Senior Executive Recruiter

Mycoff Fry Partners LLC

pprouse@mfpplc.us

www.mfpplc.us

