



CENTRAL ELECTRIC

INFORMATION RELEASE

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FOR IMMEDIATE RELEASE

Alan Guggenheim has been named as the new Member Services Director for Central Electric Cooperative, according to Dave Markham, president of the Redmond based utility.

Guggenheim, 57, replaces Jim Crowell, who retired on June 30, 2007.

Guggenheim was founding president in 1996 of Northwest Power Systems, LLC, a hydrogen fuel cell company located in Bend that has since been renamed IdaTech, LLC. In 1992, he was founding president of Micromonitors, a provider of “smart grid” monitoring systems designed to prevent power transformer failures and power system blackouts. Originally founded in Sisters, Micromonitors moved to Bend in 1995, and has since been renamed Serveron and relocated to Hillsboro.

Guggenheim was vice president of operations and corporate development in 1989 for Consep Membranes, a Bend Research spinout since renamed Suterra, LLC, and is located today in the Mill District.

Guggenheim has a degree in English from the University of North Carolina and studied photography at Cranbrook Academy of Art. Prior to his business career, he worked five years as a journalist for the Salem *Statesman-Journal* newspaper and is an author of several books, including *Spirit Lake People – Memories of Mount St. Helens*.

He and his wife, Cheryl, a ceramic artist specializing in functional pottery, are longtime residents of Sisters where they raised two sons, both now living in Portland.

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