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REDEFINING THE ROLE OF GENERAL COUNSEL *Jones Vargas' Ledford Shares Experience with Peers*

LAS VEGAS, Nev. (July 11, 2008) – Valley Electric, a private, independent electric utility owned by its members, recently overcame a disconcerting period thanks to the keenness and intellect of its general counsel. Curt Ledford, an attorney with Jones Vargas, has been instrumental in helping Valley Electric find its way out of difficulties in the wake of member unrest and negative press.

“As an attorney dealing with a private corporation in the utility sector, I am aware of the public and media aspects associated with such representation,” Ledford said. “My goal is to assist the utility in finding positive solutions to sometimes uncomfortable situations.”

Those solutions, which included creation of an ambassador program within the community and the hiring of a government/community relations person to work directly with the media and utility members, enabled the company to remedy past negativity and move ahead in a positive manner.

Ledford's experience with press and public relations piqued the interest of the National Rural Electric Cooperative Association (NRECA) and its bar association, the Electric Cooperative Bar Association (ECBA). Proving successful in the public relations arena, Ledford was invited by the ECBA to participate in a panel discussion at its annual legal seminar in Anaheim, Calif. where press and public relations was a hot topic. With two other panelists, Ledford addressed a crowd of 125 new and experienced attorneys on how each can effectively handle circumstantial difficulties facing companies they represent. The speech was “well-received and greatly appreciated by the audience,” according to the NRECA.

About the NRECA's legal seminar: The NRECA annual legal seminar explores various current legal topics that affect electric cooperatives. Panelists range from NRECA staff members and attorneys to experts in generation, power supply, condemnation, renewable resources and government representatives.

About NRECA: The NRECA is the national service organization dedicated to representing the interests of cooperative electric utilities and the consumers they serve. NRECA is an advocate for consumer-owned cooperatives on energy and operational issues, as well as rural community and economic development.

About Co-Ops: Electric cooperatives are private, independent electric utilities, owned by the members they serve. As democratically governed businesses, electric cooperatives are organized under Cooperative Principles, anchoring them in the communities they serve and ensuring close regulation by consumers. Today electric cooperatives provide reliable and technologically advanced service to 40 million Americans while maintaining a unique consumer-focused approach to business.

For more information on Jones Vargas log on to www.JonesVargas.com, call 702-862-3300 (Las Vegas) or 775-786-5000 (Reno).

Commemorating 80 years of experience in 2008, Jones Vargas is a leader in Nevada Law. With offices in Las Vegas and Reno, Jones Vargas offers legal services for local, national, and international clients in business, litigation, government relations, gaming, corporate, municipal finance, real estate, bankruptcy, estate and probate, tax, zoning, health care and domestic matters. In certain areas of practice, such as complex financial transactions and multi-state or multi-district litigation, Jones Vargas is one of the most experienced firms in Nevada. The law firm offers a full range of services to all clients, from handling everyday matters and preventive counseling to dealing with difficult, complex transactions and litigation.

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