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Headshot - <http://www.marshall.edu/Ucomm/NewsPhotos/2010/BillBissett.jpg>

BISSETT NAMED PRESIDENT OF KENTUCKY COAL ASSOCIATION

Lexington, KY - Kentucky Coal Association (KCA) Chairman Charlie Wesley today announced that the board of directors of the KCA has elected Bill Bissett to serve as the President of the KCA. Bissett is currently employed as the Chief of Staff / Senior Vice President for Communications of Marshall University, located in Huntington, West Virginia.

"I would like to thank the KCA board of directors for the opportunity to represent Kentucky coal and to communicate the message of its vital importance to this state and nation," Bissett said. "I am excited and energized at this great opportunity to play a role in advancing Kentucky coal, the low cost electricity generation that it provides, and the critical manufacturing and other related job opportunities across the State that are dependent upon the success of Kentucky coal."

Bissett has had experience in numerous aspects of mass media, public relations and marketing. Prior to working for Marshall University, Bissett was Vice President of Public Relations at Charles Ryan Associates (CRA), an integrated marketing agency located in Charleston, West Virginia, where he led the Friends of Coal campaign for the agency. Prior to working at CRA, Bissett was responsible for the communications of the West Virginia Department of Transportation and the West Virginia Department of Agriculture. He holds a Bachelor's degree and Master of Arts in Journalism from Marshall University, and is anticipated to complete his doctorate in Higher Education Leadership in 2012.

"On behalf of our 23 member companies and 100 associate member companies, it is my pleasure to welcome Bill Bissett to this important leadership position," Wesley said. "Bill possesses a strong background in communication and management, and he played a significant leadership role in the implementation of the Friends of Coal outreach program. Bill brings a passion for the coal industry to this position, and I am confident that his passion will be contagious. While the current membership of The Kentucky Coal Association represents more than 75% of Kentucky's annual coal production, the Association's message and efforts benefit every coal producer and end-user in the Commonwealth. Under Bill's leadership, the Association will become an even stronger unified voice of Kentucky coal's message."

Bissett assumes his new role with the KCA on February 22, 2010.

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