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PERSI WELCOMES NEW PUBLIC INFORMATION OFFICER



Boise, Idaho – September 26, 2013

Kelly Cross has joined PERSI as Public Information Officer, replacing Patrice Perow who is retiring after 9 years with the system.

Kelly comes to PERSI with a broad background in management, journalism and marketing. He has worked in newsrooms around the state and brings a unique blend of public relations, traditional media and social networking skills to the organization. Kelly will take over as Editor of PERSI's newsletters as well as other outreach efforts.

Before coming to PERSI, Kelly was the National Marketing Director for a startup green energy company focused on efficiency in construction and renewable energy.

Before that, Kelly held management positions with KMVT Television in Twin Falls, and KBCI (now KBOI) Television in Boise and most recently KTRV Television in Nampa, where he served as News Director and Managing Editor. He holds a B.S. in Telecommunication from the University of Idaho.

Kelly is quickly gaining an understanding of PERSI's current operations and its history. He is looking forward to meeting and talking with lawmakers, employers, employees, retirees and constituency groups from around Idaho.

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