



**Electric & Gas Industries Association**

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## **EGIA Bolsters Board of Directors with Distinguished Industry Veterans Paul Kelly, Lauren Roberts, and Arturo Huerta**

### **FOR IMMEDIATE RELEASE**

**SACRAMENTO, Ca. (July 13, 2023)** – The Electric & Gas Industries Association (EGIA), the leading industry organization dedicated to empowering home services contractors and furthering the adoption of energy efficiency solutions, proudly announces the appointment of three seasoned professionals to its Board of Directors. The addition of Paul Kelly, Lauren Roberts, and Arturo Huerta brings invaluable expertise, industry insights, and a wealth of accomplishments to further strengthen EGIA's commitment to supporting contractors in building better businesses, utility partners in designing and executing winning resource efficiency programs, and distributors, product manufacturers and strategic partners to grow and excel.

"Welcoming Paul Kelly, Lauren Roberts, and Arturo Huerta makes an already strong Board of Directors even more formidable," said Bruce Matulich, CEO of EGIA. "Their remarkable achievements and extensive experience across multiple verticals and industries make them exceptional assets both to our organization and the industry at large. With their guidance, EGIA will continue to lead the industry in delivering outstanding resources and support to our valued members and partners. As EGIA continues to expand its reach and enhance its offerings, the addition of these accomplished individuals to the Board of Directors aligns with the organization's mission to foster innovation, address emerging industry challenges, and drive the growth and success of contractors throughout the home services industry"

Introducing the newest members of EGIA's Board of Directors:

**Paul Kelly:** With an illustrious career in the home services sector, Paul Kelly has established himself as a visionary leader and accomplished entrepreneur. His ownership of Parker & Sons in Phoenix, AZ, saw it transform from a small business in 2004 into a \$200+ million contracting company, helping to foster an expertise in business development and strategic growth in Paul that is unmatched. He recently served as the Southwest Region CEO for the Wrench Group, a leader in the HVAC, plumbing and electrical industry, and currently serves as a consultant for that group. He's the bestselling author of *Tricks of the Trade to Success* and an in-demand speaker.

**Lauren Roberts:** Lauren Roberts is currently President and CEO of cfm Distributors, a successful HVAC/R distributor serving six locations throughout Kansas, Missouri, Nebraska and Iowa. Her extensive knowledge and experience have enabled her to drive innovation and success throughout her career. Lauren's dedication to advancing the industry's inclusivity and diversity is evidenced by her previous role as President of Women in HVACR, a nonprofit organization dedicated to empowering women professionals in the field. She is also the current Chair of the Board of Directors of BLUE HAWK, a

member-owned purchasing cooperative of independent HVAC/R distributors and a member of the Board of Directors of HARDI.

**Arturo Huerta:** Arturo Huerta brings a wealth of financial acumen and operational expertise to EGIA's Board of Directors. As the newly appointed Chief Financial Officer of EGIA, Huerta's strategic financial planning and decision-making skills will be instrumental in driving EGIA's financial growth and operational efficiency. With over 20 years of finance leadership working within the construction & engineering, media & advertising, and manufacturing industries, Huerta has consistently delivered outstanding results and helped companies thrive.

The collective industry knowledge and proven leadership of all three of these industry veterans further strengthen EGIA's position as the go-to resource for home services contractors, utilities, distributors and other businesses and individuals in energy efficiency, home services and beyond. Their unique perspectives and accomplishments will contribute significantly to EGIA's ongoing efforts to provide comprehensive training, education, resource efficiency program administration, consumer financing, and other invaluable resources to contractors, empowering them to build successful sustainable businesses.

#### **About the Electric & Gas Industries Association (EGIA)**

EGIA is a nonprofit organization that empowers home services contractors to get the most out of their businesses through industry-leading training, financing and marketplace solutions. Its Contractor University offers access to the industry's most recognized educators, who deliver innovative keys to success through online training systems, in-person workshops, conferences and webinars. EGIA is also a recognized leader in delivering sponsored demand management and resource efficiency services on behalf of electric, gas and water utilities and municipalities. These services include financing; rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. OPTIMUS Financing, which has facilitated financing for 450,000+ residential and business projects valued at over \$8 billion, provides contractors with a best-in-class suite of financing options. Contractor Marketplace brings together some of the most in-demand vendors and products in the industry at exclusive pricing. Learn more at [www.EGIA.org](http://www.EGIA.org).

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