

# Pennsylvania DEP Secretary Named to PPL Executive Post

PRNewswire  
ALLENTOWN, Pa.

James M. Seif, who has headed Pennsylvania's Department of Environmental Protection for six years, has been named to a key executive position within PPL Corporation (NYSE: PPL).

(Photo: <http://www.newscom.com/cgi-bin/prnh/19981015/PHTH025> )

William F. Hecht, PPL chairman, president and chief executive officer, said Thursday that Seif will become PPL's vice president-Corporate Services, effective April 2.

"I have known Jim Seif for six years and have always been impressed with his knowledge, professionalism and integrity. Given his wealth of experience in a variety of areas -- and his success in managing a large, complex organization like the Pennsylvania Department of Environmental Protection -- we are very fortunate that Jim has agreed to accept this key position within PPL," said Hecht.

At PPL, Seif will have responsibility for the company's governmental affairs, communications, human resources, and information services functions. He will report directly to Hecht.

A Pittsburgh native, Seif served in a number of key positions in state and federal government and in the private sector before being named to the DEP cabinet position by Pennsylvania Gov. Tom Ridge in January 1995.

After earning a J.D. from the University of Pittsburgh in 1971, Seif worked as an assistant U.S. Attorney in Pittsburgh for more than two years before being named chief of the legal branch of the U.S. Environmental Protection Agency's Region 3, which is based in Philadelphia.

He also worked as a special assistant to the U.S. assistant attorney general in Washington, D.C., and as assistant general counsel for Rohm and Haas before serving as deputy campaign manager for the Thornburgh-Scranton gubernatorial campaign in 1977 and 1978. He was administrative assistant to Gov. Thornburgh for four years before accepting a position as governmental relations regional manager for AT&T in Washington, D.C. He then returned to government service in 1985 as EPA Region 3 administrator. He also was counsel for the Philadelphia law firm of Dechert Price & Rhoads before being named DEP secretary.

In addition to his law degree from the University of Pittsburgh, Seif earned a B.A. in political science from Yale University.

Headquartered in Allentown, Pa., PPL Corp. generates electricity at power plants in Pennsylvania, Maine and Montana; markets wholesale or retail energy in 42 U.S. states and Canada; and delivers electricity to nearly 6 million customers in Pennsylvania, in the United Kingdom and in Latin America.

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SOURCE: PPL Corporation

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