



Session: The Changing Face of a Mining Company
Wednesday, September 24, 2008
8 - 10 a.m.
Room N255, Las Vegas Convention Center, Upper Concourse

Title: The Evolution of a Mining Company

Presenter: Kyle Roblee
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Abstract: Alpha can trace its roots to 1838 when the Pennsylvania Coal Company was created in Pittston, Pennsylvania to mine coal for Eastern US markets. One hundred and seventy years later a lot has happened to that company. The coal industry itself has gone through dramatic changes – union activism, environmental and safety regulatory changes, massive boom and bust cycles – changes that continue to impact us today and compound today's drivers of change - a tightening labor pool, BRIC GDP growth and increasing Federal and State regulation including the unpredictable impact of a carbon emissions scheme make the next evolutionary steps for our company and our industry as risky and as exciting as any before it.

Since its inception in 2002 and IPO in 2005 Alpha has been committed to responsible growth and basic tenets of Running Right, The Golden Rule and doing what's best for the company as a whole. We will discuss Alpha past, current and our strategic approach to future growth.