UA WALTON COLLEGE ALUMNUS AND ADVISOR APPOINTED TO FEDERAL RESERVE

(FOTO: A photograph is available for download at http://advancement.uark.edu/)

FAYETTEVILLE, Ark. – A. Rogers Yarnell, president of Yarnell Ice Cream Co. Inc., Searcy, Ark., has been reappointed by the board of governors of the Federal Reserve System in Washington, D.C., to a three-year term on the Little Rock Branch Board of the Federal Reserve Bank of St. Louis.

Yarnell is a 1972 graduate of the Sam M. Walton College of Business, University of Arkansas, with a BSBA in management. He is a member of the College’s Dean's Executive Advisory Committee. He also serves on the Arkansas Business Hall of Fame selection committee.

Walton College Dean Doyle Z. Williams said, "We are extremely proud of Rogers' reappointment to the Federal Reserve. We are pleased to have members of our advisory boards who are willing to serve their community, state and region. For the past nine years, his business expertise and experience has provided us with insight on ways to improve the college and the quality of education our students receive."

Yarnell joined Yarnell Ice Cream Company in 1975 as personnel director, following his military service. He was named executive vice president in 1980, and four years later became president. The family-owned company was founded in 1932 by his grandfather. Today, Yarnell’s is one of the nation's leading regional ice cream companies, serving the entire state of Arkansas and
major markets in adjoining states. Yarnell also serves on the business advisory board of Lyon College and as a chapter officer of the Young Presidents’ Organization.

With branches in Little Rock, Louisville and Memphis, the Federal Reserve Bank of St. Louis serves the Eighth Federal Reserve District, which includes all of Arkansas, eastern Missouri, southern Indiana, southern Illinois, western Kentucky, western Tennessee and Northern Mississippi. The St. Louis Fed is one of 12 regional Reserve Banks that, along with the Board of Governors in Washington, D.C., comprise the Federal Reserve System. As the nation's central bank, the Federal Reserve System formulates U.S. monetary policy, regulates state-chartered banks and bank holding companies, and provides payment services to financial institutions and the U.S. government.

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