



NEWS RELEASE

FOR IMMEDIATE RELEASE
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SLV Water District to host reception for former Board member Fred McPherson

The San Lorenzo Valley Water District invites the public to attend a reception in honor of former board member Fred McPherson on Friday, January 25, 4:00 - 6:00 p.m. at the District Board Room, 13057 Highway 9, Boulder Creek.

Director McPherson, also a videographer and instructor of natural history at UC Santa Cruz, served on the Board for six years. He was first appointed in June 2006 to fill a vacancy left by former director David Ross and was then elected for a four-year term in 2008. He decided not to seek another term in 2012, in order to devote more time to nature videography, in partnership with his wife Roberta McPherson.

During McPherson's watch, SLV Water District acquired the Felton water system from California-American Water in 2008, completed key watershed planning documents, and assumed an active role in addressing climate change.

In 2007, McPherson initiated the passage of SLV Water District's Climate Change Resolution, committing the agency to reducing its carbon footprint by 20% by the year 2020. "We immediately began considering solar as an efficient first step toward reaching this goal," said McPherson. In July 2011, SLV Water District implemented its first major solar panel installation, which reduced electricity use from fossil fuel consumption by 28% at its water treatment facilities.

McPherson was an active contributor to both the Public Relations Committee and the Environmental Committee, reflecting his interests in keeping the SLV Water District and its customers well informed about water, watershed management, and climate change issues.

A film, "Natural Wonders of Henry Cowell Redwoods State Park," produced and directed by Fred and Roberta McPherson, will be shown at the reception. Refreshments will be served.

For more information, see the District website <http://www.slvwd.com>, or call 338-2153.