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**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : October 27, 2008
TO : Council President Peters & Honorable Members of the San Diego City Council
FROM : Mayor Jerry Sanders
SUBJECT : Appointment to the Sustainable Energy Advisory Board

It is my pleasure to appoint Risa Baron to the Sustainable Energy Advisory Board, subject to your confirmation.

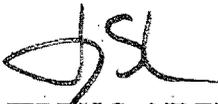
Risa Baron is an Energy Programs Supervisor for the San Diego Gas & Electric Company (SDG&E), and has worked for the utility in various capacities since 1996. As an Energy Programs Supervisor, Ms. Baron designed and currently spearheads SDG&E's energy efficiency-local government partnership program featuring conservation, demand response, energy efficiency, and sustainability issues. She also manages the San Diego Energy Resource Center Partnership with the California Center for Sustainable Energy, and serves as a technical resource on various committees and working groups to keep local governments, community organizations, and other agencies informed on sustainable energy issues. Beyond Ms. Baron's professional role at SDG&E, she also shares her sustainability insight and conservation knowledge as an Instructor for the Extension Program at the University of California, San Diego. Previously, Ms. Baron was an Account Executive and a Program Manager for SDG&E, Program Manager for the Coronado Transportation Management Association, and an Account Executive/Project Manager for CALTRANS-Commuter Computer.

Ms. Baron's professional and community service activities include serving on the City of San Diego's Affordable Housing Task Force, Normal Heights Community Planning Committee, and the City of San Diego's Finance Committee for the Strategic Framework/General Plan Update. She is also the Founding President of the Women's Transportation Seminar. As a result of Ms. Baron's efforts, she is the recipient of various professional, public relations, and industry awards. She received the 2005 National Account Manager of the Year from Edison Electric Institute, 1998 New Product Launch of the Year Award from the American Marketing Association, 1998 One Time Program

Award from the Public Relations Society of America, San Diego Chapter, and former Vice President Al Gore's National Performance Review Award that recognizes government programs that reduce costs and work in partnership with local communities. She also published and presented "A New Way to Drive – Educating Customers Behind the New Wheel" for the Electric Vehicle Association of the America's Symposium.

Ms. Baron's knowledge and insight into sustainability energy issues will be a valued addition to the Sustainable Energy Advisory Board. Ms. Baron received a Bachelor of Science degree in Political Science and Bachelor of Arts degree in Public Administration from San Diego State University. She will serve as the designated SDG&E representative for the Sustainable Energy Advisory Board, and will replace Teresa Farrelly, who is not seeking reappointment, for a term expiring March 1, 2010. Ms. Baron resides in Normal Heights.

I ask that you confirm this appointment and join me in acknowledging Ms. Baron for her willingness to give of her time and expertise to serve the City of San Diego in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland