

VOTER'S PAMPHLET

LOCAL NONPARTISAN CANDIDATES' STATEMENTS OF QUALIFICATIONS

The following pages may not contain a complete list of candidates. A complete list of candidates appears on the Sample Ballot. Each statement is volunteered by, and (unless otherwise determined by the governing body) is printed at the expense of, the candidate.

Statement of **JOE MILLER**, Candidate for
Director
Scotts Valley Water District

Since 1982, I have served our community as a City Council member, Water Board Director, Chamber of Commerce Board Member and involved citizen.

I have become increasingly concerned about the long-term future of our water supply. As the valley has been developed, too much water is diverted to storm drains and sent out to the ocean, instead of recharging our aquifer.

Water recycling and conservation are important tools to stretch the supply. These programs cause the increase in water usage to be smaller than it might have been. Nevertheless, as the community grows the usage does increase, putting added pressure on an already overtaxed aquifer.

As your Water Board Director, I would dedicate myself to eliminating excessive storm water runoff and establishing aquifer replenishment programs that actually enhance the supply of recoverable groundwater. We can begin such programs by capturing rainwater and injecting it into depleted well fields. Aquifer replenishment is both more economical than exploring for fresh sources and more environmentally sustainable.

I would continue the effort to trade recycled water with Santa Cruz and keep water plentiful and affordable for Scotts Valley customers.

<http://home.comcast.net/~millerforwater>

Statement of **JENNIFER "JEN" FARMER**, Candidate for
Director
Scotts Valley Water District

Occupation: Founder and President, *Greenworks* **Age:** 51

Jen Farmer is your candidate for the Scotts Valley Water Board.

We need a "Next Generation" of dynamic leadership that will move forward on sustainable projects that will increase our supply and help restore our existing aquifers. The future of our water supply is too important to be taken for granted.

Years of participation on boards and councils have honed the collaborative skills I bring in solving problems and achieving results. My community service includes:

United States Green Building Council, Sponsor Member
International Facilities Management Association, Past President
San Jose State University, Gerontology Department Board
Odyssey Hospice, Certified Chaplain Volunteer
Certified Financial Planner, Prior SEC Licensed
Bethany University, BA

My career as a landscape specialist has given me an acute appreciation for the critical value of water in our environment. As the owner of a business that serves companies such as Google, Wells Fargo, and National Semiconductor, I fully understand the process of innovative decision-making that produces greater efficiency, lower cost and improved customer service.

I would love to hear your ideas: www.greenworks.com

I'm asking for your vote. Thank You.

Statement of **MICHAEL W. KEOGH**, Candidate for
Director
Scotts Valley Water District

Occupation: Property Manager **Age:** 66

I am "uniquely qualified" to serve as your Director. I have a B.S. and M.S. in Civil Engineering from San Jose State University. I will be able to immediately interact with staff and consultants due to my familiarity with the vocabulary and the process of extraction, treatment, and delivery of water.

I served as a director of the Santa Cruz Metropolitan Transportation District for eight years and as a Commissioner for the Santa Cruz Regional Transportation Commission for five years. I have been well educated in public agency budgeting, management, finance, and responsiveness.

Product quality and services are the main criteria for evaluating a public agency. As a 30 year resident of this area, I am a student of the District and its water policies. My qualifications, education and recent public agency tenure, will allow me to become productive immediately. My goal is to bring creative solutions and the consensus necessary to wisely manage our water resources and plan for our future.

Together, we can ensure that Scotts Valley Water District will continue to serve us, our children, and our grandchildren. I am dedicated to the highest quality stewardship of our water resources.

I respectfully ask for your vote.

Statement of **CHRIS PERRI**, Candidate for
Director
Scotts Valley Water District

Occupation: Incumbent, Board Vice-President **Age:** 52

Scotts Valley needs water.

Fortunately, exciting opportunities exist for meeting future water supply challenges. I have been a leader in working to increase our supply through innovative uses for our surplus recycled water.

- 1) *Water Exchange:* Scotts Valley will provide recycled water to Pasatiempo Golf Course in exchange for fresh, potable water from Santa Cruz. Completion of this historic project is my # 1 priority.
- 2) *Water Banking:* Resting more of our wells in winter by taking advantage of potable water from exchange.
- 3) *Aquifer Recharge:* The conversion of the old Hansen Quarry to a water recharge facility.
- 4) *New Wells:* Locating new wells in untapped parts of our aquifer.
- 5) *Conservation:* Expansion of our Customer Rebate Program.

Eventually, controlled and smart growth will ensure sustainability. My candidacy has received endorsements from all of the current Water Board Members and the Senior Coalition.

Serving you, the customers of the Scotts Valley Water District, for the past 2 years has been an honor. If re-elected, I will continue to lead and make decisions to ensure a dependable, affordable water supply now, and into the future. *I respectfully ask for your vote.*

Feel free to tell me about your water ideas: cpvPerri@gmail.com