



## ENVIRONMENTAL ENTREPRENEURS®

The Independent Business Voice for the Environment

[www.e2.org](http://www.e2.org)

May 10, 2010

To the Members of the Metropolitan Water District of Southern California Board:

As Southern California business professionals and members of Environmental Entrepreneurs (E2), we are writing to you to express our strong support for continued efforts by the Metropolitan Water District of Southern California Board (MWD) to implement water conservation and efficiency measures. MWD's stated mission is to "provide its service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way." Water conservation is a critical component of a reliable and financially sustainable water supply for Southern California, and thus key to MWD achieving its mission.

The Pacific Institute estimates more than 2.3 million acre-feet of water could be conserved in California at a cost of less than \$600/AF. A large portion of these potential water savings arise from water efficiency measures that could be undertaken here in Southern California. Comparatively, MWD's staff reported this past February that the cost of MWD water could reach \$1500/AF by 2020. Not only is water efficiency a much less expensive source of supply, it also provides other benefits, including increased reliability and reduced green house gas emissions. Moreover, investment in water conservation activities is good for our Southern California economy, providing opportunities and jobs for local businesses and entrepreneurs.

In November 2009, California committed to a 20% reduction in per capita urban water use by 2020 through enactment of Senate Bill 7X7. MWD was a strong supporter of this legislation. If funding for its conservation program is reduced or eliminated, MWD would be demonstrating a lack of commitment both to its mission of providing reliable water in the most economical and environmentally sustainable manner and to fulfilling state policies.

E2 represents a national community of 850 business leaders, 650 of whom are in CA, who promote strong environmental policy to grow the economy. We are entrepreneurs, investors and professionals who collectively manage over \$20 billion of venture capital and private equity. As such, we seek to encourage sound business decisions that will lead to a bright future. The future economy of Southern California requires a secure and reasonably priced supply of water. As water efficiency is a strategy both for environmental stewardship and for lowering costs, it is a critical investment in that future. We thank you for your leadership in this important manner and urge you to continue to fully fund the water conservation program.

Sincerely,

*The following 40 E2 members have signed this letter:*

**Dan Abrams**

President/CEO, Cross River Pictures

**Laura Berland-Shane**

Manager, Business Development, Siemens  
Alternative Energy

**Dayna Bochco**

President, Steven Bochco Productions

**Steven Bochco**

Steven Bochco Productions

NORTHERN CALIFORNIA, PACIFIC NORTHWEST  
& ROCKY MOUNTAINS  
111 Sutter Street, Fl 20  
San Francisco, CA 94104  
TEL 415 875-6100 FAX 415 875-6161

NEW YORK & NEW ENGLAND  
40 West 20th Street  
New York, NY 10011  
TEL 212 727-2700 FAX 212 727-1773

SOUTHERN CALIFORNIA  
1314 Second Street  
Santa Monica, CA 90401  
TEL 310 434-2300 FAX 310 434-2399

**Steve Chadima**

Chief Marketing Officer, TweetUp

**Daniel Conners**

Senior V.P. Financial Advisor, UBS

**Ken Goldsholl**

CEO, Movidis, Inc.

**Nancy Goldsholl****Lorena Gonda Kiralla****Susan Herrschaft**

Operations Manager,  
PricewaterhouseCoopers

**James Higgins**

Partner, Lakeside Enterprises

**Jill Tate Higgins**

General Partner, Lakeside Enterprises

**Colin Horowitz****Wendy James**

President, Better World Group

**Michael Kahane****Suzanne Kahane****Timothy David Karsten**

TDKA Group

**Steven Kiralla****Karina Kittles Karsten****Andrea Kopald**

President/Owner, Nelson Public Relations

**Larry Kopald**

President, TKG

**Tracy Lyons**

ClearEdge Power, Inc., Mythic Records LLC

**Elizabeth McPhail**

CEO, KUIITY Corp

**Carrie Norton**

Director, Sales, Spectrum Consulting

**Tori Nourafchan****Rick Nowels****Matt Peak**

Director of Technology Ventures, Prize  
Capital, LLC.

**David Rosenstein**

President, Intex Solutions

**Paul B. Scott**

Chief Science Officer, ISE Corp.

**Cynthia Sexton****Tim Sexton**

Founder & CEO, The Sexton Company

**Reid Shane**

Producer/Partner, Frequency Films

**Jon Slangerup**

CEO, NEI Treatment Systems, LLC

**June Stein**

Virtual Group, LLC, Virtual Group, LLC

**Lee Stein**

Chairman and CEO, Virtual Group, LLC

**Scott Struthers**

Co-Founder, Sonance

**Kathleen Unger**

Managing Director, KSMU, LLC

**Stephen Unger**

Managing Director, KSMU, LLC

**Maria Vidal****Mary M. Yang**

President & Founder, KAIROS Scientific Inc.