

From: Gonzales, Evelyn P.
Sent: 7/30/2010 3:28:53 PM
To: Horner, Trina (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=TNHC)
Cc:
Bcc:
Subject: FW: New DRA Policy Advisor Announcement

Fyi....

Evelyn P. Gonzales

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From: Appling, Dana
Sent: Friday, July 30, 2010 3:19 PM
To: ALL PUC
Subject: New DRA Policy Advisor Announcement

I am pleased to announce that Cheryl Cox has accepted the position as Policy Advisor for the Division of Ratepayer Advocates. In this new role, Cheryl will report directly to Director, Dana Appling. Cheryl has worked at the Commission for nearly nine years and has extensive experience in DRA and with the Commission in general.

Cheryl has worked as a policy analyst in DRA since 2005, managing multiple phases of the multi-billion dollar Energy Efficiency proceeding coordinating integrated policy issues across Long-term Procurement, Solar, Demand Response, AMI, Smart Grid, Climate Change issues, and Water Conservation. Cheryl worked as a Commissioner advisor on energy and telecommunications issues for more than three years, where she also had responsibilities as liaison to the community, press, and the legislature. Prior to coming to the Commission, Cheryl worked in the high tech media industry as director of marketing communications for a dot com start-up as well as high tech media giant Ziff-Davis where she was as a project manager in corporate branding. Before moving to San Francisco, Cheryl produced television programming for PBS for nearly 10 years. Cheryl holds a degree in political science from the University of Southern California.

Of her new role in DRA, Cheryl says “I’m looking forward to getting to work with all my dedicated colleagues to convey DRA's policy positions that seek to protect ratepayers. But I am also eager to work with fellow stakeholders and decision-makers to understand a spectrum of perspectives that can serve to strengthen DRA's positions. In particular, I look forward to reaching out more broadly and expanding DRA's presence and connections throughout California.”

Cheryl's great enthusiasm as a consumer advocate and prior diverse experience makes her a welcome addition to DRA's Executive Team. Please join me in welcoming Cheryl to her new job.

Dana S. Appling, Director

Division of Ratepayer Advocates, CPUC

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