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To: Hall, Thomas A. (thomas.hall@cpuc.ca.gov)
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Subject: DRA's Head Consumer Advocate, Dana Appling, Passes Away

FOR IMMEDIATE RELEASE

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DRA's Head Consumer Advocate, Dana Appling, Passes Away

SAN FRANCISCO, August 10, 2010 – The Division of Ratepayer Advocates (DRA), an independent consumer advocacy division of the California Public Utilities Commission (CPUC), today announced that its much beloved and admired director, Dana Appling, passed away Monday after a long battle with cancer.

In August 2004, Dana was appointed by Governor Arnold Schwarzenegger as director of DRA, the only state agency charged to advocate on behalf of California's utility customers. For the past six years, Dana was a champion of consumer rights through her tireless efforts to ensure safe and reliable utility service for customers. Dana was particularly passionate about protecting the welfare of low-income customers.

“Dana was a good friend and devoted consumer advocate. We all benefited from her passion, wisdom, and dedication and she will truly be missed,” said State Senator Roderick Wright (D-Los Angeles).

Under Dana's vision and inspiration, DRA became a preeminent independent voice for utility customers in California and a model for ratepayer advocacy organizations throughout the U.S.

Her leadership and persistence resulted in saving Californians billions of dollars over the six years that she served at the helm of DRA.

Dana was an accomplished attorney with extensive policy and regulatory experience, serving as chief counsel for WebGen Systems, Inc., as an attorney, general counsel and secretary to the Sacramento Municipal Utility District Board of Directors, and as legal counsel for the Office of the Legislative Counsel and Legal Aid Society of San Diego. She graduated from the University of San Diego Law School and has a Bachelor's degree from Pomona College.

In addition to leading DRA, Dana also served as the vice president of the National Association of State Utility Advocates (NASUCA). "All of us at NASUCA loved and respected Dana. She was a great consumer advocate and a wonderful person," said NASUCA President Mary J. Healy. "She always worked to find fair and positive solutions, had a kind and compassionate way about her, and to be in her presence was a gift."

Dana's legacy lives on in her family, her staff, and the myriad CPUC policy decisions and California legislation that she helped shape.

A memorial service for Dana Appling will be held at the CPUC Auditorium next week. A reception will follow. For updated details, please visit www.dra.ca.gov.

In Dana's absence, DRA Chief Counsel Joe Como, is acting head of DRA.

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