



## NEWS RELEASE

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### ***EDC CEO Julie Meier Wright Appointed to Metropolitan Water District's 2060 Blue Ribbon Committee***

**SAN DIEGO, California (February 8, 2010)**—Julie Meier Wright, President and CEO of San Diego Regional Economic Development Corporation (EDC), was appointed last week to serve as an expert resource for the Metropolitan Water District's 2060 Blue Ribbon Committee (BRC). The Metropolitan Water District of Southern California (MWD) is a consortium of 26 cities and water districts that provide an average of 1.7 billion gallons of water daily to nearly 19 million people in Los Angeles, Orange, San Diego, Riverside, San Bernardino and Ventura counties. The San Diego County Water Authority is the largest purchaser of water from the MWD.

In November of last year, the 2060 Blue Ribbon Committee was established by MWD to develop new strategies for Southern California to adapt for future demands in the distribution of water. Issues impacting water distribution include ensuring an adequate supply, managing energy consumption, attracting a qualified workforce for the MWD, and communicating effectively with the public. More than 120 nominations were received. Wright was nominated for the role with the BRC committee by City of San Diego Mayor Jerry Sanders.

"We are delighted that Julie Meier Wright will serve on MWD's Blue Ribbon Committee," says Mayor Sanders. "We're looking forward to having our region's interests represented by someone with Julie's unique capabilities in the strategic planning needed to meet the growing demands on our water distribution system."

Julie Meier Wright will provide insight into the economic and policy changes that the Southern California service area will encounter in the coming years, and with her statewide and regional expertise assist the MWD in developing a new business model and strategies for the future. Water distribution is a critical issue for the region's economic development, as the life sciences industry, the largest technology cluster in the region employing 37,000 residents and another 37,000 in related industries, uses water heavily in manufacturing, research, and storage systems.

"It's an honor to have been appointed to this committee," says Julie Meier Wright. "There may be no more vital economic development issue to our region than a secure and adequate supply of water. In addition to passing the state water bond next November, helping shape a long-term model for water supply and distribution has enormous business implications in our region."

San Diego Regional Economic Development Corporation is supported by more than 150 of San Diego's largest companies and most influential business leaders. The group strengthens San Diego's business climate and maximizes its economic success through two key programs, Business Development and Policy. EDC's [business development program](#) supports significant corporate outreach and retention, while nurturing emerging industries and attracting new corporate investment through targeted marketing initiatives. The [policy program](#) is focused on creating a competitive business climate for the region through workforce development initiatives, including Pre-K and math and science education programs, and building the infrastructure – housing, water, energy and transportation systems – to support 21st century industries.

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