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FOR IMMEDIATE RELEASE

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PERSOFF APPOINTED TO FILL WATER AGENCY VACANCY

Watsonville, CA - Watsonville resident Rich Persoff has been appointed by the Pajaro Valley Water Management Agency (PVWMA) Board of Directors to fill a vacancy created by the resignation of former director Michael Dobler. Persoff lives in and now represents the residents of District "B," the area around Freedom and Green Valley Roads northwest of downtown Watsonville.

Persoff holds a BA in Chemistry from Pomona College and has been involved in ornamental plant breeding for the past 20 years. Until his retirement he was a Board Certified Industrial Hygienist and Senior Environmental Technical Consultant.

Persoff sought appointment because "It is my belief that while maintaining stream flow, riparian corridors, and wildlife, all of Pajaro Valley's available fresh water must be conserved for beneficial use on land, not wasted or allowed to flow or be pumped into the ocean." He added "as an appointed PVWMA board member I hope to contribute to the agency's goal of providing sufficient high quality water to sustain the valley's farming, farm employment, and agricultural infrastructure."

The PVWMA is a public agency whose mission is to protect and preserve the water resources within the agency's jurisdiction, generally the greater coastal Pajaro Valley.

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