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For Immediate Release

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Sonoma Clean Power Announces CEO

Local Energy Provider Names Geof Syphers Chief Executive

(Santa Rosa, CA) The Board of Directors of Sonoma Clean Power (SCP) has named Geof Syphers as the local energy provider's Chief Executive Officer, effective January 3, 2014. Syphers, who has served as Sonoma Clean Power's Interim CEO since July 2013, has been instrumental in negotiating the agency's start-up financing and procuring power contracts to bring cleaner energy at competitive prices to commercial and residential customers beginning in May 2014.

"The Board has been very happy with Mr. Syphers' performance to date," said County Supervisor Susan Gorin, Board Chair of Sonoma Clean Power. "He has helped us deliver on our goals to secure cleaner power at competitive prices, and we look forward to seeing the continued success of Sonoma Clean Power under Geof's leadership," Gorin added. Syphers brings a background of more than 18 years in the electric utility industry, where he launched and ran clean power and green building programs and trained utilities on construction cost management.

Under the terms of the three-year contract, Syphers will receive an annual salary of \$205,000 with benefits of up to \$36,050. This benefit package is 60% less than typical for public employees, due in part to the decision of the Authority's Board of Directors to implement a "defined contribution" pension plan instead of a "defined benefit" plan, which is in effect at most public agencies. The total compensation for the position is comparable with the compensation of other senior public agency managers in the county.

The contract provides for future salary increases based in part on Syphers' performance. Under the SCP program, customers can choose to continue to receive energy from PG&E. The salary increases tied to performance will be based on the number of customers who choose to stay in the SCP program. SCP's operations will be funded by revenues from power sales. No tax dollars will be used to pay Syphers' salary.

Sonoma Clean Power will offer residential and commercial customers in participating areas the option of using more environmentally-friendly power, generated by renewable sources—like solar, wind and geothermal—at competitive rates. SCP will serve customers in the cities of Sonoma, Santa Rosa, Cotati, Windsor, and Sebastopol, and in the unincorporated areas of the county.

For more information, visit sonomacleanpower.org or call (707) 978-3468.

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