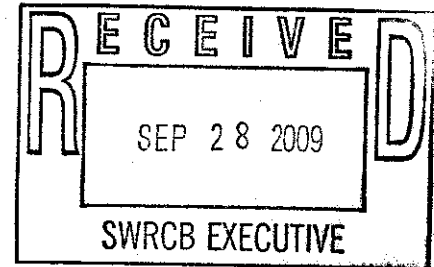




September 28, 2009

Jeanine Townsend
Clerk to the Board
State Water Resources Control Board
P.O. Box 100
Sacramento, CA 95812-0100



Dear Ms. Townsend,

I'm sending this letter to ask the State Water Resources Control Board not adopt the draft Cease and Desist order against CalAm water. There are many reasons; I have included a few of those reasons.

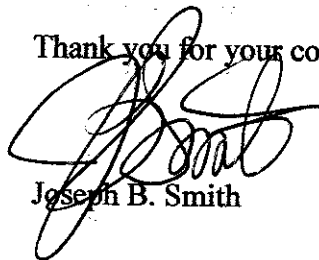
The Hospitality Industry is the primary economic driver for the Monterey Peninsula and generates \$2,000,000,000 per year in direct spending and employs close to 23,000.

Our area has conserved more water per capita than any other area in California. It is not reasonable to expect us to conserve more. It will become a health issue.

I believe the Peninsula has the political will to pursue and accomplish a regional water supply project by 2012. We have a plan, and need the time to implement it.

If the State Water Resources Control Board adopts the Cease and Desist order, regional economic activity will decline, local tax revenues will drop, and local workers will lose jobs.

Thank you for your consideration.



Joseph B. Smith

**Bratty
& Bluhm**
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Hard copy to follow

JoeSellsPebbleBeach.com