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Press Contact: Zach Kaylor
(916) 903-9314 | zkaylor@nkestrategies.com

CalCCA Powers Up

CCA Trade Association Announces New Hires

Concord, Calif. – The California Community Choice Association (CalCCA) is expanding its bench of energy experts with the addition of Leora Broydo Vestel and Martha Serianz as the group's new Director of Communications and Director of Operations and Membership, respectively. Their extensive industry knowledge will enhance CalCCA's efforts to effectively implement Community Choice Aggregation (CCA) throughout California.

Launched in June 2016, CalCCA represents California's community choice electricity providers before the state Legislature and at regulatory agencies, advocating for a level playing field and opposing policies that unfairly discriminate against CCAs or aggregation customers.

"Leora's and Martha's wealth of experience and knowledge of our complex energy market will allow CalCCA to expand its efforts to support the growth and development of the local energy choice movement," said CalCCA Executive Director Beth Vaughan.

Vaughan is CalCCA's first executive director, appointed to the post by the CalCCA Board of Directors in October. In her role, Beth works with the board, operational and affiliate members, and partners to advance and protect the CCA model. Aggregation empowers communities to purchase their own clean energy supplies and develop local energy programs that are tailored to fit the needs and interests of local CCA customers.

CalCCA's new director of communications, Leora Broydo Vestel, brings to the trade association her wide-ranging background in creating content for top-tier publications and business clients. Most recently she served as associate editor and staff writer for *California Energy Markets* where her reporting focused on aggregation, municipal utilities and emissions-reduction programs such as cap and trade. In her new role with CalCCA, Leora will oversee an array of communications tasks, including developing information resources to keep the public and media updated on the latest CCA developments and the innovative work of CalCCA members.

Director of Operations and Membership Martha Serianz joins CalCCA after spending the last four years at Marin Clean Energy, California's longest-serving CCA, as MCE's manager of legal and compliance operations. Having worked alongside CalCCA since its inception, Martha is uniquely qualified to provide first-hand institutional knowledge. In her role at CalCCA, Martha will continue to develop and refine all internal operational functions of the association and oversee the evolving membership program.

"It is a very exciting time for energy in California," said Vaughan. "I am thrilled to work with the pioneers who have and continue to move the needle toward more renewables and competition in the energy marketplace."

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About CalCCA: California Community Choice Association supports the development and long-term sustainability of locally-run Community Choice Aggregation (CCA) electricity providers in California. CalCCA is the authoritative, unified voice of local CCAs, offering expertise on local energy issues while promoting fair competition, consumer choice and cost allocation and recognizing the social and economic benefits of localized energy authorities.

For more information about CalCCA, visit www.cal-cca.org.