

## **PRESS RELEASE**

For Immediate Release  
209-722-5761

### **MID Appoints Bernie Cevera as Deputy General Manager of Energy Resources**

**MERCED, Calif. (May 11, 2010)**—The Merced Irrigation District (The District or MID) today announced the appointment of Bernard “Bernie” Cevera in the role of Deputy General Manager, Energy Resources. Mr. Cevera will have responsibility for the general planning and direction of the functions of marketing, engineering, construction, maintenance, and resource efficiency and planning within the District’s Energy Resources Department. Mr. Cevera will report directly to General Manager John Sweigard. “We are excited to have Bernie on board to lead our Energy Resources Department,” said John Sweigard, MID General Manager. “Bernie’s extensive energy resource management and results driven background is precisely what will help MID reach the next level.”

Mr. Cevera brings a wealth of experience to his new role at MID. Mr. Cevera has over thirty years of industry experience, with his most recent position as Director of Electric Utilities for the City of Coffeyville, Kansas, where he is responsible for the activities and operations of the 800,000 MWh per year Electric Utility Department. His focus has been on maximizing the value of energy generation assets while lowering operating expenses, managing the transmission and interconnected systems operation, compliance with federal, state and environmental regulations, and marketing wholesale and retail power. “Bernie Cevera is a great asset to the City of Coffeyville Utilities Department. He came to us at a time when much improvement was needed for our power plant operations and he completely turned it around for the best,” said former Coffeyville Mayor Richard Gonzales. “As much as it saddens us to lose him, we wish him well in his new venture with Merced Irrigation District.”

Mr. Cevera has also served on several Executive Committees and Boards, including North American Electric Reliability Council (NERC), Western Fuels Association, City of Coffeyville Planning Commission, as well as a designated representative for the U.S. Environmental Protection Agency. Mr. Cevera is a graduate of Ohio State University with a Bachelor of Science in Business Administration as well as additional education in Applied Science and Electrical Engineering. Mr. Cevera will be relocating to Merced in June with his two sons Kyle (21) and Keith (13). His daughter Katie (24) just graduated from the University of Kansas and will reside in Ohio with family to begin her career in journalism. Mr. Cevera’s official start date for the District is June 14, 2010.

MID posted employment ads with national and international power trade publications, organizations and websites. Mr. Cevera topped a field of 25 applicants from ten different states and two additional countries, which resulted in five telephone interviews and three personal interviews.

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### **About Merced Irrigation District**

Merced Irrigation District is a not-for-profit public utility. Established in 1919, MID provides water resources, electric retail energy directly to homes, farms and businesses, as well as hydroelectric services, recreation and flood control service for the Merced River. MID is governed by a five member Board of Directors. For more information about MID, visit [www.mercedid.org](http://www.mercedid.org) or call the District’s office at 209-722-5761.