

Board Profile

Sacramento Municipal Utility District

Media Services: (916) 732-5111



Director Rob Kerth **Ward Five**

Rob Kerth was elected to the SMUD Board of Directors in November 2008 to represent Ward 5. Ward 5 includes Midtown, Downtown, North Sacramento, Natomas, Rio Linda and Elverta.

Kerth is a third-generation Sacramentan and former two-term city councilman who got his start in public service as a neighborhood activist for the historic Woodlake district of North Sacramento. While on the Sacramento City Council, he was recognized as a major force for revitalization efforts not only in his district but also in other long-established neighborhoods.

During his time with the City of Sacramento, Kerth also specialized in regional problem-solving. His assignments included the Sacramento Area Council of Governments, Sacramento Regional Transit District and the Sacramento Area Flood Control Agency. Kerth developed notable expertise on infrastructure issues throughout the six-county Sacramento region.

Kerth founded Ice Unlimited, which brought Sacramento and Folsom their original holiday ice rinks. He is also responsible for the design of ice rinks in Sacramento's Arco Arena and at Squaw Valley U.S.A.

Kerth is currently the Executive Director of the Midtown Business Association, where he works to improve the area's business and residential communities.

A graduate of Stanford University, Kerth holds a master's degree in mechanical engineering, with an emphasis in controls and systems. He and his family still live in Woodlake, less than three blocks from his childhood home.

The Sacramento Municipal Utility District is the nation's sixth-largest community-owned electric system in terms of customers served.

SMUD provides services to more than 550,000 customers (more than 1.3 million residents) over a 900-square-mile area that includes Sacramento County and a small portion of Placer County.

Visit www.smud.org, where you'll find energy and safety tips and information about the many programs and services available to SMUD customers.

January 2009

