

**NOR-CAL**



**BEVERAGE CO., INC.**

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October 7, 2010

Attn: Kathleen Cole Harder  
Regional Water Quality Control Board, Central Valley Region  
11020 Sun Center Dr., Suite #200  
Rancho Cordova, CA 95670

Re: Opposition to proposed Discharge Permit

Kathleen Cole and Members of the Board

We as members of the business community have grave concerns about the proposed Discharge Permit that is currently being considered for implementation in the Central Valley. This proposed Permit would create an enormous unjust financial burden upon the rate payers.

1. This proposed permit is excessive and unfounded in its content and purpose.
2. This permit would cause irreparable harm to our already fragile economy.
3. This permit would potentially prevent any further business development in our region and cause long term damage to the infrastructure of our local cities and surrounding neighborhoods.
4. There is no demonstrated need for such an unsubstantiated project in this region.

This proposed action is irresponsible stewardship and should but abandoned at once. If this permit were to be implemented the cost to our economy would be devastating to the point that businesses like ours would be forced to cut jobs and potentially move some of our business to other more suitable climates. We operate as a beverage company and understand the value of quality water, however the cost created by such a permit is not a burden that could be offset by raising the cost to our customers. I urge you to stop this permit as it is unfounded and unnecessary.

Tim Wilbanks  
Corporate Purchasing Manager  
Nor Cal Beverage Co. Inc.