



THE CITY OF SAN DIEGO

**FOR IMMEDIATE RELEASE**

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## **Sanders Appoints City's New Chiefs for Land Use & Economic Development and Neighborhood Services**

### ***Appointees Round out City's New Senior Management Team***

**San Diego** – Mayor Jerry Sanders today announced the appointment of **Jim Waring**, a seasoned real estate attorney as the City's new **Deputy Chief Operating Officer for Land Use and Economic Development** and **Ellen (Ellie) Oppenheim**, most recently a Deputy City Manager, as the Deputy **Chief for Neighborhood Services**. Waring and Oppenheim are the final appointments to the Mayor's senior management team.

**Jim Waring**, who will officially begin his duties later this month, will be the City's new head of Land Use and Economic Development. In that capacity, he will oversee four principle areas: real estate assets, development services, planning and community and economic development. Mayor Sanders has made the clean up of the City's troubled Real Estate Assets department and the streamlining of the construction permitting process two of Waring's top priorities.

Since 1982, Waring has served as Of Counsel with the San Diego law firm of Ross, Dixon and Bell. His practice has focused on transactions and negotiations for the acquisition and sale of assets. Separately, Waring is the co-founder and co-owner of FI Financial, a land development firm that has identified, purchased and developed land for a range of uses including residential, office, and biotech/industrial use.

Waring is also an environmentalist. From 1998 to the present, Waring has served on the board of trustees of the River Network, a national environmental group that works with more than 600 partner groups on clean water and sustainable development practices throughout the U.S. Waring was also recently elected to the International Rivers Network Board of Trustees and presently serves as a member of the Director's Cabinet for the Scripps Institute of Oceanography.

“What impressed me most about Jim are his well honed people skills,” said Mayor Sanders. “Jim has the right mix of talents necessary for leadership in these tough arenas: he is a consensus builder and negotiator; he is a creative solution-finder; and uniquely, he is both a talented developer and environmentalist.” **Waring has never served in government – and the Mayor thinks that is a good thing.** “I am counting on Jim to provide us with a fresh look at processes and functions that many assume have to stay the same they have always been – just because they have always been that way,” said Sanders.

Waring holds a law degree from the University of San Diego. He also holds a Masters in Peace and Justice Studies (2004) from the same university. Waring received his B.S. in Business Administration from the University of Southern California.

**Ellie Oppenheim** will immediately assume her post as Deputy Chief for Neighborhood Services. In that role, Oppenheim will be responsible for three core functions: the City's library system, the parks and recreation department and the newly created function of customer services.

The City's library and parks departments are two critical city assets. In FY05, the City's 35 libraries attracted more than 6.5 million visitors who checked out more than 7 million books, videos and other materials. The library system has consistently been ranked by our citizens as the “top rated city service” with a 94% customer satisfaction rating. The City of San Diego's

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park system is the second largest municipal park system in the nation with more than 39,000 acres of parks and open space. Each year, 12 million residents and visitors come to Mission Bay Park and more than 10 million people visit Balboa Park. Mayor Sanders believes though that the City can do a much better job on how it interacts with our citizens. He has asked Oppenheim to examine the

various ways in which we interact with our citizenry and to come back with a plan to make that involvement more effective for taxpayers.

A seasoned professional at running operational units, Oppenheim was the General Manager of the Los Angeles Department of Recreation and Parks before moving to San Diego in June 2002 to take on similar responsibilities. During her very successful career in government, private business and academics, she has shown steady results and a can-do attitude. "Ellie is a solid professional. She is thoughtful, responsive and been part of turn-around teams. I plan to put those skills to the test," said Sanders.

Oppenheim holds an MBA (1977) and a B.A. in Psychology (1972), both from the University of Wisconsin at Madison.

These two individuals will be paid \$168,000. Oppenheim is taking a pay cut from her present salary of \$179,900.

The appointments of Waring and Oppenheim complete the senior management team. The other members are: Chief Operating Officer Ronne Froman; Jay Goldstone (CFO); Rich Haas (Public Works); Jo Anne SawyerKnoll (Ethics and Integrity); and Kris Michell (Community and Legislative Services). Police Chief Bill Lansdowne and Fire Chief Jeff Bowman are also members of the team.

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