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**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

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**DATE** : September 29, 2008

**TO** : Council President Peters & Honorable Members of the San Diego City Council

**FROM** : Mayor Jerry Sanders

**SUBJECT** : Appointment to the San Diego City Employees' Retirement System Board of Administration

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It is my pleasure to appoint Raymond Ellis to the San Diego City Employees' Retirement System Board of Administration, subject to your confirmation.

Raymond Ellis is the Founder and Principal of Ellis & Associates, a privately-held, family-owned enterprise which manages a wide range of investments including real estate, bonds, commodities and domestic and international stocks. As Principal, Mr. Ellis oversees residential and commercial real estate investments and supervises accounting, finance, and tax-related activities. He also manages the Ellis Family Foundation, a private foundation that funds non-profit organizations. Prior to forming Ellis & Associates, he was President of the Marketing Services Division for Protocol Marketing Services, Inc., and led strategic, integration, financial, and management decisions for a privately held \$260 million enterprise. He also successfully supervised all finance, marketing, sales, and operational functions for the Marketing Services Division. From 1987-2001, Mr. Ellis was the Founder, Principal Shareholder, and Chief Executive Officer of MC Direct, and grew the company from a start-up to a \$33 million direct response advertising agency. At MC Direct, Mr. Ellis directed and oversaw finance, real estate, operations, and banking relationships for the corporation.

Beyond Mr. Ellis' professional financial management and investment management activities, he has significantly contributed his time, talents, and expertise to various non-profit organizations including Second Chance, Voices for Children, San Diego Performing Arts League, Point Loma High School Foundation, and San Diego Social Venture Partners.

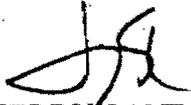
Mr. Ellis received a Master of Business Administration from Pepperdine University in Malibu, California, and a Bachelor of Arts degree in History from Christopher Newport

University in Newport News, Virginia. Mr. Ellis' insightful understanding of financial and investment management will be a valuable addition to the San Diego City Employees' Retirement System Board of Administration.

Mr. Ellis will replace George Murray, who is not seeking reappointment, for a term expiring March 31, 2011. Mr. Ellis resides in Carmel Valley.

I ask that you confirm this appointment and join me in acknowledging Mr. Ellis for his willingness to give of his time and expertise to serve the City of San Diego.

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JERRY SANDERS  
Mayor

JS:lg

cc: City Attorney Michael Aguirre  
City Clerk Elizabeth Maland