



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

MEMORANDUM

DATE : February 3, 2011

TO : Council President Tony Young & Honorable Members of the City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Small Business Advisory Board

It is my pleasure to appoint Gary Peterson to the Small Business Advisory Board, subject to your confirmation.

Gary Peterson is President and founder of GAP (Gary Allen Peterson) Intelligence. The company initially started as a consulting house that specifically covered the printing and imaging industries and grew to be the top provider of market intelligence services in the industry.

Currently, the company specializes in tactical marketing information to makers of Information Technology equipment and associated peripherals that empower those manufacturers to make strategic marketing and product development decisions. During Mr. Peterson's career he has been quoted in dozens of publications; including the Wall Street Journal, Financial Times, and CNET.

Mr. Peterson also serves as a member of the Board of Director's of Dandelife.com, a social memory and life casting site. He has been a board member since 2006.

Mr. Peterson received his degree from Texas A&M University. He is replacing Jim Schneider, who resigned, for a term ending July 1, 2012. He will be joining the Small Business Advisory Group as the Advocate for Small Business Interests.

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The Small Business Advisory Board was established in July 1982 to develop a cooperative and supportive atmosphere between the independent business community and the City of San Diego. It is charged with advising the Mayor and City Council on matters that will improve the ability of small businesses in San Diego to succeed. There are eleven board members appointed by the Mayor and confirmed by the City Council.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'JS', with a stylized flourish extending from the end.

JERRY SANDERS
Mayor

JS:dg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland