



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

MEMORANDUM

DATE : August 10, 2009

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

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Small Business Advisory Board

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

Jim Schneider has more than 20 years experience as a business leader, entrepreneur, and small business owner and advocate. Currently, he is the Executive Director of the Adams Avenue Business Association which supports merchants and small business owners within the Adams Avenue Business Improvement District. With the Association since 2006, Mr. Schneider has provided visionary leadership, improved internal operations, increased financial and organizational efficiency, and increased grant funding awarded to the Association. Prior to joining the Association, Mr. Schneider was the Director of the Business Enterprise Consultant Program for East Liberty Development, Inc. in Pittsburgh, Pennsylvania. Mr. Schneider created, developed and operated the program which provided micro and small business development services to support the East End "Main Streets" neighborhoods of Pittsburgh. Program services included business planning, site location assistance, and financial structuring.

From 2001-2004, Mr. Schneider established, owned, and operated Xanthus Design and Printing in Pittsburgh, Pennsylvania. As President and CEO, Mr. Schneider oversaw the operation, artistic design, graphic design, marketing, finance, and printing services for the company. He successfully increased annual sales by 40% each year and significantly expanded the customer base through achieving and consistently maintaining quality customer service standards. Mr. Schneider's career also includes serving as a Branch Manager for Dollar Bank from 1996-2001 in Pittsburgh, Pennsylvania.

Mr. Schneider is also active in the community and is currently a Director and the Treasurer of the Business Improvement Development Council. Previously, he was a leading member of the Ellsworth Avenue Business Association, East Pittsburgh Chamber of Commerce, and Pittsburgh East Rotary Club.

Mr. Schneider received a Bachelor of Arts degree in Public Administration from the University of Pittsburgh, and is continuing to pursue a Master's degree in Public Administration through the University of Pittsburgh's Graduate School of Public and International Affairs.

Mr. Schneider was nominated by Councilmember Todd Gloria. His 20 years of business expertise, insight into small business in the San Diego community, and experience interacting and advocating on behalf of small businesses at the local, state, and national levels will be valuable additions to the Small Business Advisory Board. Mr. Schneider will serve as an Advocate of Small Business Interests with Governmental Agencies for the Small Business Advisory Board, and will replace Auday Arabo, who is not seeking reappointment, for a term expiring July 1, 2010. Mr. Schneider resides in Coronado.

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



JERRY SANDERS
Mayor

JS:lg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland