

CITY OF SAN DIEGO
Mayor



SINA SIMON MOGHADAM

Fiscal conservative, social liberal, and intellectual independent.

I come from simple roots with a strong ethical resolve. I believe we should look to our past to see what has worked and been successful and not trip over the future with those same problems. I would create a quality team to build a better San Diego. I am a small business owner that matured the tools, talent, dedication, and energy to get things done correctly. My style is to pro-act to solve situations and do so with all having input. Reacting wastes time and the people of San Diego suffer. I make decisions based on the facts and not what certain groups think or what the polls/politics say. Our infrastructure needs attention as does our city work force. My approach is to get it done and do it right the first time. I am not affiliated with any groups, special interest, or other like entities. I will leverage from my life and work experiences while living in San Diego and help bring business and smart growth to our city.

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BRUCE COONS

A San Diego resident for 55 years, Bruce is executive director of Save Our Heritage Organization. **He has dedicated his life** to protecting cultural and historic resources, advancing neighborhood revitalization, and economic development.

Bruce is best known as the person who **saved Balboa Park from a destructive redevelopment and paid parking plan**. Parks, open space, the ocean, bays, and rivers are essential to our quality of life.

Bruce has a **track record of forging consensus** with government, business, non-profit and community stakeholders. **A highly successful businessman**, with large company management and entrepreneurial background. An elected member of two community-planning boards, where community issues and political realities meet, overlap or clash with residents needs.

Residents first is not a slogan, it is a promise. While new development is important to our economy, **residents' needs must come first**. Well versed in issues important to all San Diegans, jobs, education, safe and healthy environments, **Bruce asks voters to choose his residents-first platform over outside interests.**

Bruce will represent, promote and protect **a San Diego for all San Diegans** with a solid vision for the future, building on San Diego's nearly 250-year history and improving our **quality of life** as his priority.
BruceCoonsForMayor.com

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HUD COLLINS, ESQ.

Solving the financial/pension crisis, and restoring San Diego as America's Finest City is matched by qualifications, education, experience, leadership, innovation and enthusiasm! Have **full plan to solve financial and pension**; fund all maintenance, repairs, sewer, etc.; raise city services; develop entire city; expedite veterans' claims and crisis; address homelessness; proper finance for Convention Center, City Hall, Chargers Stadium; plan will immediately free up at least \$200 million a year. 40 years Army combat officer- 2 wars, **3 medals for valor**; 5 highest security clearances. Taught CINCUSAREUR alert system; in charge of missile security NATO; advisor to South Vietnamese Government, Phoenix Program. Trial Attorney- 30 admitted jurisdictions(Supreme Court); expert criminal, civil litigation. 5 degrees (equivalent),U.S. Command & General Staff College, law, advertising, criminal justice, business administration-student president. Extensive policy, budgets, tactics, planning. 5 yrs. Grand Jury. **7 yrs. attended City Council meetings(watch dog)-know all major issues!** Always thinks outside the box.

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TOBIAH L. PETTUS
Businessman, Superintendent

Restoring our Economy

1. Eliminate waste from budget
2. Restore first impressions of ***America's Finest City***
 - A. Repair roads
 - B. Remove litter
 - C. Re-create opportunities for homeless individuals
 - D. Replace outdated city equipment
3. Fast and affordable Building Permits
 - A. Rapidly rebuild San Diego
 - B. Open to business growth and expansion
4. Maintain our military economic sector
5. Accelerate our High Tech economic sector
6. Fuel international trade
7. Increased economy through tourism

Tobiah's vision for ***America's Finest City*** is a city without people living on the streets, where the roads are good, and where there is no litter to be seen. Making this vision for ***America's Finest City*** a reality and making it easier for businesses to expand and prosper, will lead us towards economic recovery. San Diego is our city. Together, we will restore ***America's Finest City***.

MayorTobiahPettus.com

Experience

- Tierrasanta Community Council Director
- COA (HOA) Board member
- Chief Executive Officer (CEO)
- Vice President of Business Development
- Superintendent

Education and Family

- B.A. – Biology/Chemistry
- Graduate School

- Wife - Holly (SDUSD Teacher)
- Son - Josiah (16 months)

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NATHAN FLETCHER

Nathan Fletcher is a veteran of the Marine Corps, businessman, Professor, father and former member of the California State Assembly.

Nathan believes that San Diegans deserve a city government that gets back to basics, rebuilds and moves forward. **As Mayor, he will get San Diego's budget back on track, with a focus on important priorities like creating jobs, improving education and managing city services efficiently.**

Nathan also knows that our political system can and must do better. After returning home from military service in Iraq, he saw veterans not receiving the care they deserved, and he has been a tireless advocate on their behalf.

Nathan was also considered one of the most effective legislators in the State Assembly, based on his ability to produce successful legislation – and his belief that getting things done is more important than voting a party line.

Nathan brought both sides together to pass Chelsea's Law, which provides a one-strike, life without parole penalty for violent sex acts against a child.

Nathan lives in San Diego with his wife Mindy and their sons Zach and Caleb.

Learn more about Nathan and his plan for the City of San Diego at www.nathanfletcher.com.

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MIKE AGUIRRE

We need to return the City of San Diego to the People of San Diego.

That is why I am running for Mayor.

This election provides an historic opportunity to conduct the people's business in a fairer, more thoughtful and representative manner.

We need a New Politics for San Diego - not based on endorsements, special-interest contributions, private agendas, or the self-interested few.

I will work to restore integrity to the Mayor's office and support policies that help the greatest number of San Diego residents.

Making things better for people is what local government should be about.

As Mayor, I will focus on the delivery of city services:

- 1) Repairing streets, sidewalks and other infrastructure
- 2) Ensuring libraries and recreation centers are open and operating
- 3) Providing a dependable, affordable water supply
- 4) Negotiating lower energy rates from SDG&E

My life has been dedicated to serving the public interest. As your Mayor, I pledge to continue that commitment.

I would be honored to have your support.

Together, we can build a better San Diego and ensure a prosperous future.

Thank you.

Mike Aguirre

To learn more about Mike Aguirre and his vision for San Diego, please visit www.mikeformayor.org

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HARRY DIRKS

San Diego resident since January 1985. Native Californian, since 1945. Business Administrator with 35 years of experience as CEO/COO/CFO. Presently Sole Owner of two companies.

Past Executive Director of the Morena Business Improvement District (BID) 1999 — 2000

Education:

California State issued K-12 Teaching Credential 1975

CSU, Long Beach, CA Graduate Program (M.A.) 1973

CSU, Long Beach, CA B.A. 1970 - 1972

Long Beach Community College A.A. 1969 - 1970

US Naval Air: Viet Nam Era Veteran 1965 - 1969

The position of Mayor should be as THE Administrator for City affairs, without a political agenda commonly associated with the position.

Having been in Business Management and Administration for 3 decades, my past and present business experience will serve the community, as Mayor, with competent leadership qualities.

Public Service is the real goal in running for Mayor! Being responsible and trustworthy, while in Public Service, will be synonymous with my past performance in private business.

My agenda will be Administrative and Fiscal Responsibility coupled with rational and competent decisions that make sense for administering the City's highest office.

Your vote for me is a vote for Administrative & Fiscal competence.

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DAVID ALVAREZ
San Diego City Councilmember

Endorsements:

Former Councilwoman Donna Frye
Assemblywoman Toni Atkins

David, the son of a janitor and fast food worker, was born and raised in Barrio Logan where he still lives with his wife and 4-year-old daughter.

As a progressive leader, David cares deeply about women's health, equality for all, protecting the environment, and fair wages for working families.

On the City Council, David brings people together to find solutions to the challenges facing our city:

- Solved a \$47 million budget deficit
- Restored vital services to police and fire departments, parks and libraries
- Passed a law protecting neighborhood property values by holding banks accountable during foreclosure

As Mayor, David Alvarez will:

- Create partnerships with businesses to rebuild our neighborhoods and create jobs
- Enact a Climate Action Plan to make San Diego one of the greenest cities in the country
- Run an open and transparent government that seeks public input and involvement
- Eliminate government waste and maintain a balanced budget

Understanding that our city has been through a crisis in management, David brings a proven record of accomplishments to effectively lead our city forward with dignity and respect.

www.AlvarezforMayor.com

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KEVIN FAULCONER

LEADERSHIP – INTEGRITY – PROVEN RECORD – CONSENSUS BUILDER

"Kevin's honesty, integrity, and ability to bring people together to get things done are just what our city needs today." **Jerry Sanders**

I have a track record of doing what's right, not what's politically convenient.

On the council I've been a reformer who helped turn the city around.

- Passed fiscal reforms, saving over \$1 billion
- Increased street repair, supported libraries

I get things done because I'll work with anyone who has good ideas.

- Negotiated a bipartisan agreement to end the latest scandal at City Hall
- Led a partnership of environmentalists and businesses to preserve Mission Bay

As Mayor I'll:

- Prioritize fixing streets and funding law enforcement
- Create accountability and transparency at City Hall
- Continue my commitment to protect our beaches and environment
- Partner with schools to expand after-school programs and reduce overcrowding
- Encourage economic growth to bring back good paying jobs for working families

Above all else I promise not to change who I am just to win an election. I want to lead San Diego, but I won't sacrifice my integrity in the process. If you believe San Diego's brightest days are still ahead, I'd be honored to have your vote.

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**LINCOLN PICKARD
RETIRED CONTRACTOR**

Memberships, Attitudes and Past Activities:

- 50 years: BPO Elk : Currently San Diego Lodge 168
- San Diego Press Club
- Eagle Forum
- I-Caucus
- Christmas on the Prado
- NRA Life Member / Benefactor / Golden Eagle
- Volunteer Range Safety Officer:
 - Lemon Grove Rod and Gun Club (Past Sergeant at Arms)
 - South Bay Rod and Gun Club
- Past President Otay Mesa Nestor Community Planning Group : 92154
- Former member and secretary of San Diego County Wildlife Federation
- Radio Television Digital News Association
- I have a dream. Character not skin color.
- NRA Women on Target: Clinic Director and Staff member
- San Diego Rifle and Revolver Association
- Asian Business Association
- U.S. Gun Club, President
- Legalize Doctor prescribed marijuana
- I play Texas Holdem
- No stoplight cameras
- Open Mic organizer
- Life member California Rifle and Pistol Association

Goals as mayor:

- Lower tax rates
- Less regulations
- Repair city infrastructure
- Allow hard working people with a dream spend more time fighting for their dream and less time complying with government requirements. Big dreamers hire employees and create jobs.

To lower murder rates and make neighborhoods safer, I will instruct LOCAL LAW ENFORCEMENT to issue CCW's to qualified law abiding citizens who request one.

<http://www.LincolnPickard.com/Mayor>

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MICHAEL KEMMER

Your only choice for a SUSTAINable San Diego

S.U.S.T.A.I.N.

San Diegans United for Sustainable Technology and Innovation Now

Michael Kemmer is an experienced professional with training provided by four different Fortune 500 Companies who can bring his business acumen to city government. Creativity from a San Diego State Aztec is what is needed because San Diego is facing a crisis of unsustainability in the near future. Each year we educate thousands of students, yet we fail to benefit from their entrepreneurial enthusiasm because of a lack of a diversified economy. Yet there is a solution: revolutionizing city government to better reflect innovation, technology, and transparency which will reverse this trend.

"San Diego is the finest City in America and my plan will keep it that way for the FUTURE! BOOM BABY!"

-Michael Kemmer

Priorities as mayor are the following:

- Competitiveness—Streamline business process
- Transparency—The citizens should have access to all city data, except confidential nature
- Innovation—Bring to San Diego the best technology practices that have been implemented elsewhere
- Resourcefulness—Within the first 30 days convene a blue-ribbon panel to offer suggestions on improving city operations

...Old deeds for old people, and new deeds for new.

#KemmerForMayor