

Bob Filner  
U.S. Representative/Educator

We need solutions to move our city forward, not political agendas, endless lawsuits and political standoffs.

Bob Filner will make City government work for all San Diegans -- not just developers and other special interests -- rebuilding aging infrastructure in our neighborhoods and restoring basic city services.

- Bob will create good-paying jobs by making San Diego an alternative energy leader, expanding our Port into a maritime center and building an innovation-based economy for the 21st Century.
- Bob will improve our schools so every child has the chance for a quality education and the skills to compete in a global economy.
- Bob is the candidate you can trust to protect our coastline, preserve our canyons and keep our neighborhoods safe. That's why police officers and firefighters support him.
- Bob will deliver on the promise of pension reform, reducing costs to taxpayers immediately, and eliminating six-figure pension abuses in the future.

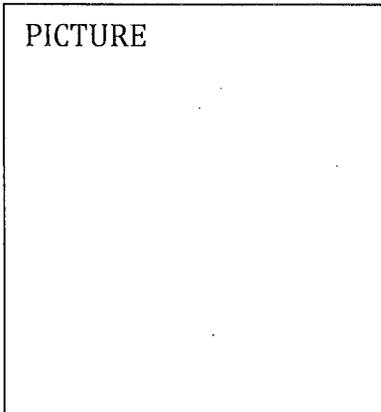
Bob Filner has lived in San Diego for four decades, raised his children here and taught at SDSU. As San Diego School Board President, he eliminated millions in bureaucratic waste. As Chair of the Veterans Committee in Congress, he improved health care and education for our nation's veterans.

[www.bobfilnerformayor.com](http://www.bobfilnerformayor.com)

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**CITY OF SAN DIEGO  
MAYOR**



**CARL DEMAIO**

**Businessman**

**Author of Prop B – Pension Reform**

*"City Hall should work for the People, not the other way around." - Carl DeMaio*

### **Carl DeMaio: A Watchdog for the People**

Carl is the taxpayer watchdog who helped expose the city's financial crisis. He has the integrity and backbone to stand up to the special interests and fight for us!

### **Carl DeMaio: A Record of Getting Reform Done**

Carl built two successful businesses that improved performance and cut waste in financially troubled organizations.

Carl has united diverse coalitions and is getting results: he led the effort to defeat the sales tax increase and then qualified and won passage of Prop B for Pension Reform.

### **Carl DeMaio: A Detailed 249-Page Plan**

- Fill the potholes
- Restore services such as parks, libraries, fire and police.
- Focus on middle-class jobs
- Protect our environment including beaches, bays and open space
- Keep schools clean and safe with an education plan that focuses on college, careers, and community service.

### **Carl DeMaio: A New Style of Leadership**

*"I'll work to make City Hall transparent, hassle free, and open to all of the citizens of San Diego. It's time to start working together again."*

[www.CleanUpCityHall.com](http://www.CleanUpCityHall.com)

**Sherri S. Lightner, P.E.**  
Councilmember  
Engineer  
Business Owner

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**Endorsed by:**  
Police Officers  
Firefighters  
Lifeguards  
Sierra Club

**Sherri stands up for our neighborhoods.**

Sherri implemented the largest street resurfacing project in San Diego's history-- including 35+ miles in District One. She restored lifeguards, fire engines and beach fire pits, added police and firefighters, and increased hours at libraries and recreation centers.

**Sherri prevents over-development.**

As your councilmember and past leader for more than a dozen community organizations for land use, planning, traffic, and historic preservation, Sherri protects the character of our neighborhoods. We don't need more traffic and poor planning.

**Sherri protects our quality of life.**

With Sherri's technical knowledge as an engineer and record as a community activist, we can trust her to protect our beaches, parks, and open space. She developed the City's first policy for a sustainable and affordable water supply.

**Sherri is fiscally responsible.**

Sherri cut her pay 9%, and she saved \$1 billion through historic financial reforms to the pension and retiree healthcare. While other cities struggle, San Diego has achieved a budget surplus.

UCSD graduate, 53-year resident of our community.  
Former Town Council President, Girl Scout leader, soccer mom.

**Vote Sherri Lightner for City Council**  
**[www.SherriLightner.org](http://www.SherriLightner.org)**

Ray Ellis

### **Who Is Ray Ellis?**

Businessman & Philanthropist. I built a business from the ground up, employing over 225 people. Since then, I volunteer helping improve San Diego through local nonprofit charities.

Pension Reformer. Mayor Sanders appointed me as volunteer on the Pension Board. My job was to help clean it up after the scandals. I did just that.

### **Why Is Ray Ellis Running?**

The City won't solve problems. The results of this mismanagement? Potholes, closed libraries, and underfunded parks and public safety. Special interests run the show. They won't run me.

### **What Are Ray Ellis' Solutions?**

Work Together to Balance the Budget. The bitter politics of the City are nonsense. I'll work with anyone to pass pension reform, cut waste, and promote economic growth and job creation. I've done it before.

Put City Services First. I'm independent. I'll stand up when the City wants to reward special interests instead of funding our roads, parks, public safety and libraries.

Protect Quality of Life. That means our beaches and parks. Let's focus on the things that make life so much better.

Ask yourself: is the City really getting the job done? If you answered 'no' then I ask for your vote.

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