

**CITY OF SAN DIEGO  
Mayor**



**RICHARD RIDER  
Taxpayer Activist  
Small Business Owner  
Retired Navy Supply Officer – Commander**

Endorsed by the **Howard Jarvis Taxpayers Association PAC!**

Richard Rider is the foremost taxpayer advocate in San Diego. His landmark lawsuit overturning an illegal 1989 county half-percent sales tax saved taxpayers over **\$3.3 BILLION** – including the rebate of over \$300,000,000 already collected.

RIDER can win – Placed 3rd in 6-candidate 1992 County Supervisor race with 19.4% of vote.

Rider is adamant – **NO NEW OR INCREASED TAXES.**

**NO FEES for trash collection.**

**RIDER REFUSES to accept a city pension.**

RIDER says: We **MUST** solve our city's fiscal meltdown by forcing DRAMATIC labor union concessions on the pensions. They work for us – not the other way around.

RIDER adds: If the unions **refuse**, replace government jobs wherever possible with working folks in the private sector who will provide needed city services for FAR less cost – often providing better service as well.

- **Stop cutting city services – instead, cut city COSTS.**
- **Leave the Soledad Cross alone.**
- **End pro sports subsidies.**

**Qualifications:** BA in Economics, UNC  
Retired Navy Reserve Supply Corps Commander, Vietnam Vet  
20 years experience as stockbroker and financial planner  
Owner, family telecommunications brokerage business

[www.Rider4Mayor.com](http://www.Rider4Mayor.com)