

**CITY OF SAN DIEGO  
Mayor**



**DONNA FRYE  
Councilmember, Businesswoman**

**“DONNA FRYE WAS THE ONLY ELECTED OFFICIAL TO VOTE AGAINST THE INCREASED BENEFITS AND TAKE SERIOUSLY MY WARNINGS ABOUT THE PENSION MESS WHEN I TESTIFIED IN NOVEMBER 2002.” Diann Shipione**

**DONNA FRYE IS  
THE LEADER WE KNOW AND TRUST TO**

- TELL YOU THE TRUTH and MAKE GOVERNMENT ACCOUNTABLE
- STOP THE BACKROOM DEALS and CLEAN UP THE PENSION CRISIS
  - REFORM CITY HALL and PUT THE PUBLIC'S INTEREST FIRST
- PROTECT PRIVATE PROPERTY OWNERS FROM GOVERNMENT ABUSE OF EMINENT DOMAIN

**THE LEADER WITH THE RIGHT EXPERIENCE AND EDUCATION**

- Successful Small Business Owner since 1988 with husband, Skip
  - Bachelor of Business Administration
  - San Diego resident since 1957
- Founder and Director of Clean Water organization
- Community Advocate and Volunteer for over 20 years
  - Independent City Councilmember
- California State Senate Woman of the Year, 2004
- Chair, Government Efficiency and Openness Committee
  - Chair, San Diego River Conservancy
- Supported by the League of Conservation Voters and Sierra Club

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Together, we will reform City Hall and create a better future for all San Diegans.

**For more information, please call (619) 280-FRYE or visit  
[www.DonnaFryeForMayor.com](http://www.DonnaFryeForMayor.com)**

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**JERRY SANDERS  
Businessman, Retired Police Chief**

**FAILED LEADERSHIP LED TO CRISIS AT CITY HALL**

City Hall couldn't say NO to demands for higher pension benefits, and was afraid to tell us the truth about financial problems. One cover-up led to another, until our city became a national poster child for mismanagement. Now, the crisis threatens basic city services.

**A TRACK RECORD FOR RESCUING TROUBLED ORGANIZATIONS**

As police chief, Jerry expanded neighborhood policing, reduced crime 49% and restored public trust. At United Way, he cut bureaucracy and increased support for community organizations. When Red Cross was under fire, he opened finances to public review, rebuilt the agency's reputation.

**JERRY WILL MAKE US PROUD OF OUR CITY AGAIN**

- Jerry will clean house at City Hall, bring in an outside team of respected managers from public and private sectors.
- Jerry's plan will streamline bureaucracy and cut over \$10 million per year in overhead ([www.JerrySandersforMayor.com](http://www.JerrySandersforMayor.com)).
- Financial reforms will restore our credit rating, give us the resources to reduce beach and bay pollution, improve parks, restore library hours and 6-to-6 program - without raising taxes or fees.
- Ethics and customer service start at the top. Jerry will restore trust and respect for city government.