SAN DIEGO

CITY OF SAN DIEGO PROPOSITIONS ONE PROPOSED CHARTER AMENDMENT, ONE ORDINANCE FOR RATIFICATION, ONE ADVISORY MATTER ONE MATTER RELATING TO THE USE OF BALBOA PARK LAND FOR NAVAL HOSPITAL FACILITIES TOGETHER WITH ARGUMENTS.

PROPOSICIONES DE LA CIUDAD DE SAN DIEGO UNA ENMIENDA PROPUESTA A LA CARTA ESTATURARIA RATIFICACION DE UNA ORDENANZA UNA CUESTION ASESORA UNA CUESTION RELACIONADA CON EL USO DE TERRENOS DEL PARQUE BALBOA PARA CONSTRUCCIONES DEL HOSPITAL NAVAL JUNTO CON LOS ARGUMENTOS.

To Be Submitted to the Qualified Voters of the City of San Diego at the SPECIAL MUNICIPAL ELECTION

TUESDAY, SEPTEMBER 18, 1979

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Para ser sometidas a los votantes capacitados de la Ciudad de San Diego en la

ELECCION MUNICIPAL ESPECIAL MARTES, 18 DE SEPTIEMBRE DE 1979

The arguments in support or opposition of the propositions are the opinions of the authors. Los argumentos a favor o en contra de las proposiciones representan las opiniones de sus autores.

CHARLES G. ABDELNOUR City Clerk Secretario Municipal

(THIS PROPOSITION WILL APPEAR ON THE BALLOT IN THE FOLLOWING FORM) PROPOSITION A. CITY OF SAN DIEGO CHARTER AMENDMENTS. AMEND SECTIONS 70 AND 130 OF THE CHARTER OF THE CITY OF SAN DIEGO. Shall the Charter of The City of San Diego be amended to permit City Council to optic into an economy with any account of the city of San Diego.

PROPOSITION A

the City Council to enter into an agreement with any recognized employee organization which provides for a schedule of compensation for two consecutive fiscal years, provided that the first year of any such agreement shall be an even numbered calendar year and further, provided that the Council shall incorporate the agreed upon schedule of compensation in the appropriate annual salary ordinance?

YES NO

This proposition amends the Charter of The City of San Diego by amending Sections 70 and 130. The portions to be deleted are printed in STRIKEOUT TYPE and the portions to be added are underlined.

This proposition requires a majority vote.

Section 70. POWER TO FIX SALARIES

The Council shall have the power to fix salaries of the City Manager, the City Clerk. the City Treasurer, the City Auditor and Comptroller, and all other officers under its jurisdiction. All members of Commissions shall serve without compensation except where otherwise provided by State law or this Charter. Except as otherwise provided by law, the City Manager and other departmental heads outside of the departments under control of the City Manager shall have power to recommend salaries and wages subject to the personnel classification determined by the Civil Service Commission, of all other officers and employees within the total amount contained in the Annual Appropriation Ordinance for personal service in each of the several departments of the City Government. All increases and decreases of salary or wages of officers and employees shall be determined at the time of the preparation and adoption of the budget, and no such increase or decrease shall be effective prior to the fiscal year for which the budget is adopted, provided, however, that The Council shall by ordinance, prior to the beginning of each fiscal year, establish a schedule of compensation for officers and employees in the Classified Service, which shall establish a minimum and maximum for any grade and provide uniform compensation for like service. The Council may, however, enter into an agreement with any recognized employee organization which provides for a schedule of compensation for two consecutive fiscal years, provided that the first year of any such agreement shall be an even numbered calendar year and further, provided that the Council shall incorporate the agreed upon schedule of compensation in the appropriate annual salary ordinance.

 \pm If during any fiscal year, the Council should find and determine that because of a significant change in living costs, the salaries and wages fixed for such fiscal year are not comparable to the level of other salaries and wages of other public or private employments for comparable services and, as a result, the best interests of the City are not being protected or are in jeopardy, said Legislative Body, upon recommendation of the Manager or other department head, and if funds are available, may revise such salary and wage schedules to the extent necessary to protect the City's interests.

Section 130. - COMPENSATION - ESTABLISHED SALARY RECOMMENDATIONS.

-The Council shall by ordinance, prior to the beginning of each-fiscal year, establish aschedule of compensation for officers and employees in the Classified Service, which -shall establish a minimum and maximum for any grade and provide uniform compensationfor like service.

It shall be the duty of the Civil Service Commission to prepare and furnish to the Council, prior to the adoption of said ordinance, annually a report identifying classifications of employees in the Classified Service which merit special salary consideration because of recruitment or retention problems, changes in duties or responsibilities, or other special factors the Commission deems appropriate. An increase in compensation, within the limits provided for any grade, may be granted at any time by the City Manager or other appointing authority upon the basis of efficiency and seniority record, after having first received the approval of the Civil Service Commission therefor.

ARGUMENT IN FAVOR OF PROPOSITION A

Proposition A would allow the City to enter into two-year wage and salary agreements with recognized employee organizations. Proposition A does not require two-yea: contracts, but merely allows them if both parties agree. The overall costs of negotiations in time and money should be reduced when a two-year contract is signed.

There would be more flexibility in a system which permits two-year contracts. Under the current system, the Cily is restricted to one-year agreements. This allows little time for a breather between settlement and next year's negotiations. There is a need for time to allow the emotional atmosphere of salary discussions to cool down. Now, the City barely reaches a settlement with employee groups before it must start working on the next year's negotiations. Private industry has long realized that there is less labor unrest with multi-year contracts.

There are many issues that the two parties would like to discuss informally. Now it is difficult to debate new issues without getting caught up in the emotional atmosphere of the annual negotiations. When there are indications that there is understanding and partial agreement, both sides may then benefit by taking the issue to the bargaining table.

The employee organizations, for example, would like to see reforms to the entire "meet and confer" process. They see a need to improve methods of settling disputes and breaking "Impasse" with the City. The City would like to discuss productivity, incentive pay and Civil Service reform. But in order to find improvement in these areas, both parties must have time to discuss their differences apart from the traditionally heated annual wage and salary negotiations.

Although this proposed Charter amendment is not the total answer, we believe it is a big step in the right direction and urge your approval.

LARRY STIRLING ROBERT P. HEADLAND President City of San Diego San Diego Municipal Employees Association

ARGUMENT AGAINST PROPOSITION A

Vote No on Proposition A for the taxpayers' sake!

Councilman

To commit the taxpayers to long-term public employee contracts promising increased salaries and fringe benefits without knowing where the money will be coming from is simply-irresponsible. Yet, that's what Proposition A seeks to do.

Currently the City Council must determine the salaries and fringe benefits of public employees on a yearly basis, weighing not only the employee unions' demands but also your ability to pay.

Proposition A, would have the City Council play a guessing game with your money by attempting to forecast the future of the economy and the rate of inflation.

Expensive cost-of-living arrangements go hand in-hand with Proposition A. It clearly raises the spectre of public employee unions riding the lucrative inflation escalator.

There is no demonstrated record of savings or any other advantage in this risky course of action. All that Proposition A promises is the prospect of increased liability to the taxpayer.

Proposition A basically does only one thing. It takes the heat off the City Council.

The council's biggest responsibility is the budget of which the biggest portion goes to employee salaries and benefits.

This is the time when the council must weigh your ability to pay against their unsati-* able appetites for additional salaries and fringe benefits.

So why let them bargain away the future? Why guarantee increased salaries on a multiyear basis when we don't even know where the money will come from to pay for critical city services?

Most importantly, it takes away accountability, inasmuch any multi-year contract would be phased in between council elections. If you don't like the decision, you don't even get a chance to vote on it.

Don't let them off the hook. Don't let them gamble with the future of your tax dollars. Vote No on Proposition A.

ED GRAY President San Diego Taxpayers Association PETE WILSON Mayor City of San Diego BILL MITCHELL Councilman City of San Diego

LEON WILLIAMS

Councilman City of San Diego

PROPOSITION B

(THIS PROPOSITION WILL APPEAR ON THE BALLOT IN THE FOLLOWING FORM)

PROPOSITION B. RATIFICATION OF ORDINANCE NO. 12685 SERIES).	(NEW YES
Shall Ordinance No. 12685 (New Series) entitled "AN ORDIN/ AUTHORIZING THE LEASE OR SALE OF CERTAIN PORTIONS OF PUL	EBLO
LOTS 1316, 1317, 1318, 1321, 1351, 1353 AND 1355 OF THE PUL LANDS OF SAN DIEGO, PROVIDED THAT ALL PROCEEDS FROM S LEASES OR SALES BE UTILIZED TO FINANCE POLICE SUBSTATIONS OTHER PERMANENT IMPROVEMENTS FOR POLICE PURPOSES" add by this Council of The City of San Diego be ratified?	AND NO

4

This proposition requires a majority vote.

ORDINANCE NO. 12685 (NEW SERIES) READS AS FOLLOWS:

ORDINANCE NO. 12685 (NEW SERIES)

AN ORDINANCE AUTHORIZING THE LEASE OR SALE OF CERTAIN PORTIONS OF PUEBLO LOTS 1316, 1317, 1318, 1321, 1351, 1353 AND 1355 OF THE PUEBLO LANDS OF SAN DIEGO, PROVIDED THAT ALL PROCEEDS FROM SUCH LEASES OR SALES BE UTILIZED TO FINANCE POLICE SUBSTATIONS AND OTHER PERMANENT IMPROVEMENTS FOR POLICE PURPOSES.

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. The City of San Diego be and it is hereby authorized and empowered to lease or sell all or any portion of the remaining unratified portions of Pueblo Lots 1316, 1317, 1318, 1321, 1351, 1353 and 1355 consisting of a total area of approximately 400 acres more or less. The aforementioned Pueblo Lots are located generally in the area of Interstate 805 in the University City area southerly of Sorrento Valley Boulevard, as more particularly shown on that plat on file in the office of the City Clerk as Document No. 766676.

Section 2. All leases or sales of the above described Pueblo Lots shall be made for the general purpose of accommodating scientific research activities, manufacturing research and development activities, corporate headquarters, high technological-like manufacturing activities and related or similar uses.

Section 3. All proceeds from lease or sales of the above described Pueblo Lots shall be placed into a Capital Outlay Fund to be used solely and exclusively for the purpose of financing acquisition and construction of police substations and other permanent improvements for police purposes.

Section 4 This ordinance requires ratification by the voters and being related to elections is of the kind and character authorized for passage on its introduction by Sections 16 and 17 of the Charter.

Section 5. This ordinance shall become effective only after it is affirmatively approved by a majority vote of the qualified electors of the City of San Diego voting at a Special Municipal Election to be held in said City on the 18th day of September 1979, at which a proposition to ratify this ordinance shall be submitted.

APPROVED: JOHN W. WITT, City Attorney By: STUART H. SWETT, Chief Deputy City Attorney

Passed and adopted by the Council of The City of San Diego on June 29, 1979, by the following vote:

YEAS: Mitchell, O'Connor, Gade, Stirling, Killea, Wilson.

NAYS: None.

ABSENT: Lowery, Williams, Schnaubelt.

AUTHENTICATED BY:

PETE WILSON,

Mayor of The City of San Diego, California. CHARLES G ABDELNOUR, City Clerk of The City of San Diego, California.

By Betty Goldberg, Deputy.

(Seal)

I HEREBY CERTIFY that the foregoing ordinance was passed on the day of its introduction, to wit, on June 29, 1979, said ordinance being of the kind and character authorized for passage on its introduction by Section 16 of the Charter.

I FURTHER CERTIFY that the reading of said ordinance in full was dispensed with by

a vote of not less than a majority of the members elected to the Council, and that there was available for the consideration of each member of the Council and the public prior to the day of its passage a written or printed copy of said ordinance.

CHARLES G. ABDELNOUR,

City Clerk of The City of San Diego, California.

(Seal)

By Betty Goldberg, Deputy.

ARGUMENT IN FAVOR OF PROPOSITION B

Better police service can be assured by the passage of Proposition B. It requires that the city use the proceeds from the lease or sale of 400 acres of city-owned land to finance neighborhood police substations.

San Diego needs improved police protection. The construction of these neighborhood substations would permit decentralization; stationing police officers closer to you for quicker and more efficient protection.

The lease or sale of this city-owned surplus property will do more than just finance improved neighborhood police services and protection. It also offers the chance to create jobs for San Diegans and reduce your individual tax burden by expanding the tax base.

These currently unusable lands are located along Interstate 805 in the vicinity of Sorrento Valley. The uses permitted by Proposition B are consistent with adopted community plans and include scientific research activity, manufacturing research and development, corporate headquarters and high technology light manufacturing. In other words, it will permit the kind of clean industry that has proven to be advantageous to our environment and economy.

The people of San Diego need improved police services and a stronger economy. Passage of Proposition B provides for both these needs.

Proposition B permits the construction of neighborhood police substations without imposing additional taxes on you the taxpayer.

The time to act is NOW! VOTE YES ON PROPOSITION B.

PETE WILSON Mayor City of San Diego EDWIN J. GRAY President San Diego Taxpayers Association BILL KOLENDER LARRY STIRLING Councilman City of San Diego JACK PEARSON

President San Diego Police Officers Association

02073

ARGUMENT AGAINST PROPOSITION B

VOTE NO ON PROPOSITION B!

Selling city land is bad business. It costs us money.

These prime 400 acres located in Sorrento Valley and adjacent to University Towne Centre are too valuable to sell off. They will return many times as much money to us if leased, than they ever will from sales price and property taxes if sold.

Don't let the wording "lease or sale" mislead you.

Less than one year ago, you voted down a similar proposition to sell this same land.

The argument you supported then was that the land should be **leased**—not sold. The Mayor and Council wanted to sell this land then and they want to sell it now.

Save this remaining heritage. Of the original 50,000 acres of Pueblo Land only about 800 acres are left to us.

Fortunately, we can use the land today and still retain our options on future uses simply by leasing instead of selling.

Had we retained public ownership of the original pueblo lands, leasing to anyone who wanted to use on fair long-term leases, there would be no need to expend hundreds of millions on urban renewal! Certainly there would be no need for taxes to support municipal services today! Mission Bay is a mode! of what can be accomplished when leases are utilized and sales prohibited.

Leases promote good use of land-sales lead to land speculation.

A city staff report dated 7/12/79 stated that sales currently under consideration represent "a substantial taxpayers' gift in land value," attract "a very few highly paid executives," and provide "benefits that are speculative and not guaranteed."

Reject these short-sighted and politically motivated propositions which will invariably end up costing us manyfold what we will gain today.

VOTE NO ON PROPOSITION B!

MELVIN SHAPIRO

PROPOSITION C

(THIS PROPOSITION WILL APPEAR ON THE BALLOT IN THE FOLLOWING FORM)

UTURE OF THE STAT OF THE CITY OF REALLOCATION OF EXISTIN Should the Governor a	ADVISING THE GOVERNOR AND THE LEGISLA- E OF CALIFORNIA OF THE WILL OF THE PEOPLE SAN DIEGO TO HAVE ENACTED INTO LAW A NG SALES AND USE TAXES. and Legislature of the State of California be	YES	-
and the Legislature appr use tax so that two cer cated to be used by c	nts rather than the present one cent be allo- ities and counties for priority local services	NO	
rather than by the state for state services or to the state surplus. It is understood that if the Governor and Legislature so act, any funds resulting therefrom which would cause the city to exceed a spending limit imposed by a vote of the people of the City of San Diego or the State of California shall, in accordance with the provisions of Section 77 of the City Charter, be returned to the people or expended for capital improvements. Further, it is the will of the people that the Governor and Legislature enact such allocation into law by no later than the first of May 1980, to avoid the unnecessary enactment by the people through the initiative process to cure legislative default.			

ARGUMENT IN FAVOR OF PROPOSITION C

Want to send a message to Sacramento? Then Vote **Yes** on Proposition C! Ask yourself, what public services are of the greatest importance to you? Police protection?

Fire protection?

Libraries?

Parks and recreation?

All these services are provided by **local** government and essential to a good quality of life.

Certainly they are of far greater value than those championed by overstaffed state and federal bureaucracies, which produce questionable benefits to the public while unquestionably devouring your tax dollars.

Did you know that the state collects locally a 6% sales tax, yet returns only slightly more than 1%? The rest stays in Sacramento where a massive budget surplus has proven to be an irresistible temptation for Sacramento politicians to underwrite their pet projects.

Yet, local government is faced with having to reduce or hold the line on these most important public services.

It simply does not make sense!

Proposition C tells Sacramento it had better get the priorities straight, and address our most critical needs without increasing the tax burden.

Proposition C proposes that some of that money that now goes to and is spent in Sacramento be returned to local government so that city and county government does not have to be concerned with providing you with the kind of police and fire protection or other critical services you need and deserve.

Remember that our spending limit and that proposed under the "Spirit of 13" initiative requires that any extra revenue would have to be **returned** to you or be used for much needed public improvements.

No wonder that Paul Gann, coauthor of Proposition 13 and the new spending limit, supports Proposition C.

San Diego Taxpayers Association supports Proposition C.

To assure essential local services, to reduce that massive surplus in Sacramento, vote for local control and for Proposition C.

CARLETON LICHTY

JACK PEARSON

San Diego Chamber of Commerce

San Diego Police Officers Association

President

President

PETE WILSON

Mayor City of San Diego

BILL LOWERY Councilman City of San Diego

J. BRUCE HENDERSON

President

Association of Concerned Taxpayers

ARGUMENT AGAINST PROPOSITION C

Opposition to diversion of sales tax. In passing Propositions G & J, 75% of the voters in San Diego voted to establish spending limits in the county and city respectively. Proposition 13 was overwhelmingly passed



by the voters in an effort to tell government to cut back their spending, not increase it. Proposition C asks you the voters, whether or not you want to have the Governor and state legislature allocate 2¢ of the state sales and use tax to local governments rather than the current 1¢. I believe that this is not the will of the people. This proposal is in direct opposition to the philosophies set forth by Propositions G, J, & 13, which preclude the need for any additional revenues.

The real issue we need to address is not where our revenues will come from, and how much, but is one which deals with the current inequities of our tax system. Proposition C does not address the issue of tax inequities. What is required is a major overhaul of our present tax system based on evaluations of public services from a regional perspective.

As a result of these propositions, local governments are cutting back unnecessary fat, and effectively consolidating departments and programs. Asking for additional revenues will put us right back where we started. I urge you to vote no on Proposition C. 1、世界、杨属金、杨兴、平安属

JIM BATES

Supervisor Fourth District.

PROPOSITION D

(THIS PROPOSITION WILL APPEAR ON THE BALLOT IN THE FOLLOWING FORM)

YES

NO

PROPOSITION D. Shall the City enter into an agreement with the United States Department of the Navy to return to the City, all right, title and interest in all land within Balboa Park presently used for Naval Hospital facilities in exchange for a leasehold interest of fifty (50) years, with a twenty-five (25) year option to renew, in an equal amount of land in the park, including approximately 40 acres of generally undeveloped Balboa Park property located in the Florida Canyon area, north and east of the present Naval Hospital facilities, for the purpose of developing new Naval Hospital facilities?

ARGUMENT IN FAVOR OF PROPOSITION D

YES ON D - FOR A BETTER BALBOA PARK

A Yes Vote on Proposition D is a Yes Vote for a better Balboa Park. Its passage would add 38.9 acres of prime-view parklands to Balboa Park, providing a much-needed expansion of recreational and picnic areas to serve our growing population.

In return for the 38.9 acres of premium property, including Inspiration Point, the City would allow the Navy to use 38.9 acres of less desirable property. The land-a former dump-is full of brush, debris and a few cactus. Sixteen acres are now used for city maintenance.

The Navy is willing to give the City Inspiration Point and the surrounding view land because the other acreage off Florida Drive is more suitable for building the new hospital facilities necessary to replace some of the current buildings, some of which are obsolete and unsafe. The improvement of Balboa Hospital is considered crucial by the Navy. It is the world's largest and busiest military medical complex. Its staff treats more than 1.1 million patients each year and provides training for 40 percent of all Navy health care professionals.

The Navy is committed to improving Balboa Hospital with new medical buildings, new

landscaping and an enhancement of the entire site off Florida Drive which now stands relatively unused.

Passage of Proposition D would give the City very desirable and accessible parklands that would benefit all San Diegans.

The exchange would also save taxpayers untold millions of dollars. The Navy is ready to improve its obsolete facilities today. Costly delays in finding other land would create added tax burdens.

A Yes Vote on Proposition D is truly a Yes Vote on a better Balboa Park. Its passage will mean a better park and a better hospial for all of us.

C. Star CARLETON LICHTY

President-San Diego Chamber of Commerce

BEA EVENSON

Honorary Chairwoman -"CITIZEŃS FOR BALBOA HOSPITAL"

R. R. RICHARDSON

Secretary-Treasurer San Diego-Imperial Counties Labor Council

CLARENCE PENDLETON

President San Diego Urban League

RALPH R. OCAMPO, M.D. Chairman of the Board Mexican-American Bank

ARGUMENT AGAINST PROPOSITION D

Your NO vote on "D" will make Balboa Park a better park and will encourage the Navy to build a better Navy Hospital on a better site.

"D" is No Deal for the Navy. The proposed hospital site in Balboa's Florida Canyon will cost the taxpayers extra money because of (1) building on the steep canyon slopes, (2) soundproofing against the excessive aircraft noise, (3) using inefficient old buildings, and (4) building new freeway access roads.

"D" is No Deal for Balboa Park. The hospital in the heart of Balboa Park would (1) destroy the open space of Florida Canyon, (2) bring the hospital traffic into the center of the park, and (3) ignore the need of San Diego for more park and open space.

Alternate sites for the hospital are better. There are alternate sites which are away from the aircraft flight path, that have level land and provide ideal freeway access. Sites on City land, downtown sites and sites on Navy land offer these advantages to build an entirely new efficient hospital cheaper than that proposed in Balboa Park.

Park use is best for Balboa Park. The need for the park increases yearly as more people come to live in San Diego. The park is also very important to maintain the strength of our tourism business. We have lost more than 350 acres of Balboa Park to freeways, schools and the hospital. Now is the time to say NO to renewing hospital use of Balboa Park land. We need the whole park to be all park. "D" is NO Deal, Vote NO on "D"

CAPT. NORVAL R. RICHARDSON, USN (Ret.) CLARE B. CRANE, Ph.D. Co-Chairs: Save Balboa Park Committee

DONALD J. REEVES, AIA Treasurer: Save Balboa Park Committee KIMBALL H. MOORE Former City Manager, San Diego

MAYOR ALCALDE

01994

CITY OF SAN DIEGO MUNICIPAL PRIMARY ELECTION SEPTEMBER 18, 1979

CIUDAD DE SAN DIEGO ELECCION PRIMARIA MUNICIPAL 18 DE SEPTIEMBRE DE 1979

CANDIDATES' STATEMENT OF QUALIFICATIONS

San Diego Municipal Code on Elections, Section 27.2204, and California Elections Code, Section 10012, provide that each candidate for elective office in the City of San Diego, the San Diego Unified School District, and the San Diego Community College District may prepare a Statement of Qualifications to be submitted to all voters of each district. The following statements have been prepared and filed by the Candidates and are distributed at the candidate's expense.

This Pamphlet does not contain a complete list of all the candidates. A complete list appears on the sample ballot.

DECLARACION DE CALIFICACIONES DE CANDIDATOS

El Código Municipal de elecciones de San Diego Sección 27.2204, y Sección 10012 del Código de Elecciones de California, estipula que cada candidato a las oficinas electivas de la Ciudad de San Diego, del Distrito Escolar Unificado de San Diego, y del Distrito de Colegios de La Comunidad de San Diego puede preparar una Declaración de Calificaciones para ser presentada a los votantes de cada distrito. Las siguientes declaraciones se han preparado y se han distribuido a cuenta de los candidatos.

Este panfleto no contiene una lista completa de todos los candidatos. Una lista completa aparece en la balota de muestra.

MAYOR



· PETE WILSON	
AGE	45
OCCUPATION	Mayor

Architect of Managed Growth

Fighting special interests, created first growth-control plan in the country for a major city to curb sprawl.

Fighter for San Diego

Kept the Padres in San Diego. Kept a federal prison out of Tierrasanta. Does not tolerate public employee strike threats.

Tax Cutter

"... the best mayor in California," said tax crusader Howard Jarvis ... "We wouldn't have needed Proposition 13 if they'd run their cities like he's run San Diego."

Advocate for Seniors

Established programs to provide low cost housing, meals and bus fares for needy elderly.

Creative Environmentalist

Pete's administration saved Cowles Mountain, Ladera Beach. Tecolote, Rose and Penasquitos canyons.

Passed the most ambitious open-space park acquisition program in the city's history, which The San Diego Union called "remarkable for its novelty as for its evidence of leadership."

Curbs Special Interests

Enacted a campaign reform ordinance described by Newsweek as "the toughest in the nation."



DR. JOHN KELLEY Businessman

John's favorite Bible verse is: "For God so loved the world, that he gave his only begotten Son, that WHOSOEVER believeth in him should not perish, but have everlasting life." — John 3:16

MAYOR

God is no respector of persons. Whosoever will — may come and receive the free gift of Eternal Life from God, through his Son — Jesus Christ. Anybody, who believes God's promises in His Word may accept. Jesus as his or her personal Saviour and freely receive Eternal Life.

As Mayor, John will aim to treat all San Diego citizens — senior citizens, youth, middle aged — those of various social and economic status — with fairness, human dignity and even handed decisions.

Please read the following Scriptures in your Bible or at any Public Library:

Proverbs 17:22 — Mark 8:36, 37 — Acts 16:30, 31 — John 14:6 — John 3:35, 36 — Romans 6:23 — Romans 10:9 through 13 — Isaiah Chapter 53.

John Appreciates Your Vote!



SI CASADY

01998

There are two overriding issues. First, are we going to allow growth to destroy the quality of life in San Diego. Second, is it the Mayor or the people who should rightfully determine our future?

MAYOR

Last year, the growth rate in San Diego was twice as high as the state average and three times the national average. Pete Wilson has talked no growth but promoted rapid growth by big money developers. Just because San Diego is blessed with a beautiful climate is no reason for our Mayor to promote more growth than this community can support.

The people of San Diego have been denied the right to vote on important issues such as the fair rent initiative, downtown redevelopment, adequate police protection and pay, and North City West.

Si Casady, a businessman, understands cost effectiveness and the importance of listening to the will of the people.

MAYOR



JERRY LESTER

01999

Jerry Lester, San Diego's alternative candidate for Mayor, is endorsed by the Singles Club Association — which includes widows, divorcees and organized singles.

Jerry Lester is a college graduate with a degree in pharmacy.

Jerry Lester will give studied, intelligent answers for current problems related to public transportation and housing, quality drinking water, health care, escalating drug-related crimes, and senior citizens.

Jerry Lester is pastor of the Church of Holistic Science in the San Carlos area; he works as a pharmacist at the Jerry Lester Pharmacy in the North Park area.

6

Your vote for Jerry Lester is appreciated.

MAYOR



MICHAEL GOMEZ 28 years old

02001

Graduate Saint Augustine High; B.A. University of San Diego; working on masters. Member S.D. Police Department Reserve Academy. While a student at the University of San Diego Mike ran for the 7th District Councilmens position. Mike is currently employed at La Jolla High School and provides vocational and career guidance. Mike's philosophy is biblically inspired and he endeavors to incorporate the following biblical passages into his life philosophy: "God moves in mysterious ways his wonders to perform;" "Ye have not chosen me, but I have chosen you." The world is floundering in turmoil. Moral decay is very evident and we as San Diego Christians must unite in obedience to God and help to support Mike's convictions in his campaign for mayor. Someday we are all going to die. So why not live to fight for that which is worth while and eternal.

COUNCIL DISTRICT NO. 2 CONSEJO DEL DISTRITO NO. 2

)2003

CITY OF SAN DIEGO MUNICIPAL PRIMARY ELECTION SEPTEMBER 18, 1979

CIUDAD DE SAN DIEGO ELECCION PRIMARIA MUNICIPAL 18 DE SEPTIEMBRE DE 1979

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AL BEST

02004

I decided to seek public office when it became obvious to me that the members of San Diego's City Council cared more about buildings than about people. Someone who cares about what happens to real live people must be elected to office. I care what happens to people and I want to represent them. I also have a background in government and business; I know how to deal with bureaucrats and I know how to save money while continuing to deliver services. I am committed to a city government which puts people ahead of concrete and steel, but which balances its budget by cutting executive staffs instead of essential services. Human beings pay for city government — they should be served by it. I hope to serve you as the councilmember from the district.



JOYCE BEERS

02005

LEADERSHIP - EXPERIENCE - INTEGRITY

The major issue before our City Council will be maintaining San Diego's unique quality of life while coping with unavoidable growth. In an uncertain financial future this will require critical decisions about:

a balanced housing supply

improved public transportation

retaining trained police officers

preserving communities and parks

airport location

sensible Center City development

water and sewer needs

Civic responsibilities which have prepared me to make these decisions include:

San Diego Transit Corporation Board: Vice-President

- League of Women Voters, San Diego: past President
- Uptown Community Planning Committee: past Chair
- Land Development Advisory Board: past Chair
- City Charter Review Committee

San Diego Plan for Air Transportation Advisory Committee: Chair

My family and I have lived in the district 25 years. I will be responsive to the needs of this community. With your vote I look forward to helping San Diego meet its challenging future.

Vote for JOYCE BEERS on September 18.



JIM KELLEY-MARKHAM

02006

My wife, Kathleen, and I are Mission Hills residents and homeowners. In 1975 I graduated cum laude from the University of California at Berkeley. Presently, at the age of 26, I am employed as an architect with a Del Mar firm.

As vice-chairman of both the Open Space Alliance and Uptown Planners, open space is a vital concern of mine. Proposition "C" (1978) needs to be implemented effectively in order to protect our canyons and vistas.

Is North City West proper planning?

I believe our growth management policy must be re-evaluated now.

I support the retention of Florida Canyon as parkland.

I am also supportive of stronger historic preservation policies for San Diego.

Low-income housing should not be sacrificed for the sake of condominium conversions. Senior citizens' rights must be protected.

As your councilman, I look forward to planning San Diego's new airport.

Vote for Jim Kelley-Markham for City Council.



BILL CLEATOR

02008

A native San Diegan, Bill Cleator's love affair with his city and his deep concern for San Diego's future, combine to provide him with insights into the problems facing San Diego.

For years the president of a successful, high-technology company, Cleator is uniquely equipped to bring to San Diego government the same fiscally tight, common sense business practices which marked his career in the private sector.

Bill Cleator stands for:

- -Orderly, managed growth which meets San Diego's housing needs while concurrently, emphasizing open space and green-belt environmental planning.
- --Intensifying the fight against crime in our neighborhoods through innovative programs to strengthen police protection.
- —An end to studies about possible airport relocation and, instead, the creation of a committee of concerned citizens to recommend where a new airport should be located once Lindbergh Field can no longer effectively serve the air transportation needs of San Diego.

Bill Cleator, home grown, hard working and a winner.





HAROLD WILLIAM CHEVRIE

Resident of Point Loma for the past 20 years Graduate of the University of Illinois Veteran Married and the father of four sons

Probation Officer for 20 years Active in the YMCA, Scouting and Civic Groups

A city is more than just its buildings and its institutions; it is the people. It is from the people that the Council should actively seek advice and help. We should look carefully at how our money is being spent, and re-order our priorities. Rather then expend our total energies on the center city development we should direct a greater share of our resources to maintaining and developing our libraries, museums, recreation programs and other city services. Let's have the King Tut exhibit and other treasures on display in San Diego instead of Los Angeles and San Francisco. We can truly be America's Finest City.



RUDY PATRICK MURILLO, 32

02010

Is a native San Diegan with a background in international law and constituent service.

He honed his ability to help people — and cut governmental red tape — while working for seven years as a congressional aide in San Diego and Washington.

"The years ahead will be critical ones in shaping San Diego's next two decades. Downtown restoration, mass transit, rent stabilization and senior services requires a fresh outlook and practical approach," Murillo said in announcing his candidacy.

Rudy promises to bring to the council the same advocacy he demonstrated while on the job on behalf of the 42nd congressional district which included frequent action before congressional committees in support of environmental legislation, and San Diego's tuna fishing and marine industries.

Mr. Murillo's father, Rudy, Sr., is a retired plumber of Mexican descent, while his mother, Catherine, emigrated from Ireland. Mr. Murillo graduated from U.C. San Diego.



LEE ELSTON

02011

Graduated Emerson College, Boston, 1947. Before coming to San Diego, owned and operated a millinery store. Lived in San Diego, District 2 since 1962. Raised four children and been involved in numerous activities including:

- ---Director of Religious Education, Christ Church, Coronado;
- --- Teacher at San Diego Adult School with Senior Citizens, jail inmates and welfare recipients;
- ---Successfully selling real estate;
- —Membership in Episcopal Church, Episcopal Community Services, United Churchwomen, Council of Churches, League of Women Voters, Parent Teachers Association, San Diego Ballet Association, Friends of Jung;
- ----Volunteer at Edgemoor Geriatric Hospital and canvasser for United Fund and Red Cross;
- ---Actress at Mission Playhouse and actress, director and producer at St. Paul's Theater and Actor's Quarter.

"In this campaign I have spent only my own money in order to be without obligation and free to work without prejudice for the residents of San Diego."



FRAN CONDON Attorney

02012

Fiscally responsible government Effective police service Quality of life

I will represent you on the City Council, doing everything possible to return fiscal responsibility to government. I supported Proposition 13; I believe city government has not yet responded to the mandate of the people.

Waste and duplication must be eliminated. I will work to eliminate ineffective agencies, to put your tax dollars to better use in the areas of crime prevention and public safety. Your safety and that of your family will be my top priority.

I share your dedication to preserving the quality of life for ourselves and our children. Great leadership and foresight are necessary to manage our growth. I will be active on City Council to insure San Diego stays "America's Finest City".

I ask for your vote and look forward to serving your interest.



LOU RIDGEWAY

SELF-EMPLOYED SINCE 1961

- ★ NOT A MOVE-IN CANDIDATE Lou has a long background of Community Service — Bought first Point Loma Home over 20 years ago. ACCOUNTABILITY — Turns in Federal, State Tax returns, and per-
- sonal financial statement annually.
- ★ ELECTED TWICE Trustee San Diego Community Colleges experienced in budgeting — program evaluation — labor relations. *** MASTERS DEGREE** — Public Administration — University of North-
- ern Colorado. Alumnus:
 - San Diego State
 - United States Maritime Academy
- * SUCCESSFUL BUSINESSMAN -- will give fulltime to City duties -accessible to citizens.
- ★ SUPPORTS LAW ENFORCEMENT adequate police fair salaries.
- ★ DEDICATED TO PRESERVING THE QUALITY OF LIFE OF SAN DIEGO. Modernization of Harbor Drive sewerage treatment plant noise abatement.
- ★ Salvation Army Board Member
 ★ Navy League Vice President
- Opera Guild, Symphony, Museum of Art, Zoological Society, Historical × Society, Point Loma Village Beautiful
- ★ Peninsula YMCA Benefactor
- ★ S.D. Taxpayers Association

Lou has the support of: Anderson Borthwick Adrian Mauricio Connie Hedges Ray Kroc

George A. Scott O. W. Todd, Jr. Dr. Edward Corwin Florence Goss

02013



MAVIS MACFARLANE

- Native San Diegan, resident of Hillcrest
- Businesswoman

Mavis Macfarlane offers a strong record of public services and community support. A successful business background allows a fresh, independent, and cost-effective approach to government.

Mavis has demonstrated concern for her community by active involvement in the following areas:

• Member of San Diego Community College Board of Trustees

- American Business Association
- Coalition for Responsible Planning
- San Diego Taxpayer's Association
- Citizens Coordinate for Century 3
- United Way Volunteer Council

As a candidate, her concerns include:

- Police protection
- Public transit
- Libraries

- Quality education
- Parks and recreation
- Senior citizen programs

As a former postmaster of a San Diego sub-station and owner of a successful retail business for eight years in San Diego, Mavis understands the commitment required of a city council woman.



BOB LINDFELT

02015

Bob Lindfelt believes in grassroots involvement meeting San Diegans and discovering their needs to represent them in the most conscientious way. He is ready to listen and prepared to act.

Bob Lindfelt has a solid background of leadership as a former Marine Corps officer, State Coordinator for Constitutional Political Alliance, a leader in his church, chairman of a Community Alert Program and many other activities. Bob is 32 years old, currently an IBM marketing representative and a Pt. Loma area resident since 1972.

Bob Lindfelt supports the proposal to decentralize the police department for more effective protection of citizens. Bob wants action taken for the relocation of the airport to meet the safety and economic needs of San Diegans. Bob Lindfelt sees federal and state control, city growth, inflation and crime as priority issues.

Bob Lindfelt wants to serve San Diego as no other Council member has done before.

02016

CITY OF SAN DIEGO MUNICIPAL PRIMARY ELECTION SEPTEMBER 18, 1979

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ROLAND ESQUIRE HOLMES

02017

As a member of the council, my highest priority will be to create employment. I will fight for more policemen, but at the same time insist on improving the quality of service now rendered as well as the caliber of those selected for the force.

I believe taxes can be reduced by reducing waste in city government and eliminating duplication of efforts in various departments.

I will oppose urban sprawl or any attempt to relocate the airport.

I will bring to the council, a common sense approach based on facts, not theory.

I will work for improving services for our seniors, and create plan for aiding the youth and disabled.

From bussing to the City's spending, you'll always know where I stand. I'll speak for myself and not be Rubber Stamped.

I'll be a visible councilman.



LEON WILLIAMS

02018

In the 1980's San Diego will need Leon Williams, a strong, experienced, devoted, fair-minded Councilmember with a belief in all people.

His accomplishments as Councilmember, Executive Director of the Neighborhood Youth Corps, Urban League, and Principal Assistant to the Sheriff have won him many commendations.

Leon, as Chairman of the Council Transportation and Land Use Committee: Member, Community Development Steering Committee, National League of Cities and California League of Cities:

- Continues to fight for safe, clean and healthy environment and sensitive, efficient government.
- Worked successfully for new parks, recreation, senior centers, improvements of public facilities and maintenance of open space.
- Encourages attractive, affordable housing, quality commercial shopping in district.
- Opposes land uses harmful to communities.
- Has provided district residents for five years an effective citizen participation program created to make government more responsive.

The list goes on.

Leon's record demonstrates his unique foresight and committment to all San Diegans.



NORMA FREEMAN

Has been actively working for the betterment of the citizens of San Diego by voicing her concerns about many issues, one of them child pornography. She founded the SOK (Save Our Kids), a group of concerned citizens against child pornography, and lobbied in Sacramento for legislation against that issue. Ms. Freeman has been a continuous advocate of all citizens of San Diego and is presently involved in many community affairs. She is an active member of the Board of Medical Quality review committee, a state appointed position. Ms. Freeman is a registered nurse and is greatly concerned about the health delivery system in San Diego and its senior citizens.



COUNCIL DISTRICT NO. 6 CONSEJO DEL DISTRITO NO. 6

02020

CITY OF SAN DIEGO MUNICIPAL PRIMARY ELECTION SEPTEMBER 18, 1979

CIUDAD DE SAN DIEGO ELECCION PRIMARIA MUNICIPAL 18 DE SEPTIEMBRE DE 1979

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STEVE WITTMAN

Most people know Steve Wittman because he has worked for tax relief and to cut the cost of government. For example, Wittman's proposal last year to cut \$18 million from the city budget was adopted by the Council — a significant savings to Sixth District taxpayers. A former prosecutor and Deputy Attorney General, Steve also knows the importance of effective law enforcement. He doesn't need on-the-job training to represent us.

Steve is a leader in organizations like the Red Cross, Boy Scouts and Taxpayers Association. He helped start the San Diego Child Abuse Council.

Steve worked his way through college — as a janitor and laborer. He still made the Dean's List and graduated early. Steve and his wife worked to put each other through law school. The Wittmans and their young son, Scott, are deeply committed to a safe, secure environment and improving our quality of life.







DAN DRAMER Criminal Justice Professor/Attorney

PROTECT

Our People, Our Communities, Our Bay

District Resident for 22 years

- 1952: U.S. Navy; Submarine electronics, Chief Petty Officer
- 1964: San Diego Police Department; Beat Cop, Sergeant
- 1973: Police Department Legal Advisor
- 1975: Law Degree
- 1977: Deputy City Attorney
- Now: Criminal Justice Professor; Faculty Senate President

"Our streets are safer for criminals, than taxpayers. San Diego needs more police. San Diego police need better equipment, training, pay. "Our Mission Bay communities are overcrowded. We need to stop growth in the Bay area . . .

"City Council is giving away Mission Bay for a massive $2\frac{1}{2}$ -story floating Convention Center.

"The Council makes too many decisions against the wishes of the people. I'm not a politician — I'm a citizen running to represent YOU.

"Im running on the issues — I'd like to talk to you about them — CALL ME —

DAN DRAMER . .

I NEED YOUR VOTE!

02022



NAME: ART LETTER

AGE: 37

OCCUPATION: URBAN PLANER

EDUCATION: BACHELOR'S POLITICAL SCIENCE

> MASTER'S URBAN PLANNING

Art Letter is the best qualified candidate in District Six. He is committed to keeping San Diego a safe, scenic, economically strong and enjoyable place to live.

Art has ten years of federal, state and local government experience.

He served as government relations director for the County's Comprehensive Planning Organization (CPO) and as director of COOL, a citizen's group which led the fight to prevent oil drilling off San Diego's coastline.

Letter is co-chairperson of San Diego's Housing Coalition and a member of the County's Health and Social Service Board, the Clairemont Mesa Chamber of Commerce, the United Way, the Pacific Beach Town Council and the Stamp Out Crime Council.

Art Letter won't let San Diego turn into another Los Angeles. He will hold the line on uncontrolled growth, government waste and higher taxes.

NAME: MEL GORHAM

EDUCATION: SAN DIEGO SCHOOLS AND UNIVERSITY

OCCUPATION: INDEPENDENT BUSINESSMAN

Mel Gorham has been a resident and community minded citizen of San Diego for 38 years. Through exceptional business judgment and plain old hard work, Mel has been successful in developing several businesses, among them the well known Gorham Handball and Racquetball Athletic Clubs.

QUALITY OF LIFE: Mel Gorham supports the planned growth position of our mayor. Mission Bay Park must continue to be developed and preserved.

CRIME: Nothing is more important to the continued success of our city than professional police protection. Crime must be stopped, as the mayor said, "At any cost". Let's support our policemen!

SENIORS: Senior citizens are entitled to special consideration — protecting them — because they are on fixed incomes. This is reflected in Mel's position on apartment conversions, and rent control.

I respectfully and humbly request your vote and support on election day.

Thank You!

5



MIKE GOTCH, 31

Degrees in Sociology and Public Administration San Diego State University Eight years residence in Sixth District

MIKE GOTCH believes San Diego's number one resource is the people. As a past Town Council President Mike has built a record of working with community groups.

MIKE GOTCH is:

Chairman, Government Liaison Committee — Pacific Beach Save Our Shore Project

Chairman, Mission Boulevard Improvement — Beautification Project Past "Big Brother" — Volunteers in Probation Program

MIKE GOTCH knows that San Diego is a special place to live and believes the beauty of our city must not be compromised. He will work to preserve our canyons and open space lands.

MIKE GOTCH supports:

Managed growth to provide housing without sacrificing our quality of life.

6

Clean industry to provide jobs for San Diegans.

Better pay and educational incentives for our police officers. Citizen participation in the decision of government.

Please call: Residence -Headquarters





ROBERT JOHN ("BOB") MILLER

02026

"Bob Miller is one of, if not THE most active person in civic affairs on the peninsula."

Says the San Diego Community Business Directory, Peninsula Edition (Ocean Beach - Point Loma).

COMMUNITY INVOLVEMENTS

- Former president, Ocean Beach Town Council
- Western Area Committee, San Diego Park and Recreation Board
- Ocean Beach Merchants Association
- Ocean Beach School Council

 Board of Directors, Hollins Lake Senior Recreational Facility PROFESSIONAL ACHIEVEMENTS

- Steering Committee, Juvenile Justice Survey, 1975
- Superior Court Criminal Justice Survey, 1976

BACKGROUND AS CITIZEN AND TAXPAYER

- 33-year city resident
- Public Accountant, 1946
- Ll. B. Degree in Law, 1951
- Superior Court, 1959 1978

ISSUES

- The City Council acted arrogantly when it denied the petition of thousands of citizens for a rent initiative
- A 17% budget increase ignores the reality of Proposition 13.
- A rent control commission
- Binding arbitration for police officers
- A moratorium on condominium conversions

VOTE FOR BOB MILLER



MARY CHRISTIAN-HEISING

02028

I believe that the major issues affecting District 6 are:

- Crime
- Traffic congestion
- Economy and efficiency in government
- Affordable housing
- Preservation of small businesses
- Preservation of canyons, beaches and open space.

My past experience in government and community service demonstrates that I can be effective in developing affordable solutions in these problem areas. This experience includes:

- Chairman, San Diego Housing Advisory and Appeals Board
- Member, California Retardation Board
- President, Soledad Canyon Preservation Association
- Honorary Mayor of Pacific Beach
- Co-founder, San Diego National Womens Political Caucus
- Member, Boards of Directors of the San Diego USO, Mental Health Association, Pacific Beach Town Council, California State Church Women United, etc.
- Resident of Pacific Beach for 15 years
- Married, 4 grown children

You and I together can solve these problems. To achieve this goal, I would appreciate your vote.

-9

COUNCIL DISTRICT NO. 8 CONSEJO DEL DISTRITO NO. 8

CITY OF SAN DIEGO MUNICIPAL PRIMARY ELECTION SEPTEMBER 18, 1979

CIUDAD DE SAN DIEGO ELECCION PRIMARIA MUNICIPAL 18 DE SEPTIEMBRE DE 1979

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ief-

RUTH J. SCHNEIDER

02030

Ruth Schneider is a community volunteer leader, working with government agencies, serving on committees such as the County General Plan, C.P.O. Air Quality, Southern Area Parks and Recreation, and San Diego Airport Planning.

Schneider helped organize and chairs the Otay Mesa-Nestor Planning Group as well as being the president of the Otay Mesa Homeowners' Association and is the chairperson of the San Diego Community Planners Committee.

Schneider has in-depth knowledge and experience in working with many government and community agencies, Schneider has had 36 years of practical experience in business management.

Schneider will represent the people for reasonable transportation, crime protection and sensible zoning to protect apartment and mobile-home dwellers.

Schneider believes in a planned Community by the people, not by the land developer!



JOE DIAZ

02032

Independent Businessman, Book Publisher

Everybody knows things are getting tight.

Government is a big part of the problem. It's out of touch.

Where's the caring or the common sense?

- People need affordable housing. Up front. Right now.
 We don't need the downtown redevelopment pork barrel.
 - We don't need the downtown redevelopment pork barren.
- People need affordable bus service. On time. Convenient routes. We don't need the Tijuana Trolley.
- People need an effective police force. Well-trained. Fairly paid.
 We don't need the state's highest murder rate.
- People need space to relax. Close to home. Safe from development.

We don't need Balboa Park paved over.

Government is out of touch. But so are people. From each other and from the political process.

We can suffer alone. And in silence. And settle for the same do-nothing bosses who got us into this mess.

OR. We can pull together. Roll up our sleeves. And get some results for a change.



WARREN A. NIELSEN

02034

I believe I am qualified to serve as your councilman because of my varied experiences as a science and mathematics teacher, engineer at Ryan, Rohr, and Cal. Tech. and a property manager and builder for the last ten years.

All during my adult years I have had an active interest in public affairs and the political arena. Recently I have proposed an alternate site called Helix Heights for the new Naval Hospital. This site has distinct advantages for the Navy and would save Balboa Park.

The opportunity to be your councilman is exciting because of the opportunities it would provide to help build a better San Diego.

I believe we need new ideas and an energetic approach to solve problems of housing, police services, airport noise, Bayside Park, industrial areas, downtown development and city government costs. With your vote we can work together for tomorrow.



COUNCILWOMAN LUCY KILLEA . . . a refreshing change

Councilwoman Killea is a new kind of leader on the San Diego City Council. She is an innovative thinker . . . dedicated to better government.

Her accomplishments as Councilwoman have earned her the respect and trust of District Eight.

QUALIFICATIONS

- Thirty years of distinguished professional and community experience including San Diego Planning Commissioner, San Diego Historical Society Director, San Diego Zoo Trustee and member, San Diego and San Ysidro Chambers of Commerce
- M.A., USD, History; Ph.D., UCSD, Latin American Affairs
- Fluent Spanish

ON THE ISSUES:

- Quality of Life: "San Diego must have managed growth to protect our natural beauty, prevent urban sprawl and provide jobs."
- Law Enforcement: "We need a comprehensive crime prevention system including Neighborhood Alert Programs and good police protection."
- Senior Citizens: "In inflationary times, we must provide seniors with fair housing, efficient bus service and recreational facilities."

KEEP KILLEA WORKING FOR US.