

**San Jose City Council**  
**Candidate Questionnaire – Supervisor Candidates District 1**  
**June 2010 Election**

The completed questionnaire must be returned by 5:30 pm, Monday, March 15<sup>th</sup> via an attached Word document to Pat Sausedo at [pats@sjchamber.com](mailto:pats@sjchamber.com) Questions, please call Pat Sausedo at (408) 291-5200 or the Candidate Cultivation Co-chairs Dennis Martin at (408) 294-5682 or John Tang at (408) 279-7900.

Your scheduled interview with the Candidate Cultivation Committee is scheduled for **Thursday, March 18<sup>th</sup> between 1:00 pm – 3:00 pm** at the Chamber of Commerce Office, 101 W. Santa Clara St., in downtown San Jose. A specific time for your interview will be confirmed by the Candidate Cultivation co-chairs prior to March 18<sup>th</sup>.

NAME: Mike Wasserman  
CAMPAIGN COMMITTEE: Wasserman for Supervisor 2010  
OFFICE SEEKING: Santa Clara County Supervisor District 1  
FPPC #: 1321878  
ADDRESS: PO Box 1577  
Los Gatos, CA 95031  
PHONE: 408.656.6453  
E-MAIL: [mike@mikewasserman.com](mailto:mike@mikewasserman.com)  
OCCUPATION: Business owner / City Councilman  
EMPLOYER: South Bay Consultants / Town of Los Gatos

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1. As a member of the Santa Clara Board of Supervisors, name your three top priorities for the County.

- a. **Creating jobs and helping the local economy must be our number one priority.**
- b. **Public safety: keeping families and neighborhoods safe is the fundamental role of government.**
- c. **Infrastructure: our best long-term investment government can make is in the transportation, education and telecommunications infrastructure.**

2. Describe how you plan to implement your top three priorities (50 words or less)

**JOBS & THE ECONOMY:** Gov't has an important role to play – part of that job is getting out of the way so businesses can do theirs. That means reducing red tape, keeping taxes low, and reducing its own costs (e.g. pension reforms & contracting out). Gov't can incentivize job and business growth through fee reductions for new jobs or facilities, & establishing a Jobs Task force to ID other ways.

**ENSURING PUBLIC SAFETY:** I want to ensure the county prioritizes core services, then fund those. We have to recognize government cannot do everything for everybody – and yet, only government can provide police (Sheriffs) services and fire protection. That means we have to cut other spending to ensure we fund public safety.

**INFRASTRUCTURE:** Infrastructure investment creates jobs immediately, and provides tools for future economic growth. Utilize public-private partnerships, sensible use of bonding capacity & increasing contract competition to push for needed “bricks & mortar” infrastructure like transportation (e.g. roads, rail); cultural/community (Convention Center, stadium, community centers); education (schools, libraries & homework centers); & for high-tech infrastructure (telecommunications, WiFi).

3. Currently county employees contribute 4% into their retirement fund (PERS). Would you be willing to endorse an increase in the employee retirement contribution for future employees?  Yes \_\_\_ No
4. Would you be willing to endorse raising the current 2.5% at 55 for county employees to 2.5% at 60 for future employees?  Yes \_\_\_ No
5. Will you support requiring county employees paying a higher share of their healthcare benefits?  Yes \_\_\_ No
6. Do you support contracting out for non-essential services currently provided by the county?  Yes \_\_\_ No
7. Do you support or oppose the proposed split-roll property tax which would tax commercial and residential properties at different rates? \_\_\_ Support  Oppose
8. Given the tough economic times, list two areas of county government you would trim. Be specific, naming program and department.

**a. Pension reform of some type must be implemented as soon as possible. Freeze all new hiring (except vital public safety) until reforms of some type, including two-tier pensions and benefits (where new employees are offered a less costly pension/benefits package) are underway.**

**b. Priorities and core services need to be determined. There are mandated fully funded programs, mandated not fully funded and non-mandated programs. We need to start by cutting the non-mandated and work our way to the not fully funded. Entire programs such as alcohol and drugs, human relations commission and other non-mandated services may have to be eliminated.**

9. Do you support the re-development of the Fairgrounds?  Yes \_\_\_ No
10. If so, what is your vision of a re-developed Fairgrounds property? (25 words of less)

**The Fairgrounds has the potential to be an economic driver, its location and accessibility make it well suited for development – particularly a mixed-use facility that would generate jobs and sales tax.**

## **REFERENCES**

Please provide two personal and two professional references.

Professional references:

**Jonathan Emami**  
**Rick DiNapoli**

Personal references:

**Peter Carter**  
**Brad Krouskup**

## STRATEGY

Please provide a brief overview of your campaign strategy i.e., key endorsements, fundraising goals, amount raised to date, consultants you have retained. (50 words or less)

1. How many votes do you need to win: **There will likely be 45,000 - 48,000 votes cast in the June election. To win outright, I would need approx. 22,501 - 24,001 votes; with 5 candidates running, to move into a runoff, we anticipate needing approximately 14,000 votes.**
2. How much money will you raise for your campaign: **The maximum spending limit of \$250,000**
3. Who has endorsed your campaign:

### **Elected Leaders & Organizations (Partial List)**

- Don Gage, Santa Clara County Supervisor Dist. #1
- Deputy Sheriffs Association of Santa Clara County
- Los Gatos Police Officers Association
- Silicon Valley Assoc. of Realtors
- Jim Cunneen, former Assemblyman and past President of San Jose Chamber of Commerce
- Bruce McPherson, former Secretary of State and Senator
- Tom Campbell, former Congressman and Dean of Berkeley Haas School of Business
- Abel Maldonado, State Senator
- Steve Poizner, California Insurance Commission and founder of SnapTrack
- Bill Evers, former US Assistant Secretary of Education & SCC Board of Education Trustee
- Joanne Benjamin, Exec. Dir. Of SCC Cities Assn., former Los Gatos Mayor (4x's)
- David Casas, Pres. of Santa Clara County Cities Assoc. and Mayor of Los Altos
- Pete Constant, San Jose City Councilman District 1
- Mike Kazperzak, Nat'l League of Cities Finance member & former Mayor of Mt. View
- Jane Kennedy Mayor of Campbell & former VTA Chair
- Marilyn Librers, Morgan Hill Mayor Pro Tem
- Orrin Mahoney, Mayor of Cupertino
- Chuck Page, Mayor of Saratoga
- Joe Pirzynski, SCCC Assoc. Board, former VTA Board Chair and Mayor of Los Gatos
- Jim Reed, Mayor of Scotts Valley
- Leslie Reynolds, San Jose Unified School Board President
- Dean Warshawsky, Mayor of Los Altos Hills
- Curtis Wright, Mayor of Monte Sereno
- And 20 more (see attached)

### **Business Leaders (partial list)**

- Sam Arditi, CEO, TIGO Energy
- Hal Bordy, CEO Addison-Penzak of Silicon Valley
- Thomas Buckholtz, Board of Advisors, Berkley Goldman School of Public Policy
- Ed Burke, US Olympian & San Jose Hall of Fame Inductee; owner, LG Athletic Club
- Virginia Chang Kiraly, Calif. Commission for Economic Development Commissioner
- Bill Chiala, owner of CalChili Corp
- Bill Christopher, CEO of Christopher Ranch

- Don Christopher, Chairman of Christopher Ranch
- Bill Cilker, Cilker Orchards
- John Di Vittorio, principal JAD Engineering
- Peggy Fleming Jenkins, Olympic Gold Medalist and Owner Fleming-Jenkings Winery
- Dave Henderson, President of Samaritan Medical Group
- Jag Kapoor, Chair, Xyprotean & Kapoor Ent (Pedros, Mexicali Grill, BonFare Market)
- Brad Krouskup, President and CEO of Toeniskoetter and Breeding, Inc.
- Bill Leonard, Chamber of Commerce President (Los Gatos) & owner, Ignite Marketing
- Dr. Don Prolo, past President, Santa Clara County Medical Association
- David & Valerie Vanni, Owners of Solis Winery

*\* full list attached*

4. Are you getting professional help on your campaign? (List names and roles):
  - **Tab Berg/TABcommunications, consultant**
  - **Justin Matheson/AimPoint, fundraising**
  - **Lauren Poulos, onsite manager**
5. What is your core message: **I have the unique background and experience as a Councilman, Mayor, Business owner and financial expert needed to create jobs, balance the budget and protect vital services.**
6. Who are your core constituencies: **Older voters concerned about government over-spending. Business owners (which comprise nearly 16% of likely voters) concerned about the economy and jobs.**
7. Please attach a copy of your ballot statement

**BALLOT STATEMENT**

I have the experience, skill and commitment to create jobs, fix the budget and keep our families safe.

Supervisor Don Gage endorsed me, saying: “Mike has the background and skills to tackle tough budget issues.”

Pat Dando, CEO of the Chamber of Commerce agrees: “Mike Wasserman has a real plan to help create jobs and get our economy back on track – and the experience to make it happen.”

Jim Cunneen, former Assemblyman & San Jose Chamber President also said: “Mike Wasserman is the right person to be our next County Supervisor. He’ll help small businesses and their employees.”

My plan is straightforward: 1) Use my experience as a successful businessman to help businesses create jobs and get our economy moving. 2) Put my background as a Certified Financial Planner to work fixing the budget without new or higher taxes. 3) Utilize my history as an effective mayor to protect vital services, improve efficiency and keep families safe!

And, I’ll always listen to you. Share your ideas or concerns at 656-MIKE or [www.MikeWasserman.com](http://www.MikeWasserman.com).

I’m asking for help (and your vote) so I can put my qualifications, unique experience and passion to work solving tough problems for our County. Thank you.

**ENDORSEMENT DISCLAIMER**

ChamberPAC endorses candidates only after candidates have signed the Ethical Campaign Pledge of the Campaign Ethics Foundation of Santa Clara County and only after ChamberPAC has completed a due diligence process. This process may include some or all of the following: personal and professional reference checks, a review of previous ethical conduct by candidates on civic boards, commissions, or elective office, and a public records search