

**FOR IMMEDIATE RELEASE**



**MEDIA ALERT**

**L.A. Mayoral Candidates Forum / Annual Meeting**

**ERIC GARCETTI • WENDY GREUEL • JAN PERRY • EMANUEL PLEITZEL**



The Pacific Palisades Democratic Club will hold its **Annual Meeting** featuring an **L.A. Mayoral Candidates Forum** on **Sunday, January 27, 2 – 4pm** at the **Pacific Palisades Woman’s Club**, 901 Haverford Avenue in Pacific Palisades.

Four Democratic mayoral candidates – **L.A. City Councilmember Eric Garcetti, L.A. City Controller Wendy Greuel, L.A. City Councilwoman Jan Perry, and Emanuel Pleitez, a former technology exec with public- and private-sector experience** – **will be in attendance**; each will answer questions from both PPDC’s moderator and the audience.

Refreshments will be served and parking will be available.

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This event serves as the club's official "annual meeting" (though the club holds many events throughout the year and its board meets monthly), at which the 2013 executive board candidate slate will be up for ratification.

Admission free, donations welcome.

**[www.palisadesdemclub.org](http://www.palisadesdemclub.org)**

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**310-230-2084**

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### **PRESS INFORMATION:**

Members of the press are welcome to cover the event. Please contact us at 310-230-2084 or [info@palisadesdemclub.org](mailto:info@palisadesdemclub.org) to let us know you plan to attend.

### **ABOUT PPDC:**

*At over 500 members strong, the Pacific Palisades Democratic Club is one of the largest and most influential Democratic clubs in California. Our 2012 Westside Democratic Headquarters campaign office was open the first week of September 2012 through after Election Day, and was among the most successful election phone banking centers in the state. The HQ organized and hosted over a thousand volunteers and was visited by numerous national and local elected officials and Obama campaign VIPs, contributing to a wave of local, state, and national Democratic victories on November 6.*

*We are proud of our mission to fight for campaign finance reform, election protection, and universal single-payer healthcare, among many other key initiatives, and to elect Democrats who share our vision of a more progressive world.*

### **ABOUT THE CANDIDATES:**

#### **ERIC GARCETTI**

Eric Garcetti is currently a Los Angeles City Councilmember representing the 13th Council District. He was Council President from 2006-12.

Garcetti has been widely recognized for revitalizing Hollywood and many other neighborhoods, where he created jobs and reduced crime. He has authored groundbreaking policy initiatives, including business tax reforms, the nation's widest-

reaching green building ordinance, the nation's largest clean water and solar initiatives of its kind.

Caroline Kennedy and Sen. Ted Kennedy presented Garcetti with the prestigious New Frontier Award, given to officials under 40 who best embody John F. Kennedy's vision of leadership and idealism.

Garcetti received his BA and MA from Columbia, then attended Oxford (as a Rhodes Scholar) and the London School of Economics. He taught at Occidental College and USC before being elected to the City Council.

A fourth-generation Angeleno, Garcetti was raised in the Valley. Both sides of his family first settled in Boyle Heights.

## **WENDY GREUEL**

*“As Mayor of Los Angeles, I will bring energy, innovation, experience and vision to the many challenges our City faces.” –Wendy Greuel*

Wendy Greuel is running for Mayor to get our city back on track. Wendy wants to create a sustainable city with a thriving economy, great public schools and a seamless transportation system. Wendy would be the first woman elected Mayor in the city's history.

Currently serving as City Controller, Wendy Greuel is the city's chief auditor and financial watchdog. Under her leadership, the Controller's office has identified \$160 million in potential savings by eliminating waste, fraud and inefficiencies.

A lifelong Angeleno, Wendy attended public schools from Knollwood Elementary, John F. Kennedy High School, to UCLA. Wendy started her career in public service working for former Mayor Tom Bradley, eventually becoming deputy to the Mayor.

While in Mayor Bradley's office, Wendy was a leader in the creation of LA's BEST, a nationally recognized afterschool program that provides a safe and supervised environment for children in the hours after school. Wendy's commitment to strengthening our schools has been a priority throughout her career, and means even more to her now that her son attends a public school here in LA.

Following her tenure in Mayor Bradley's office, Wendy worked as a senior advisor at the US Department of Housing and Urban Development. At HUD, Wendy helped secure over a billion dollars in support for those affected by the Northridge Earthquake. In 1997, Wendy transitioned into the private sector, working in the film industry as an executive at DreamWorks Pictures for five years.

In 2002, Wendy was elected to the Los Angeles City Council, where she was the architect of historic business tax reform. This reform returned nearly \$100 million to

local businesses, eliminating the business tax for over 60% of small businesses and making the tax system more comparable to neighboring jurisdictions.

While pursuing major policy reforms such as the business tax, Wendy also focused on basic city services, such as sidewalk and street repair. She became known as the “Pothole Queen” for her relentless pursuit of filing every pothole in her council district.

In 2009, Wendy was elected Controller for the City of Los Angeles, performing more than 60 audits of city departments and investigating allegations of waste, fraud and abuse. She has brought greater transparency and openness to city government, such as posting the salaries of all city employees online.

Wendy lives in the Studio City neighborhood with her husband Dean and their son Thomas.

## **JAN PERRY**

Jan Perry has delivered results and has changed the way people view the City in her role as Councilwoman for the Ninth District. From ensuring that the Ninth District receives its fair share of basic city services to increasing economic development and job opportunities from downtown to South Los Angeles to advocating for improved parks and recreational opportunities, she has been a leader in delivering real results for the people she has represented for nearly a decade. Jan has a reputation for taking bold, decisive steps both legislatively and through policy development and implementation. She understands that she has been entrusted with the important job of advocating on behalf of and delivering positive change for those who elected her.

Jan’s experience as Councilwoman for a diverse constituency has prepared her well for the challenges ahead. During her tenure, she has worked closely with private developers, non-profits, and other government agencies to ensure positive development in some of Los Angeles most under- served communities. The result has been an influx of \$15 billion in private investment, \$40 million in new tax revenue, and 90,000 new jobs from construction to permanent employment opportunities. Jan intends to continue to implement policies that support business tax reform. She understands that you cannot lift depressed communities up with taxation, but can through job creation. Her efforts continue to attract new businesses to the City of Los Angeles that support the local economy. Additionally, she has been at the forefront of local hire and job training programs, introducing the City’s first ordinance designed to promote employment for areas of the city with high rates of unemployment and significant numbers of at-risk youth.

Creating a jobs-housing balance has been an important part of Jan’s goals. She knows that a healthy city is one that is committed to building housing for people at all income levels. She has championed the development of housing for the formerly homeless downtown, built it along side of market rate housing, and has enriched some depressed

neighborhoods with new mixed-use housing with grocery stores and other neighborhood-serving retail. Jan understands how to leverage funds and work with both the public and private sector to support the development of affordable housing that meets the unique needs of every community. Her housing legacy will include the development of over 4,000 units of affordable housing for persons living at extremely low income to work force and senior housing.

Jan believes that Los Angeles can address the needs of a growing population by building viable public transportation systems. She served as both a member and chair of the Exposition Light Rail Construction Authority and has been a leading voice in ensuring that this key transportation system is fully developed. When complete, the light rail system will serve as a key link between the communities of the East and Westside, South Los Angeles, Long Beach and Downtown. She sees the development of light rail, subway, and bus systems as a means of seamlessly connecting the communities of Los Angeles to relieve traffic congestion, support transit dependant communities, and create a healthier and more livable city.

Jan is the City of Los Angeles' representative on the South Coast Air Quality Management District (SCAQMD) and served as the Chair of the City Council's Energy and Environment Committee. Jan has experience developing policies and strategic plans designed to reduce air pollution, promote the use of alternative energy, and engage policy-makers and constituencies in creative solutions to environmental challenges. She is a leading voice for moving toward solar energy, supports alternative vehicles for the City's extensive fleet, and has championed creative solutions like the development of a man-made wetland to capture, clean, and recycle storm water run-off. In 2003, Jan co-authored and received overwhelming support for Proposition O, a Clean Water Bond designed to address pollution in our oceans, rivers, and waterways.

Jan takes a back seat to no one on the subject of homelessness. She worked hard to gain the support of her colleagues on the City Council to build the continuum of care for the homeless by expanding the city's emergency shelters to a year-round program with case management and housing location services and by supporting the development of supportive transitional and permanent housing solutions for homeless families and individuals living with disabilities.

Prior to being elected in 2001 to serve as the representative of the Ninth District, Jan had a long history of public service with the City of Los Angeles. During the five years she spent as Chief of Staff at the Ninth District, she became intimately involved with the concerns of the community. In 1998, she was appointed by Mayor Richard Riordan as the Executive Director of the Census 2000 Outreach Project for the City of Los Angeles.

Jan made Los Angeles her home in 1974. She attended the University of Southern California, earning a Bachelors Degree in Journalism, Cum Laude. She received her B.A. in 1977, followed by a Masters in Public Administration in 1981. In addition, she earned a Certificate in Litigation from the University of California, Los Angeles Extension in 1979.

Jan follows the example that her parents set as both were elected officials. She was taken by their hand to voter registration events, worked and drove people to the polls from an early age. Her family embraced the American dream. Her father achieved his law degree on the GI Bill and worked with the Stokes brothers on fair housing law. Her mother was and remains politically active and involved in local politics in Ohio. From the time Jan arrived in Los Angeles and Tom Bradley was building his legacy as mayor, she has been determined to participate and make the City of Los Angeles better and stronger. She believes that the pride that was instilled in her being part of the enormous change that Mayor Bradley brought to the city can be brought back to the people that live, invest and work in the City of Los Angeles through smart growth, job creation, investment and solid planning that takes into account the environment, community interests, and gives careful consideration to the quality of life for all.

### **EMANUEL PLEITEZ**

Emanuel Pleitez is a progressive Los Angeles native committed to uniting, serving, and inspiring his community.

His strength and inspiration come from being raised by a single mother in the Eastside neighborhood of El Sereno—at an early age he helped his family through financial hardships and learned that the strength of a community comes from the people within it. Emanuel has always taken initiative to promote social change, and with strong moral values and limited opportunities, he founded non-profit organizations such as Latinos on the Fast Track (LOFT) Institute, and the Latino Legacy Weekend, aimed at providing opportunities and mentorship for innovative young leaders.

Emanuel's story is familiar to many Angelenos. Son of Mexican and Salvadoran immigrant parents, born in South Central Los Angeles, and raised in an underserved and underrepresented neighborhood, Emanuel soon learned that it took hard work and academic diligence to get ahead. He earned 19 varsity letters at Woodrow Wilson High School and eventually became the first member of his family to graduate college—Stanford University—on scholarships.

Between 2003 and 2005 he twice worked for current Mayor Villaraigosa, first as a field aide in El Sereno and later as his personal assistant. He went on to learn about business at Goldman Sachs until the Obama-Biden Presidential Transition team selected him to serve as a member of the US Treasury Review team. Shortly thereafter, Emanuel ran for California's 32<sup>nd</sup> Congressional District Special Election in 2009, with a strong grassroots campaign that engaged and energized Eastside Los Angeles voters.

This caught the eye once again of the Obama Administration, who appointed him as a special assistant to Paul Volcker and the President's Economic Recovery Advisory Board (PERAB) in 2009. Here he worked on workforce development, infrastructure financing, and tax reform programs. Emanuel was later employed by McKinsey & Company as a management consultant for a variety of industries, and most currently served as Chief

Strategy Officer at Spokeo, a growing Los Angeles-based technology company.

Emanuel continues to recognize hardships in every day life, and unwaveringly commits himself to public service within and beyond Los Angeles communities. He takes an active role by serving as Board of Directors Chair for both the Hispanic Heritage Foundation and the Salvadoran American Leadership and Education Fund (SALEF), both of which identifies, promotes and prepares leaders in the Latino community. As a citizen leader for No Labels, a movement of Democrats, Republicans, and independents, he is dedicated to solving municipal problems rather than political gamesmanship.

Emanuel is the founder and executive producer of INSPIRA, an ongoing web series featuring the stories of inspiration from Latinos across the country. He and his wife, Rebecca, reside in El Sereno.

**CONTACT:**

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