

## **SCDP ENDORSEMENTS IN COTATI, PETALUMA & SANTA ROSA**

On August 14, the Sonoma County Democratic Party endorsed candidates in three City Council Races that voters of any party affiliation can trust. They are:

**Cotati: Incumbent Pat Gilardi for City Council**

**Petaluma: Councilmember David Glass for Mayor  
Incumbent Therese Barrett for City Council  
Business Executive Jason Davies for City Council  
Medical Professional Gabe Kearney for City Council**

**Santa Rosa: Mayor Susan Gorin for City Council  
Incumbent Veronica Jacobi for City Council  
School Board Member Larry Haenel for City Council**

We chose to continue our support for every incumbent who was a registered Democrat at the time they were interviewed in these three cities. To fill out the ticket in Santa Rosa, we chose a proven leader who has stood the test of public election, **Larry Haenel**. While, in Petaluma, we selected two successful, forward-looking and visionary young leaders, **Gabe Kearney** and **Jason Davies** for City Council.

We plan to endorse in all remaining City Council Races on September 14.

## **TRUST AND THE NOVEMBER ELECTIONS**

Letter from Stephen Gale, Chair, Sonoma County Democratic Party:

It is an axiom in politics that most campaigns are about trust. Media used to convey a candidate's message use subtle signals to show that a person is trustworthy. These cues range from the campaign photo of the candidate with their family to the endorsement by a prominent and well-regarded member of the community to an American flag fluttering in the background of a politician's official photo.

Yet, this year, there is a different kind of emphasis – not simply on portraying trust subliminally – but on countering the persistent rhetoric that elected officials cannot be trusted. We watch “Tea Party” rallies on the nightly news. President Obama's approval ratings continue to flirt with historical lows. Some national polls show that as many as 62% of voters are not inclined to support their current representative. Some, reading the tealeaves of conventional wisdom, believe this is a year when it is possible to sweep out incumbents simply because voters have short memories and are quick to place blame.

However, other strong indicators tell us that the media-created national phenomenon has not transferred to local elections. The strongest indicator is the overwhelming support for local tax measures shown statewide in the primary election as well as here in Sonoma

County. A second indicator shines through the defeat of well-funded corporate measures like Propositions 16 and 17. Their defeat tells another story about voters being able to discriminate between rhetoric and reality. Across the state, and in Sonoma County, voters in the primary election showed that they trust their local elected officials and support their efforts to restore fiscal soundness to city and county operations.

In this election cycle, these things are true:

Voters, to a person, know a friend or neighbor who lost their job in the last three years.

Voters, to a person, know a friend or neighbor who lost their home in the last three years.

Voters, to a person, know that incumbents are not responsible for the economic crisis facing our cities.

Voters, to a person, know that commercial construction stopped three years ago because no bank in the country would finance new construction.

**Voters respect the politicians who grappled with the impact of a crisis they did not create. They are willing to sacrifice and tax themselves if they must to return to financial stability. They will not turn away from the elected officials who had to face some of the toughest decisions any elected official can imagine.**

Voters are looking for strong and independent leaders who offer concrete solutions that fit the needs of real people living in their community.

Voters are looking for leaders who have a vision for the future that will hasten the return of good-paying jobs without jeopardizing the character of their community.

Voters are looking for people they trust to fulfill the promise that our children can grow in a safe and natural environment. Likely voters hold the hope that their children can remain here in their community as adults, working good-paying jobs, owning their own home, and leading happy, fulfilling lives.

**Voters are looking for leaders who have hope for the future and whom they trust.**

**These are the qualities and characteristics of the candidates we have endorsed.**

We recommend them for election because they are the type of candidates that voters of any political affiliation can trust to do the right thing in extremely difficult time as well as in robust circumstances.

**We ask that you work for these candidates walking precincts, phone banking, writing letters to the editor and in other ways that will make a difference.**

**Let's get California working again !**