

Hi, my name is Robert Schwartz.

I am running for City Council because I believe I have the unique qualifications we need in these difficult economic times.

As an attorney and business executive, I have turned around dozens of budgets and created thousands of good jobs right here in Los Angeles. I have the experience to balance our city budget, create thousands of good paying jobs and protect vital city services.

We need economic leadership to meet the challenges our city faces- to protect police and firefighters, develop solutions to our traffic problems, improve our schools, and protect services for senior citizens.

I am the only candidate with the real life experience we need to bring real life solutions to City Hall.

Growing up, my parents emphasized two key values: hard work and putting the family first. My mother was a teacher who stayed after school for hours every day to tutor her students.

My father turned down promotions at his company so he could spend more time at home.

After law school, I moved to Los Angeles and met my wife.

Debbie and I been together for twenty eight years, honoring those same values of hard work and putting family first.

Our sons have been the center of our lives, and we've done everything we can to be involved with them, from raising money for their school to leading our synagogue's social action committee.

Now I want to apply those same values to our city. I believe that Los Angeles can be even better for our kids than it has been for us. We need stronger schools, safer streets, and an expanded economy. We demand a cleaner environment, efficient transit to reduce traffic, and better coordinated growth.

But to do these things in the face of our economic problems will require leadership and experience that only I bring to this campaign.

Here are a few ideas I am proposing to make our city greater: let's close part of the budget gap by appointing a Collections Czar to bring in the 400 million dollars owed to our city. Let's ask

our biggest employers to offer shuttle service to work like Google does in San Francisco. Let's improve education by working with private companies to enact adopt-a-school programs to mentor our students. And let's welcome citizen suggestions – when you call my office with a problem, our rapid response team will get back to you within 24 hours.

Los Angeles has been good to me and my family. Now, I want to give something back to our city. I am not a career politician. I never have run for or held public office before, so I can bring fresh, new approaches to the challenges we face. And that's what it is going to take in these tough economic times – leadership based on experience in dealing with budgets and finances – leadership based on experience to make sure we have the resources to fund police, firefighters and traffic reduction - leadership based on experience to protect services for senior citizens and help our schools educate our children.

Vote for Robert Schwartz on March 3rd. Vote for real life experience and real life solutions.

Thank you.