

August 18, 2008

Jim Dow  
City Council Candidate  
City of Buena Park  
7536 El Cerro Dr.  
Buena Park, CA 90260

Dear Jim:

With the November municipal, school board, college board and special district races just around the corner, I wanted to take this opportunity to offer the services of my firm to you.

During my political career, I ran in six contests - winning four and losing two. I learned valuable lessons in each race - especially the ones I lost. The biggest race in which I participated was for the State Legislature where I spent \$1.2 million and still lost! What I learned from that experience was that a lot of money need not necessarily equate to electoral victory. You have to spend the money you have *wisely* in order to be a contender.

When I became termed out of office seven years ago, I decided that my experiences and perspectives in running for various offices could be useful to others seeking a seat in the legislature, on a city council, school board, college board or special district seat. That's why I founded Golden State Campaigns - a subsidiary of Svorinich Political Services.

For the past seven years, we have assisted many candidates, like yourself, win elected office. My firm offers the following services which can help transform you from an eager candidate or incumbent to a first-time winning or re-elected officeholder: **Direct Mail, Voter Data, Web Sites and Voter E-Mail Lists, Pre-recorded phone messages, signs, banners and more.**

More importantly, we can design a campaign to fit your budget. Money is important, but a good plan is more important. That's another lesson I learned from running for and holding office.

Enclosed for your perusal are a copy of our brochure and the business card of my **Account Manager - Randy Terrell**. In the next few days, I hope you will not mind Randy giving you a call to discuss how we can be of assistance to you. Also, if you so desire, please feel free to contact me directly at (310) 547-9404, ext. 101.

Thank you in advance for your consideration of utilizing the services of Svorinich Political Services and Golden State Campaigns. It would be an honor and pleasure working with you toward victory!

Very Truly Yours,

SVORINICH POLITICAL SERVICES/GOLDEN STATE CAMPAIGNS



HONORABLE RUDY SVORINICH, JR.,  
President  
President Pro Tempore of the Los Angeles City Council (ret.)