

September 18, 2008

To Whom It May Concern:

Ashley Swearengin is the mayoral candidate most qualified to lead Fresno. We, as a group of long time Fresno business people, believe this and are writing to endorse Ashley in the 2008 mayoral race. Ashley is the candidate who has the vision and, more importantly, proven leadership skills to continue to move Fresno and the region forward. Her guiding principles: collaboration, putting community interests first, practicing fiscal discipline, and getting results are based in a strong understanding of what will make a business, or, in this case Fresno, thrive.


Ashley's vision for Fresno is consistent with what we see for this region. Clearly, good jobs and relevant education will address her second priority issue of safe, quality neighborhoods. These important goals can be met through her third and fourth priorities; effective, responsive government, and regional leadership. However, as in any business, vision is not enough.


As business people we are impressed with results and Ashley has consistently produced them. Her leadership of the Central Valley Business Incubator, the Regional Jobs Initiative and the California Partnership for the San Joaquin Valley has produced real results. As Mayor Autry says, "I'll keep it simple. The RJI is the most effective economic development strategy in the history of our City." Ashley does not take full credit for these successes but has ably led this effort and can most certainly be credited for her ability to bring seemingly disparate groups together to accomplish far reaching goals.

We encourage all business people, as well as all voters, to elect Ashley Swearengin as the next mayor of Fresno.



Lee Armstrong


Paul Besselievre


Kathy Bray


Bob Carter


Gene Clayton


Octavia Diener


Larry Johanson



Richard Johanson



Bill Lyles


Doug Davidian



Martin Nelson


Grant Radford

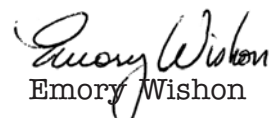

Donald Schafer


Helen Smades


Gerald Tahajian


Martin Temple


Larry Willey


Emory Wishon