

**OFFICIAL BALLOT  
NOVEMBER 6, 2012 CONSOLIDATED GENERAL ELECTION  
SAN LUIS OBISPO COUNTY, CALIFORNIA**

**INSTRUCTIONS TO VOTERS:**

To vote, fill in the oval like this:  **Vote both sides of the card.**

To vote for the candidate of your choice, fill in the OVAL next to the candidate's name. Do not vote for more than the number of candidates allowed (i.e. vote for no more than Two). To vote for a qualified write-in candidate, write in the candidate's full name on the Write-In line and fill in the OVAL next to it. To vote on a measure, fill in the OVAL next to the word "Yes" or the word "No". If you tear, deface or wrongly mark this ballot, return it to the Elections Official and get another.

**PARTY-NOMINATED OFFICES**

The party label accompanying the name of a candidate for party-nominated office on the general election ballot means that the candidate is the official nominee of the party shown.

**VOTER-NOMINATED AND NONPARTISAN OFFICES**

All voters, regardless of the party preference they disclosed upon registration, or refusal to disclose a party preference, may vote for any candidate for a voter-nominated or nonpartisan office. The party preference, if any, designated by a candidate for a voter-nominated office is selected by the candidate and is shown for the information of the voters only. It does not imply that the candidate is nominated or endorsed by the party or that the party approves of the candidate. The party preference, if any, of a candidate for a nonpartisan office does not appear on the ballot.

**PRESIDENT AND VICE-PRESIDENT**

Vote for One

- |                       |   |                      |
|-----------------------|---|----------------------|
| <input type="radio"/> | <b>GARY JOHNSON</b><br>For President        | Libertarian          |
|                       | <b>JAMES P. GRAY</b><br>For Vice-President  |                      |
| <input type="radio"/> | <b>ROSEANNE BARR</b><br>For President       | Peace and Freedom    |
|                       | <b>CINDY SHEEHAN</b><br>For Vice-President  |                      |
| <input type="radio"/> | <b>BARACK OBAMA</b><br>For President        | Democratic           |
|                       | <b>JOSEPH BIDEN</b><br>For Vice-President   |                      |
| <input type="radio"/> | <b>JILL STEIN</b><br>For President          | Green                |
|                       | <b>CHERI HONKALA</b><br>For Vice-President  |                      |
| <input type="radio"/> | <b>THOMAS HOEFLING</b><br>For President     | American Independent |
|                       | <b>ROBERT ORNELAS</b><br>For Vice-President |                      |
| <input type="radio"/> | <b>MITT ROMNEY</b><br>For President         | Republican           |
|                       | <b>PAUL RYAN</b><br>For Vice-President      |                      |
| <input type="radio"/> | Write-in _____                              |                      |

**UNITED STATES SENATOR**

**SCHOOL**

**SAN LUIS OBISPO COMMUNITY COLLEGE DISTRICT**

**UNITED STATES SENATOR**

Vote for One

- |                       |   |
|-----------------------|---|
| <input type="radio"/> | <b>DIANNE FEINSTEIN</b><br>Party Preference: Democratic<br>United States Senator            |
| <input type="radio"/> | <b>ELIZABETH EMKEN</b><br>Party Preference: Republican<br>Businesswoman/Nonprofit Executive |

**GOVERNING BOARD MEMBER TRUSTEE AREA NO. 2**

Vote for One

- |                       |  |
|-----------------------|--|
| <input type="radio"/> | <b>BARBARA GEORGE</b><br>Retired Educator            |
| <input type="radio"/> | <b>DAVID MARK BALDWIN</b><br>Business Representative |
| <input type="radio"/> | Write-in _____                                       |

**UNITED STATES REPRESENTATIVE**

**CITY**

**CITY OF SAN LUIS OBISPO**

**UNITED STATES REPRESENTATIVE 24th District**

Vote for One

- |                       |  |
|-----------------------|--|
| <input type="radio"/> | <b>LOIS CAPPS</b><br>Party Preference: Democratic<br>Congresswoman/Nurse       |
| <input type="radio"/> | <b>ABEL MALDONADO</b><br>Party Preference: Republican<br>Farmer/Business Owner |

**MAYOR**

Vote for One

- |                       |   |
|-----------------------|---|
| <input type="radio"/> | <b>DONALD E. HEDRICK</b><br>Artisan Welder      |
| <input type="radio"/> | <b>JAN MARX</b><br>Mayor/Businesswoman/Attorney |
| <input type="radio"/> | <b>STEVE BARASCH</b><br>Architect/Businessman   |
| <input type="radio"/> | Write-in _____                                  |

**STATE SENATOR**

**COUNCILMEMBER**

Vote for no more than Two

**STATE SENATOR 17th District**

Vote for One

- |                       |  |
|-----------------------|--|
| <input type="radio"/> | <b>LARRY BEAMAN</b><br>Party Preference: Republican<br>School Board Member |
| <input type="radio"/> | <b>BILL MONNING</b><br>Party Preference: Democratic<br>Assemblymember      |

- |                       |  |
|-----------------------|--|
| <input type="radio"/> | <b>DAN CARPENTER</b><br>Appointed Incumbent        |
| <input type="radio"/> | <b>JOHN B. ASHBAUGH</b><br>Council Member/Educator |
| <input type="radio"/> | <b>JEFF ARANGUENA</b><br>Teacher/Educator          |
| <input type="radio"/> | <b>MATT STRZEPEK</b>                               |
| <input type="radio"/> | <b>KEVIN RICE</b><br>Firefighter                   |
| <input type="radio"/> | Write-in _____                                     |
| <input type="radio"/> | Write-in _____                                     |

**MEMBER OF THE STATE ASSEMBLY**

**MEASURES SUBMITTED TO THE VOTERS**

**MEMBER OF THE STATE ASSEMBLY 35th District**

Vote for One

- |                       |   |
|-----------------------|---|
| <input type="radio"/> | <b>K.H. "KATCHO" ACHADJIAN</b><br>Party Preference: Republican<br>Small Businessman/Assemblyman |
| <input type="radio"/> | <b>GERALD "GERRY" MANATA</b><br>Party Preference: Democratic<br>City Transportation Employee    |

**STATE**

**PROPOSITION 30 - TEMPORARY TAXES TO FUND EDUCATION. GUARANTEED LOCAL PUBLIC SAFETY FUNDING. INITIATIVE CONSTITUTIONAL AMENDMENT.**

Increases taxes on earnings over \$250,000 for seven years and sales taxes by ¼ cent for four years, to fund schools. Guarantees public safety realignment funding. Fiscal Impact: Increased state tax revenues through 2018-19, averaging about \$6 billion annually over the next few years. Revenues available for funding state budget. In 2012-13, planned spending reductions, primarily to education programs, would not occur.

- |                       |     |                       |    |
|-----------------------|-----|-----------------------|----|
| <input type="radio"/> | YES | <input type="radio"/> | NO |
|-----------------------|-----|-----------------------|----|

**WHEN FINISHED VOTING ON THIS SIDE, TURN BALLOT OVER TO CONTINUE**

**PROPOSITION 31 - STATE BUDGET. STATE AND LOCAL GOVERNMENT. INITIATIVE CONSTITUTIONAL AMENDMENT AND STATUTE.**  
 Establishes two-year state budget. Sets rules for offsetting new expenditures, and Governor budget cuts in fiscal emergencies. Local governments can alter application of laws governing state-funded programs. Fiscal Impact: Decreased state sales tax revenues of \$200 million annually, with corresponding increases of funding to local governments. Other, potentially more significant changes in state and local budgets, depending on future decisions by public officials.

YES  NO

**PROPOSITION 32 - POLITICAL CONTRIBUTIONS BY PAYROLL DEDUCTION. CONTRIBUTIONS TO CANDIDATES. INITIATIVE STATUTE.**  
 Prohibits unions from using payroll-deducted funds for political purposes. Applies same use prohibition to payroll deductions, if any, by corporations or government contractors. Prohibits union and corporate contributions to candidates and their committees. Prohibits government contractor contributions to elected officers or their committees. Fiscal Impact: Increased costs to state and local government, potentially exceeding \$1 million annually, to implement and enforce the measure's requirements.

YES  NO

**PROPOSITION 33 - AUTO INSURANCE COMPANIES. PRICES BASED ON DRIVER'S HISTORY OF INSURANCE COVERAGE. INITIATIVE STATUTE.**  
 Changes current law to allow insurance companies to set prices based on whether the driver previously carried auto insurance with any insurance company. Allows proportional discount for drivers with some prior coverage. Allows increased cost for drivers without history of continuous coverage. Fiscal Impact: Probably no significant fiscal effect on state insurance premium tax revenues.

YES  NO

**PROPOSITION 34 - DEATH PENALTY. INITIATIVE STATUTE.**  
 Repeals death penalty and replaces it with life imprisonment without possibility of parole. Applies retroactively to existing death sentences. Directs \$100 million to law enforcement agencies for investigations of homicide and rape cases. Fiscal Impact: Ongoing state and county criminal justice savings of about \$130 million annually within a few years, which could vary by tens of millions of dollars. One-time state costs of \$100 million for local law enforcement grants.

YES  NO

**PROPOSITION 35 - HUMAN TRAFFICKING. PENALTIES. INITIATIVE STATUTE.**  
 Increases prison sentences and fines for human trafficking convictions. Requires convicted human traffickers to register as sex offenders. Requires registered sex offenders to disclose Internet activities and identities. Fiscal Impact: Costs of a few million dollars annually to state and local governments for addressing human trafficking offenses. Potential increased annual fine revenue of a similar amount, dedicated primarily for human trafficking victims.

YES  NO

**PROPOSITION 36 - THREE STRIKES LAW. REPEAT FELONY OFFENDERS. PENALTIES. INITIATIVE STATUTE.**  
 Revises law to impose life sentence only when new felony conviction is serious or violent. May authorize re-sentencing if third strike conviction was not serious or violent. Fiscal Impact: Ongoing state correctional savings of around \$70 million annually, with even greater savings (up to \$90 million) over the next couple of decades. These savings could vary significantly depending on future state actions.

YES  NO

**PROPOSITION 37 - GENETICALLY ENGINEERED FOODS. LABELING. INITIATIVE STATUTE.**  
 Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as "natural." Provides exemptions. Fiscal Impact: Increased annual state costs from a few hundred thousand dollars to over \$1 million to regulate the labeling of genetically engineered foods. Additional, but likely not significant, governmental costs to address violations under the measure.

YES  NO

**PROPOSITION 38 - TAX TO FUND EDUCATION AND EARLY CHILDHOOD PROGRAMS. INITIATIVE STATUTE.**  
 Increases taxes on earnings using sliding scale, for twelve years. Revenues go to K-12 schools and early childhood programs, and for four years to repaying state debt. Fiscal Impact: Increased state tax revenues for 12 years--roughly \$10 billion annually in initial years, tending to grow over time. Funds used for schools, child care, and preschool, as well as providing savings on state debt payments.

YES  NO

**PROPOSITION 39 - TAX TREATMENT FOR MULTISTATE BUSINESSES. CLEAN ENERGY AND ENERGY EFFICIENCY FUNDING. INITIATIVE STATUTE.**  
 Requires multistate businesses to pay income taxes based on percentage of their sales in California. Dedicates revenues for five years to clean/efficient energy projects. Fiscal Impact: Increased state revenues of \$1 billion annually, with half of the revenues over the next five years spent on energy efficiency projects. Of the remaining revenues, a significant portion likely would be spent on schools.

YES  NO

**PROPOSITION 40 - REDISTRICTING. STATE SENATE DISTRICTS. REFERENDUM.**  
 A "Yes" vote approves, and a "No" vote rejects, new State Senate districts drawn by the Citizens Redistricting Commission. If rejected, districts will be adjusted by officials supervised by the California Supreme Court. Fiscal Impact: Approving the referendum would have no fiscal impact on the state and local governments. Rejecting the referendum would result in a one-time cost of about \$1 million to the state and counties.

YES  NO

**CITY**

**CITY OF SAN LUIS OBISPO**

**MEASURE D-12**  
 Shall an ordinance be adopted that would 1) reduce the City of San Luis Obispo's current Utility Users Tax on telecommunication and video services from 5% to 4.8%; 2) clarify the scope and application of the tax to all taxable utilities; and 3) modernize the method of calculating and collecting the tax to reflect technological advances and changes in state and federal law so that all taxpayers are treated equally regardless of technology used?

YES  NO

**WHEN FINISHED VOTING ON THIS SIDE, TURN BALLOT OVER TO CONTINUE**

# VOTER'S PAMPHLET INFORMATION SECTION

The Following Pages Contain Voter Information Applicable to your Ballot Which May Include Any/All of the Following Items:

- Candidates' Statements
- Ballot Measures
- Analyses
- Arguments, Pro & Con

This pamphlet section may not contain a statement for each candidate. A complete list of candidates appears on your Ballot. Each candidate's statement in this pamphlet is volunteered by the candidate and is printed at his or her expense. Each candidate's statement is printed in uniform format as submitted by the candidate.

Please note that all the statements printed in Spanish, at the candidates' request, follow the English statements for that same contest.

Arguments in support of or in opposition to the proposed laws are the opinions of the authors

## Campaign Finance Reform

Among all state legislative candidates appearing on the ballot in San Luis Obispo County, only the candidates listed below have pledged to abide by campaign spending limits as specified in the California Government Code. Candidates agreeing to the campaign spending limits also have the opportunity to have a Statement of Qualifications printed in the local sample ballot booklet, at their own expense.

35<sup>th</sup> Assembly District Candidates

K. H. "Katcho" Achadjian

Gerald "Gerry" Manata

17<sup>th</sup> Senate District Candidates

Larry Beaman

Bill Monning

**STATEMENT OF CANDIDATE FOR  
U.S. REPRESENTATIVE, 24<sup>TH</sup> CONGRESSIONAL DISTRICT**

**LOIS CAPPS**

**Occupation:** Congresswoman, Nurse

**Education and Qualifications:** I raised my family on the Central Coast and worked as a nurse and teacher in Santa Barbara public schools. I've been honored to serve San Luis Obispo County in Congress representing your values and priorities.

That's why I have stood up for Middle Class families and voted to crack down on skyrocketing credit card fees and rate increases. It's why I voted to hold Wall Street accountable for its reckless behavior.

I know we can do more to help our economy recover. That's why I support targeted investments in infrastructure, clean energy and high tech research and development: to put people to work and promote new business. And it's why I've worked to increase financial aid to make college more affordable, so our students can compete in a competitive global marketplace.

I will continue to protect Social Security and Medicare. And I will always be a champion for our veterans and their hard-earned benefits. We must safeguard our environment, including protecting the Central Coast from more offshore oil drilling which threatens our scenic coastline, coastal economy and public health. I will continue fighting for sensible healthcare policies, including protecting a woman's right to choose, opposing efforts to block access to birth control or eliminating federal funding for Planned Parenthood. And I voted to ensure equal pay for women.

On November 6th, I would be honored to have your support so we can continue making a positive difference in people's lives.

Please visit [www.cappsforcongress.com](http://www.cappsforcongress.com) or call 805-548-8690.

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**STATEMENT OF CANDIDATE FOR  
U.S. REPRESENTATIVE, 24<sup>TH</sup> CONGRESSIONAL DISTRICT**

**ABEL MALDONADO**

**Age: 45**

**Occupation:** Farmer, Business Owner

**Education and Qualifications:** Irresponsible deficit spending has created a \$15.5 trillion national debt and done little to improve our economy. Isn't it time we hold Washington accountable and fix the failed policies that took America backwards? To spur the economic development, Congress should enact tax credits for employers who create good paying clean jobs. It should develop new energy technologies that spur economic growth by creating good paying clean jobs. Congress should simplify the tax code so employers focus on job creation.

As a boy, I picked strawberries to help my family make ends meet. Good schools took me out of the fields and taught me how to help turn a half-acre plot of land into a family business that employs hundreds of our neighbors. Our children deserve the same kind of opportunities we enjoyed. That's why Congress must invest in education and make college more affordable. It must also strengthen Medicare and Social Security to ensure America keeps its promise to seniors.

To achieve these goals, Washington must stop the irresponsible spending that has wasted billions overseas and billions more on fraud and corruption. It must prevent future bank bailouts and take care of Main Street – not Wall Street.

It should fix a broken health care system by enacting reforms that improve the quality of care, not spend trillions we don't have and raise the cost of health care insurance premiums.

The root of America's problems is that Washington cares about Washington. Isn't it time we elect someone who cares about us?

**DECLARACIÓN DE LA CANDIDATA A  
DIPUTADA DE EE. UU., 24.º DISTRITO ELECTORAL**

**LOIS CAPPS**

**Ocupación:** Congresista, enfermera

**Educación y competencias:** Crié a mi familia en la Costa Central y trabajé como enfermera y maestra en escuelas públicas de Santa Bárbara. Ha sido un honor servir al Condado de San Luis Obispo en el Congreso representando sus valores y prioridades.

Por esa razón he defendido a las familias de clase media y he votado para tomar medidas energéticas para acabar con las tarifas que se disparan de las tarjetas de crédito y los aumentos en las tasas de interés. Por eso voté por hacer responsable a Wall Street por su comportamiento imprudente.

Sé que podemos hacer más para ayudar a nuestra economía a recuperarse. Por eso apoyo las inversiones orientadas a la infraestructura, la energía limpia, y la investigación y el desarrollo de alta tecnología: para poner a trabajar a la gente y promover nuevos negocios. Y por esta razón he trabajado para aumentar la ayuda financiera para que la universidad sea más accesible, de manera que nuestros estudiantes puedan competir en un mercado global competitivo.

Continuaré protegiendo el Seguro Social y Medicare. Y siempre seré una firme defensora de nuestros veteranos y de los beneficios que han ganado con mucho esfuerzo. Debemos salvaguardar nuestro ambiente, incluso proteger la Costa Central de la extracción marítima de petróleo que amenaza nuestra pintoresca costa, la economía de la costa y la salud pública. Continuaré luchando por políticas razonables de atención médica, incluida la protección al derecho de la mujer a decidir, oponiéndome a los esfuerzos por bloquear el acceso a los anticonceptivos o a la eliminación de los fondos federales para la planificación familiar. Y voté para asegurar una paga igualitaria para las mujeres.

El 6 de noviembre, sería un honor tener su apoyo para que podamos continuar haciendo una diferencia positiva en la vida de las personas.

Visite la página [www.cappsforcongress.com](http://www.cappsforcongress.com) o llame al 805-548-8690.

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**DECLARACIÓN DEL CANDIDATO A  
DIPUTADO DE EE. UU., 24.º DISTRITO ELECTORAL**

**ABEL MALDONADO**

**Edad: 45**

**Ocupación:** Agricultor, propietario de empresa

**Educación y competencias:** El gasto irresponsable del déficit ha creado una deuda nacional de \$15.5 billones y ha hecho poco por mejorar nuestra economía. ¿No es tiempo de que Washington se haga responsable y arregle las políticas fallidas que hicieron que Estados Unidos retrocediera? Para estimular el desarrollo de la economía, el Congreso debe establecer créditos fiscales para los empleadores que crean trabajos transparentes con buena paga. Debe desarrollar nuevas tecnologías de energía que estimulen el crecimiento económico mediante la creación de trabajos transparentes con buena paga. El Congreso debe simplificar el código financiero para que los empleadores se enfoquen en la creación de empleos.

De niño, recogía fresas para ayudar a mi familia a salir adelante. Las buenas escuelas me sacaron de los campos y me enseñaron cómo convertir un terreno de aproximadamente 2020 metros cuadrados en un negocio familiar que emplee a cientos de nuestros vecinos. Nuestros niños merecen el mismo tipo de oportunidades de las que nosotros disfrutamos. Por eso el Congreso debe invertir en educación y hacer la universidad más accesible. También debe reforzar Medicare y el Seguro Social para asegurar que Estados Unidos cumpla su promesa a los ancianos.

Para alcanzar estos objetivos, Washington debe detener el gasto irresponsable que ha desperdiciado miles de millones en el extranjero y miles de millones más en fraude y corrupción. Debe evitar que se tengan que hacer rescates futuros a los bancos y ocuparse de Main Street y no de Wall Street.

Debe arreglar el sistema descompuesto de la atención médica mediante la promulgación de reformas que mejoren la calidad de la atención, no gastar billones que no tenemos y elevar el costo de las primas de seguros de atención médica.

La raíz de los problemas de Estados Unidos es que Washington se preocupa por Washington. ¿No es tiempo de elegir a alguien que se preocupe por nosotros?

**STATEMENT OF CANDIDATE FOR  
STATE SENATOR, 17<sup>TH</sup> DISTRICT**

**LARRY BEAMAN**

**Age: 39**

**Occupation:** Local Businessman, School Board Trustee, Youth Soccer Coach

**Education and Qualifications:** Why re-elect the same old politicians who have utterly failed to fix our problems? They tax and spend money we don't have, and we get more debt and no reform. Lawmakers have given way to the special interests and lobbyists with big money. This corrosive combination has resulted in bad laws and very poor budgeting. Disapproval ratings are at an all-time high for State Legislators from both parties. Voters have come to accept that California is broke and Sacramento is broken.

Let's start by electing someone new... with a youthful and optimistic perspective. My candidacy offers new energy & fresh leadership on how to best save our State. Your vote for Larry Beaman is a wise investment in a brighter future for California. I am married and the proud Father of three public school-aged children. Currently, I am honored to serve our community as the Board President for the Scotts Valley Unified School District. Other notable community service includes being an active member of the Chamber of Commerce, Kiwanis and coaching youth soccer teams.

Approximately one-half of our California state budget goes to Education. Children and taxpayers need to get more accountability from that massive investment. Our State leaders must work more closely with parents, teachers & students to support excellence and performance in the classroom. California cannot afford to spend Billions for extraneous bureaucracy.

As your Senator, "We, the People" must work together as partners and discover real solutions for California. Let's begin today! Vote Larry Beaman for Senate. (831) 430-2053 or [larrybeaman@sbcglobal.net](mailto:larrybeaman@sbcglobal.net)

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**STATEMENT OF CANDIDATE FOR  
STATE SENATOR, 17<sup>TH</sup> DISTRICT**

**BILL MONNING**

**Occupation:** Assemblymember

**Education and Qualifications:** Since 2008, when I was elected to the Assembly, I've used my skills in conflict resolution and mediation to tackle our state's challenges. That's why I'm asking you to send me to the State Senate. Because experience and judgment matter.

As an Assemblymember, I can tell you that in Sacramento – as bad as things seem in the headlines – persistence and determination get things done. I've had 26 bills signed into law, under both Republican and Democratic Governors.

With your support, I would be honored to represent the people of San Luis Obispo County.

I want to build on my service as Chair of the Assembly Committee on Health, promoting healthy lifestyles, battling the scourge of childhood obesity, and protecting our most vulnerable, including people with mental health issues and the disabled living in long-term care facilities.

I'll continue to focus on the environment and job growth by supporting agriculture, tourism, and small businesses, including the many farms, ranches, and wineries critical to the County's economic health. I'll make sure we're providing our schools, colleges, and universities the funding that allows our kids to thrive. And, I'll keep pushing for greater highway safety improvements, and fight to give our first responders the support they need to keep our communities safe.

On November 6th, you can be part of the solution. Together, we can preserve what's special about San Luis Obispo County and keep California moving forward.

I'd be honored to receive your vote. For more information, please visit [www.billmonning.org](http://www.billmonning.org).

CS-0040-1

**N SL 001-007**

## DECLARACIÓN DEL CANDIDATO A SENADOR ESTATAL, 17.º DISTRITO

### **BILL MONNING**

**Ocupación:** Miembro de la Asamblea

**Educación y competencia:** Desde 2008, cuando me eligieron para la Asamblea, he usado mis habilidades de resolución y mediación de conflictos para enfrentar los retos de nuestro estado. Es por eso que le pido que me envíe al Senado Estatal. Porque la experiencia y el juicio importan.

Como miembro de la Asamblea, le puedo decir que en Sacramento, aun cuando los titulares indican que las cosas andan mal, la persistencia y la determinación logran que las cosas se hagan. En periodos de gobernadores tanto republicanos como demócratas, he logrado que se aprueben 26 proyectos de ley.

Con su apoyo, sería un honor representar a la gente del Condado de San Luis Obispo.

Quiero ampliar mi servicio como presidente del Comité de Salud de la Asamblea, al promover estilos de vida saludables, frenar el flagelo de la obesidad infantil y proteger a la gente más vulnerable, incluidas las personas con problemas de salud mental y con discapacidades que viven en establecimientos de cuidado a largo plazo.

Seguiré concentrándome en el ambiente y el crecimiento de empleos mediante el apoyo a la agricultura, al turismo y a los pequeños negocios, incluidas las diversas granjas, ranchos y bodegas que son fundamentales en la salud económica del condado. Me aseguraré de que nuestras escuelas y universidades cuenten con los fondos para que nuestros hijos salgan adelante. Y seguiré impulsando mejoras más grandes en la seguridad de las carreteras, y lucharé para dar a nuestros socorristas el apoyo que necesiten para mantener nuestras comunidades a salvo.

El 6 de noviembre, usted puede ser parte de la solución. Juntos podemos conservar lo que hace especial al Condado de San Luis Obispo y hacer que California siga progresando.

Sería un honor para mí recibir su voto. Para obtener más información, visite la página [www.billmonning.org](http://www.billmonning.org).

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**STATEMENT OF CANDIDATE FOR  
GOVERNING BOARD MEMBER, TRUSTEE AREA NO. 2  
San Luis Obispo County Community College District**

**BARBARA GEORGE**

**Occupation:** Retired Educator

**Education and Qualifications:** Cuesta College is a treasure we need to preserve. I am the right person at the right time to bring leadership and vision to respond to Cuesta's challenges. I have experience in community college budget preparation and management, and in acquiring other sources of funding. I served on every Cuesta accreditation team until 2004 when it was acclaimed one of the finest colleges anywhere. I was selected to serve on accreditation teams for other colleges in California, Washington and Utah.

I have lived and worked in SLO County for 42 years--as Director of Recreation for Morro Bay and as a counselor for the County Office of Education. As a Cuesta College Administrator, I built the Cuesta Foundation, raised and managed assets of \$18 million which provided funding for students, faculty, programs and services. I collaborated to raise funds to establish the Paso Robles campus which now serves thousands of students.

As Trustee I will be informed, prepared and accessible. I am an independent thinker with success in collaborative problem-solving. I bring solid judgment, informed thinking and an abiding and deep commitment to the success of Cuesta College -- its students, faculty and staff -- and the communities it serves.

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**STATEMENT OF CANDIDATE FOR  
GOVERNING BOARD MEMBER, TRUSTEE AREA NO. 2  
San Luis Obispo County Community College District**

**DAVID M. BALDWIN**

**Age: 45**

**Occupation:** Business Representative, Trustee

**Education and Qualifications:** In my current capacity as a trustee of two employee pension plans, I am part of a team that oversees administration, ensures legal compliance, develops policy and evaluates service providers that the board hires and manages.

I take seriously the high standard of conduct required of those put in a position of trust.

I am committed to the principle of fiscal prudence that is at the heart of everything a trustee does.

Cuesta College is one of three community colleges in California that is threatened with losing its accreditation. I will use the experience and leadership I've developed over 16 years as a trustee and board chairman to ensure Cuesta is once again recognized as a leading community college.

It is time for new ideas and common sense problem solving at Cuesta.

Cuesta belongs to all of us and is at the center of educational opportunity for both traditional and non-traditional students. I feel a responsibility, a desire and a duty to the community where I have lived for 45 years to ensure Cuesta survives as an essential local institution.

My experience as a trustee gives me a unique opportunity to do so with a fresh, open-minded and informed perspective.



**STATEMENT OF CANDIDATE FOR  
MAYOR  
City of San Luis Obispo**

**JAN MARX**

**Occupation:** Mayor

**Education and Qualifications:** Thank you for electing me Mayor in 2010. It is an honor to serve the City of San Luis Obispo. Under my leadership, San Luis Obispo has responded effectively to the recession by prioritizing economic vitality, neighborhood wellness and resource stewardship. My re-election will strengthen our fiscal position and ensure that our General Plan Update is true to our community vision.

The Council majority voted with me on important issues, including the Climate Action Plan, negotiated pension reform, and personnel cost-savings of 6.8%. We passed a balanced budget with no service cuts and earned excellent bond ratings, which reduced interest payments. My representation of the City on SLOCOG has secured bike path, and transit funding, plus \$15 million for the LOVR interchange expansion.

A resident since 1988, I earned degrees from Stanford and Santa Clara Law School and have served on Council for eight years. I've owned a successful business and am active in Chamber, Rotary, neighborhood, conservation, arts and humanitarian organizations.

My experience, community involvement and track record make me the most qualified candidate. Respectful and accessible to all, I will continue to lead with accountability, fairness, and optimism.

For a thriving, sustainable San Luis Obispo, vote Jan Marx for Mayor. [Visit [www.janmarx.com](http://www.janmarx.com) (805)541-2716]

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**STATEMENT OF CANDIDATE FOR  
MAYOR  
City of San Luis Obispo**

**STEVE BARASCH**

**Occupation:** Architect, Businessman

**Education and Qualifications:** Our city needs new, common sense leadership in these changing times. As an active member of several community based organizations, I served with fellow residents to enrich our city. I have championed fiscal accountability and the rights of local property and business owners. Most importantly, as an involved resident, architect and business owner in San Luis Obispo for over 23 years, father of two SLO High School graduates and the husband of an outstanding teacher in our community, I understand the difficulties our city is now facing.

Our city's integrity has been challenged. Our fiscal stability is in question. We need to get back to basics. It's now time to reevaluate the "tax and spend business as usual mind set" at city hall. I will make our city's actions and finances transparent, and our local leaders accountable. I support the needs of small businesses in order to bring more head of household jobs to our city, while preserving the culture that makes our picturesque city so unique.

We can do this together. I sincerely appreciate your support for mayor.

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of San Luis Obispo**

**DAN CARPENTER**

**Occupation:** SLO City Councilmember, Community Volunteer

**Education and Qualifications:** I look forward to continuing my service on the SLO City Council. As a lifelong resident of SLO, I understand how critical it is to have representatives who understand the importance of sound fiscal policy and oversight. My presence on Council has helped advance pension reform and allowed us to move forward with some long overdue capital improvement projects. We must continue to maintain fiscal responsibility and transparency in these times of limited resources so that the public will be assured that we are being accountable to them.

I graduated from Cal Poly with a degree in Business, operated a family business for over twenty years, retired from the Cal Poly Foundation, and have volunteered with several nonprofit organizations.

My commitment is to continue to serve you with a high level of integrity and accessibility. Based on my many years of business experience, strong leadership skills, and active community involvement, I will continue to offer a sound and balanced vision for the future of our City.

Please visit my website ([www.DanCarpenterSLO.org](http://www.DanCarpenterSLO.org)), or contact me directly ([DanCarpSLO@yahoo.com](mailto:DanCarpSLO@yahoo.com), (805) 704-8567)

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**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of San Luis Obispo**

**JOHN B. ASHBAUGH**

**Age: 59**

**Occupation:** Instructor, Hancock College

**Education and Qualifications:** I came to San Luis Obispo after earning a Masters in City Planning at Cal in 1976. After twenty years in local government and private practice, I earned a doctorate at UCSB in Educational Leadership in 2000; I now teach history at Hancock College.

My first Council term has achieved much, but there's still much work to do. We balanced the budget each year, sustained vital services, and won reasonable concessions from our hard-working employees. We're moving to replace the rickety Maxine Lewis Shelter, consolidating and expanding services for the homeless. We've strengthened programs to assure quality neighborhoods. We're updating our General Plan Land Use/Circulation Elements. We've acquired significant new open space for the City's greenbelt and trail system. We adopted a new Cultural Resources Protection Ordinance, and volunteers are helping to update our inventory of historic buildings.

In spite of this lingering recession, we've cut the ribbon on downtown improvements, new bicycle paths, affordable housing projects, public art, and the Prefumo Creek Shopping Center. We'll soon see two new multi-use projects in the downtown. We adopted our Climate Action Plan and our Economic Development Strategy is on deck.

I look forward to another term on the Council. Thank you.

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of San Luis Obispo**

**JEFF ARANGUENA**

**Age: 30**

**Occupation:** Teacher, Educator

**Education and Qualifications:** In collaboration with teachers, administrators, and students I have worked in the classroom and in our community to ensure the best education possible for our children.

My background in history and political science has given me the tools to understand the principles and foundations of local government.

As your Council Member I will bring a new level of accessibility and outreach to our local government. We need to renew our focus on the qualities that make San Luis Obispo a wonderful place to live, work, and raise a family, job creation, protecting open spaces, retaining and attracting the best and the brightest employees and entrepreneurs and providing for our youth and seniors.

We need new ideas and a fresh approach at City Hall. As your representative on the Council I will advocate for common sense solutions grounded in input from the community. I would be honored to be able to invest my time and energy in creating a viable and prosperous future for our great City.

I appreciate your support and respectfully ask for your vote.

Please visit [www.jeffaranguena.com](http://www.jeffaranguena.com) to learn more and to join our efforts.

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**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of San Luis Obispo**

**KEVIN RICE**

**Age: 44**

**Occupation:** Firefighter

**Education and Qualifications:** Though we are individuals, we all love San Luis Obispo. Twenty years ago I arrived in San Luis Obispo with a degree in Public Fire Service. I furthered my education at Cuesta College and Cal Poly in the field of computer science. In 1996 I was offered my dream job as a firefighter.

I've attended scores of late night council meetings. Despite a tenuous economy and increasing pension debt, our city is spending on unnecessary projects, implementing strict regulations, combating the homeless instead of combating homelessness, and has provoked costly lawsuits. I wish to increase accountability, common sense, public participation and transparency.

The mission of the fire service is "save lives and protect property." The underlying goal of that mission—and the proper goal of our city council—is protecting the economic viability and security of our community, creating a stable place to raise families, find jobs, build livelihoods and thrive.

I humbly ask for your vote. I want to be your eyes and ears on Council and relay your voice. I want your participation and ideas. Please share them with me at [RICE2012.COM](http://RICE2012.COM) or (805) 602-2616. I hope to meet you soon at a council meeting.

**CITY OF SAN LUIS OBISPO  
IMPARTIAL ANALYSIS OF MEASURE D-12**

Since 1972, the City of San Luis Obispo has imposed a 5% Utility Users Tax (UUT) on telephone, electricity, gas, water, and cable users within the City. The tax has been charged regularly by service providers and remitted to the City as provided by Municipal Code, Chapter 3.16. This City Council proposed Measure D-12 would replace the City's current UUT ordinance with a revised ordinance that: 1) reduces the City's current tax rate for telecommunications and cable/video users from 5% to 4.8%; 2) maintains the City's current tax rate of 5% for electricity, gas, and water users; 3) modernizes the language of the ordinance for clarity; 4) updates and expands definitions to address dramatic changes in telecommunications and video services technologies that have emerged since the current ordinance was adopted; 5) ensures uniform application of the video and telecommunications tax, regardless of the means of transmission or technology used; and 6) ensures the Telecommunications User's Tax is in compliance with current federal laws to avoid potential litigation.

The most significant changes proposed measure D-12 are to the telecommunications and video users tax provisions. Like most older UUT ordinances in California, the City's telephone UUT provisions defined the scope of the tax on telephone users partially by reference to the Federal Excise Tax (FET) (26 USC §4251). An IRS ruling in 2006 stated that the FET does not apply to most common billing plans currently in use, such as "one-rate" plans (which provide a mix of local and long-distance calling for a flat rate or fixed fee for unlimited dialing). The ruling did not prohibit cities from continuing to impose telecommunication taxes more broadly than the Federal government's interpretation of the FET. However, the ruling did create uncertainty regarding the continuation of longstanding tax practices and expanded application to new technologies of taxes, like the City's, which include an FET reference. One result of the ambiguity created has been significant litigation challenging the application of UUT ordinances with language similar to the City's ordinance. Many cities have sought voter approval of revised ordinances, like Measure D-12, to avoid potential lawsuits that could limit the continued collection of telecommunications UUT revenues.

The City's 1972 ordinance was written before new telecommunication technologies, like "smart" phones or Voice over Internet Protocol (VoIP), and new video technologies, like internet protocol TV and Video, became available. The proposed measure would encompass current technologies and allow the City's ordinance to remain current with evolving communications and video technologies. The tax would apply uniformly to all users of video and communications services, regardless of the means of transmission or technology used. The telecommunications UUT would not apply to charges for internet access or digital downloads, such as books, ringtones, games and similar products.

Measure D-12 requires approval of a majority of voters. A "yes" vote is a vote to adopt the revised UUT Ordinance. A "no" vote is a vote to reject the proposed UUT Ordinance, and continue the UUT in its current form.

s/ J. CHRISTINE DIETRICK  
City Attorney

**The above statement is an impartial analysis of Measure D-12. If you desire a copy of the measure, please call the City Clerk's office at 781-7000 and a copy will be mailed at no cost to you.**

## ARGUMENT IN FAVOR OF MEASURE D-12

Measure D is needed to modernize San Luis Obispo's current Utility Users Tax ("UUT") in response to changes in federal law, and advances in technology – and at the same time, actually lower the tax rate for users of new technology, from 5% to 4.8%.

Measure D sustains a vital revenue stream: San Luis Obispo's current UUT, enacted in 1973, is outdated. It has provided steady and reliable local revenue vital to our high standard of municipal service.

Measure D keeps up with new technologies: The original UUT was enacted at a time when communication technology was much simpler, and only covered intrastate, landline telephones. While cell phone and landlines are covered by the existing ordinance, newer technologies are not. Measure D does not tax Internet use.

Measure D assures equitable taxation: Measure D will ensure that everyone pays a fair tax, regardless of which telecommunication technology they use. It updates our current UUT so that all San Luis Obispo residents and businesses pay their fair share, regardless of the type of communication technology they choose.

Measure D is not a new tax. Our current rate of 5% (well below the State average of 6%) would still apply to water, electricity and gas users, but would be lowered to 4.8% for users of telecommunications and video services.

The City cannot risk losing this revenue. The UUT provides nearly \$5 million for vital City services, like fire and police protection, emergency medical response, parks, play grounds, athletic fields, and recreational programs.

San Luis Obispo needs to join other media-savvy cities and keep up with changing technology by modernizing our UUT and lowering the rate applied to newer technologies. Please join your neighbors, community leaders and City Council members in support of Measure D.

We urge you to vote "YES" on Measure D.

s/ John Ashbaugh, Council Member

s/ Dan Carpenter, Vice Mayor

s/ Andrew Carter, Council Member

s/ Jan Marx, Mayor

s/ Kathy Smith, Council Member

**NO ARGUMENT AGAINST MEASURE D-12 WAS SUBMITTED**

# WHAT'S NEW FOR THIS ELECTION

## Top Two “Voter-Nominated” Candidates

### What is it?

In 2010, California voters approved Proposition 14 creating the “Top-Two Primary,” which replaced the traditional party-nominated primary. Only the candidates who receive the highest and second-highest number of votes cast during the Primary election advance to the General election. Write-in candidates are no longer allowed for these contests during the General election. The new rules apply to U.S. Senate, U.S. Congressional, statewide and state legislative offices. The rules for non-partisan contests (i.e. counties, cities, school and special districts) did not change.

### Party Preference and Political Party Endorsement

The term "party preference" is now used in place of the term "party affiliation". On the ballot, the political party preference, or no party preference, as indicated on the candidate's voter registration is listed next to or below the candidate's name. The party designation is shown on the ballot for the information of the voters only and it does not constitute or imply an endorsement by the party designated. Parties may provide a list of candidates who have received the official endorsement of the party for printing in this booklet.

### PARTY ENDORSEMENTS FOR THE NOVEMBER 6, 2012 ELECTION

Party	Contests	Candidate
Democratic	U.S. Senate U.S. Representative, 24th State Senate, 17th State Assembly, 35th	Dianne Feinstein Lois Capps Bill Monning Gerald “Gerry” Manata
American Independent	State Assembly, 35th	K. H. “Katcho” Achadjian
Republican	U.S. Senate U.S. Representative, 24th State Senate, 17th State Assembly, 35th	Elizabeth Emken Abel Maldonado Larry Beaman K. H. “Katcho” Achadjian