



# Another Mayoral Candidate Steps Forward

## Sanders Credited With Revamping Nonprofits

May 3, 2005

**SAN DIEGO** -- Former Police Chief Jerry Sanders is following City Councilwoman Donna Frye into the July 26 mayoral race, NBC 7/39 reported.

Sanders is credited with helping turn around local chapters of two troubled nonprofit organizations: the United Way and the Red Cross. Sanders said he also helped reorganize a police department that was "out of touch" when he became chief in 1983.



Jerry Sanders

Saunders said he is running because he feels he can lead the city in a new direction.

"I never wanted to be a politician; I don't know if I see myself that way," Saunders said. "But I'm not sure the community wants a politician right now. I think they want proven leadership and someone who can bring different interests around the table to start solving problems."

Some residents are excited about Sander's run.

"I think he has some background that would be respectable," said Scripps Ranch resident Cheryl Berkson. "He'd certainly be a strong candidate to look at. I would be open to that as a registered voter."

Other residents question why anyone would want to become mayor of such a troubled city.

"Isn't this a potential career-killer?" asked Little Italy resident Adam Perry. "If you love San Diego, which a lot of us do, it's been going down the toilet too long."

Political consultants say entry qualifications this time around will be different.

"I think a credible candidate can probably make it into a runoff with \$100,000," said political consultant John Dadian. "Normally, it would take \$2 [million] or \$3 [million] or \$4 million. The last mayor's race, people were raising in the millions."

Ron Roberts, the third-place finisher in last fall's race, will announce his intentions Wednesday, NBC 7/39 reported. Other names being floated include Peter Q. Davis, Assemblyman Juan Vargas, healthcare executive Steven Davis and retired Marine Corps General and attorney Mike Neil.

Courtesy of:

**Dadian & Associates, Inc.**

Governmental Relations · Public Affairs