

**Candidate's Statement  
CITY OF PLEASANTON  
MAYOR**

**JERRY THORNE**

**Occupation:** Mayor/Retired Professional Engineer

**My education and qualifications are:** It has been my honor to serve you as your Mayor, Councilmember and Parks and Recreation Commissioner for a total of 21 years of service. We have accomplished much together including a reduction in future pension liabilities by 13% in 3 years and the elimination of long term debt. However, we must focus on the future to improve and protect our high quality of life. To accomplish this we must: Ensure that all land use decisions are sensible and sustainable without exposing ourselves to additional legal action by outside sources or the State. Find new ways to help preserve the quality of our schools. Advocate for local control of local issues, particularly land use. Complete and implement our comprehensive Library, Civic Center Master Plan, Downtown Specific Plan and downtown parking strategy. Advocate for sufficient water infrastructure and resources. Ensure that traffic generated by development is mitigated. Complete the renovation of our Pioneer Cemetery. Continue permit streamlining process. Results oriented leadership has been responsible for my success in the private and public sectors and I am committed to this philosophy. Please visit my website at [www.jerrythorne.com](http://www.jerrythorne.com) Remain Pleasanton Proud! Reelect Mayor Jerry Thorne

**Candidate's Statement  
CITY OF PLEASANTON  
CITY COUNCIL**

**HERB RITTER**

**Occupation:** Businessman/Community Advocate

**Age:** 51

**My education and qualifications are:** Having served our community for 26 years, I will continue to advocate protecting your interests. My focus is the economy, education and environment. As Planning Commission Chairman, I supported water conservation and made critical zoning decisions that improved traffic flow. I am especially diligent about enhancing our historic Pleasanton Downtown. As a council member, I will work closely with Pleasanton Unified School District to make our award-winning schools even better. As former Chairman, Parks & Recreation Commission, I focused on protecting open spaces and completing three new parks and the Firehouse Arts Theater. Achieved the "World's Top 100 Rotary Clubs" recognition while Club President of Pleasanton North Rotary and established the PNR Charitable Foundation. As Foothill Boosters Sponsor Chair, secured stadium scoreboard sponsorships resulting in a five-year revenue stream for Foothill Athletics. Board Member of Pleasanton Chamber of Commerce, and Valley Care Foundation Trustee. Education: MBA, BSEE. My wife, Cathy, and I are proud to raise our children, Jimmy and Tricia, in Pleasanton. I'm currently a global company Senior Sales Executive with twenty-nine years business experience. As an entrepreneur, I manage family commercial and residential investments. I appreciate your consideration and your vote. [www.herbritter.com/](http://www.herbritter.com/)

**JERRY PENTIN**

**Occupation:** Incumbent, Pleasanton City Council/Businessman

**Age:** 59

**My education and qualifications are:** As a 25-year Pleasanton resident, it has been an honor to serve as your Councilman between 2012-2016 and as Vice-Mayor in 2013. I also serve on 11 local, regional and state committees and boards, including as the 2015/2016 President of the Stopwaste.Org Board and Chair of the Altamont Landfill Community Monitor Committee and Chair of the Livermore Amador Valley Water Management Agency. I served over 10 years on the Pleasanton Planning Commission and the Parks and Recreation Commissions as well Chair for both. I was honored with the Mayor's Award as a member of the Pleasanton Golf Course Committee and served on task forces such as the Veteran's Building Renovation, Firehouse Arts Center, Kottinger Gardens and Downtown Arts & Vitality committees and currently an alternate on the Civic Center/Library and Downtown Specific Plan Update. I'm a 32-year member and past president of Pleasanton North Rotary and honored twice as Rotarian of the Year. As a local business owner, I've been recognized with the Pleasanton Chamber of Commerce's "Excellence in Business" Award. As your councilman, I will continue to work diligently to sustain this healthy, safe and vibrant community that we all love. I'm honored to serve you. Thank you. [www.VotePentin.com](http://www.VotePentin.com)

**KARLA BROWN**

**Occupation:** Councilmember/Business Women

**My education and qualifications are:** I am honored to serve as your Pleasanton Councilmember since 2012. With your vote, I will continue to be your voice in city leadership. Pleasanton needs (1) "slow and smart growth" programs that protect our small-town character, ease crowded schools and reduce traffic. (2) More fresh-quality drinking water is needed, especially in a drought. The best short-term solution is expanded recycled water for irrigation. (3) Plan a larger library and Community Center. Moving city government to the Bernal Park will extend Main Street, and create a more vibrant downtown. (4) Protect open spaces and ridgelines. (5) Extended city vision. As your representative, I supported safeguarding our historic homes, reducing pension debt, prohibiting smoking in parks, approving construction of Bernal Park 2, recycled water pipes, a dog park, our distinguished Veteran's Memorial, and supporting our Fire and Police personnel – crucial to our safe town. With your help, we blocked planning a massive 1300 unit housing project in East Pleasanton -during the drought. I am a 24 year resident, with a history of volunteering in schools, Rage soccer coach, and Valley Humane. I am experienced, I listen, and I get things done for you! [www.Vote4Karla.com](http://www.Vote4Karla.com)