

EXECUTIVE OFFICER SUMMARY REPORT  
**February 10, 2006**

ITEM: 1

SUBJECT: **ROLL CALL AND INTRODUCTION OF NEW BOARD MEMBER MAYOR SANDERS**

The Governing Board would like to officially welcome Mayor Jerry Sanders to the San Diego River Conservancy. *(Chairperson Frye)*

DISCUSSION: Jerry Sanders was sworn in as Mayor of the City of San Diego on Monday, December 5<sup>th</sup> 2005. Sanders served as Chief of Police from 1993 until 1999, capping a 26-year career with the Department. During his tenure, he and the Department's employees gained national recognition for their pioneering work with community policing and, with active assistance from the community, achieved a more than 40% decrease in crime during the six-year period he led the Department. He also re-organized the Department, making it more responsive to the community, reaching out to neighborhoods, and utilizing more than 1,000 volunteers to address San Diego's public safety needs.

Sanders left the Police Department to become President and CEO of the United Way of San Diego County (April 1999) at a time when the agency was being criticized for a bloated bureaucracy and a decline in contributions. During his tenure, the local United Way dramatically increased fundraising and decreased overhead costs. In addition, he served as the United Way Community Campaign Chair in 2002.

Sanders was appointed to the Board of the American Red Cross San Diego and Imperial Counties Chapters (July 2002) after the local CEO was fired by the national headquarters in the aftermath of controversy concerning the Alpine Fire. He helped recruit Ronne Froman as the organization's CEO and oversaw the turnaround of the local chapter, which resulted in support for victims of the Cedar Fire, praise from former critics

for the transparency of fundraising efforts, and a staff reorganization that substantially reduced overhead costs.

Sanders has also been active in the private sector, serving as founding partner and consultant for local high-tech start-ups involved with homeland security and infrastructure assessment.

Sanders, 55, and his wife Rana Sampson, live in Kensington. He has two daughters, Lisa, 21, and Jamie, 19.

We are honored to have Mayor Sanders join the Conservancy's Governing Board and look forward to his participation and future contributions.

Welcome Board Member Sanders!