

As Your Councilmember . . . I will work to:

- ✓ Preserve our foothill village atmosphere
- ✓ Maintain a balanced city budget
- ✓ Pursue a stable revenue base for the city
- ✓ Fund the City's public safety, recreational and library needs
- ✓ Repair and maintain the City's physical infrastructure
- ✓ Complete the senior housing project
- ✓ Support the growth of a thriving business district
- ✓ Actively listen to the community

Vote Enid Joffe
APRIL 13th

Paid for by:
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Committee to Elect Enid Joffe
PO Box 625
Sierra Madre, CA 91025-0625



Vote

April 13, 2004

✓ Vote



Enid
Joffe

Energy & Experience
for
SIERRA MADRE CITY COUNCIL

APRIL 13, 2004

I am running for City Council because I want to preserve and enhance the quality of life and strong sense of community we currently enjoy.



The next few years will be challenging ones for local government.

I believe that my business experience, leadership skills and commitment to Sierra Madre have prepared me to be an effective member of the City Council.

Experience that Counts...



The strong sense of community we have in Sierra Madre doesn't just happen -- it takes participation of local government, business owners and citizen volunteers. Since the early 1990s I have been an active volunteer in local government.

A Civic Leader

- ◆ Planning Commission, past 8 years
- ◆ General Plan Committee, 2 years
- ◆ Transportation Committee, Chair
- ◆ Fifteen years experience working with local and regional governments

A Community Leader

- ◆ Friends of the Sierra Madre Library
- ◆ West San Gabriel Valley Red Cross Chapter, Chair
- ◆ Rosemead Kiwanis Club, President
- ◆ West San Gabriel Valley YWCA

An Experienced Business Woman

- ◆ Former public affairs manager for Southern California Edison
- ◆ Current owner of a local alternative fuel energy business

About Enid ...

I have lived in Sierra Madre with my husband, Joel and our son, Adam for the past 17 years. I love this foothill community with its beautiful views, local hiking trails and home town Little League field. We enjoy the advantages of small town living but with all the benefits of a large metropolis at our doorstep.



Personal Information

- ◆ Married to Joel Shapiro, a Director with Glendale Unified School District
- ◆ One son, Adam Shapiro, 18
- ◆ Sierra Madre Little League and AYSO parent
- ◆ M.A., UCLA; B.A., Barnard College
- ◆ Love hiking, traveling and reading
- ◆ Drive an electric RAV4 EV

Energy & Experience - Vote for Enid Joffe Sierra Madre City Council April 13
www.joffe4sierramadrecitycouncil.org