



September 28, 2010

**To California's next Governor:**

For generations, the promise of California has drawn people from across the country and around the world.

**We're a state of thinkers and doers**, home to the most productive farmland in the world, the best universities in the country and the most innovative companies in human history. Our best days are still ahead.

**But the promise of California is in jeopardy, and you can provide the leadership to do something about it.**

Years of gridlock have left our state without the common-sense tools it needs to accomplish its most basic task - balancing the state budget.

The results are being felt across California:

- Communities **scrambling to pay for schools** and basic services
- **Bureaucracies operating on auto-pilot**, with leaders unwilling to set priorities
- State government lurching from crisis to crisis with no plan for the long term

Cynics see these problems as unsolvable. **We disagree.**

*California Forward* has developed a set of nonpartisan reforms to help balance the budget, reduce waste and deliver better results. Our proposals are based on practices that have proven themselves in other states.

Today and over the next few weeks, you and your opponent will debate the future of California. As you do, **we ask you to speak plainly about how you would put the state's fiscal house in order** - now and over the long term.

It's time to tell California where you stand on fiscal reform:

How will you **set clear goals for every major program** - and mend or end what doesn't work?

How will you restore **accountability and oversight** to state operations?

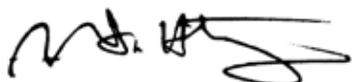
How will you **set reserves aside during good times** to guard against economic downturns?

How will you ensure passage of **fiscally responsible budgets on time**?

How will you keep government from making promises it **can't afford to keep**?

Our state has always been a leader – in jobs, technology, education and quality of life. We need comprehensive reform so that we can lead again, and one day pass on the promise of California to the next generation. **We ask you, our state's next Governor, to lead the way.**

Sincerely,  
California Forward Leadership Council:



Robert M. Hertzberg, co-chair  
Chair & Founder, G24 Innovations



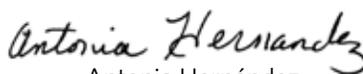
William Hauck  
President, California Business Roundtable



Lenny Mendonca  
Director, McKinsey & Company



Thomas V. McKernan, co-chair  
CEO, Automobile Club of  
Southern California



Antonia Hernández  
President & CEO, California  
Community Foundation



Cruz Reynoso  
Former Associate Justice,  
California Supreme Court and the  
Third District Court of Appeal



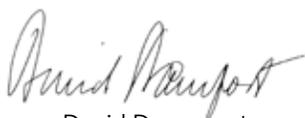
Robert L. Balgenorth  
President, State Building &  
Construction Trades  
Council of California, AFL-CIO



Fred Keeley  
Former Assembly Speaker pro Tempore



Constance L. Rice  
Former Co-Director,  
Los Angeles NAACP  
Legal Defense & Educational Fund



David Davenport  
Research Fellow, Hoover Institution



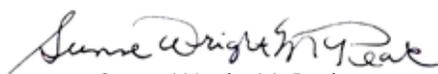
Stewart Kwoh  
President & Executive Director,  
Asian Pacific American Legal Center  
of Southern California



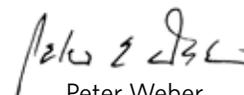
Eugene J. Voiland  
Former President & CEO,  
Aera Energy LLC



Lloyd Dean  
President & CEO, Catholic Healthcare West



Sunne Wright McPeak  
President & CEO, California Emerging  
Technology Fund



Peter Weber  
Executive Committee Chair,  
California Partnership for the  
San Joaquin Valley



Phaedra Ellis-Lamkins  
CEO, Green For All



Bruce McPherson  
Former California Secretary of State

**And to all Californians, we invite you to add your voice** to the call for common-sense budget reform at [caforward.org/deargov](http://caforward.org/deargov)