



THE COMMITTEE FOR A STRONG ECONOMY

September 16, 2011

Willa Powell
395 Canterbury Road
Rochester, New York 14607

SUBJECT: 2011 Candidate Interviews with the Rochester Business Alliance PAC

Dear Ms. Powell:

The Committee for a Strong Economy is the Rochester Business Alliance's vehicle for political involvement. A key part of the strategy to enhance our business advocacy is to play a strong role in supporting and helping to elect government officials whose positions on issues critical to the long-term growth and stability of business are consistent with those of the business community. This year, we will interview candidates running for County Executive, District Attorney, County Legislature, City Council and City School Board.

About the PAC Process

Each year, the committee participates in a deliberative process leading to its endorsement of those candidates that would best represent business, if elected. The committee considers answers to the enclosed questionnaire in addition to candidate interviews. All candidates are asked to submit a resume along with completing the PAC questionnaire. The committee is seeking to determine the willingness of candidates to work with the RBA on issues of importance to our community. **Candidate interviews are a key requirement of our endorsement process to determine those worthy of the business community's support.**

Candidate Interview and PAC Questionnaire

The committee has scheduled your 30-minute appointment as part of our endorsement process. It is very important that you complete the PAC questionnaire for inclusion in the briefing books prepared for RBA members conducting the candidate interviews.

Please submit the PAC questionnaire and a resume by Friday, September 23, 2011 to confirm your participation in this year's process. We also recommend that you include any news releases and campaign materials you would like included in the briefing books. Please return the PAC questionnaire via email to colleen.dimartino@rballiance.com or via fax to Colleen DiMartino's attention at (585)263-3679. **In the event we do not hear from you by September 23, the committee will conclude that you do not wish to be considered in its endorsement process.**

Scheduling

The Committee for A Strong Economy has scheduled your interview as follows:

**Wednesday, October 5, 2011, 4:00-4:30 p.m.
Rochester Business Alliance, 150 State Street, 4th Floor**

Please note, due to the large number of interviews we will be conducting, you may be participating in a group interview with members of the same party, and the ability to alter scheduled interview times is limited.

We look forward to your participation in our interview process. Please note that our annual Endorsement Night will take place during the evening of **Wednesday, October 12, 2011**. If the PAC chooses to endorse your candidacy, it is important that you attend this event to give our members an opportunity to meet you and discuss their issues.

Please contact Chris Wiest at phone: 585-256-4626, email: chris.wiest@rballiance.com or Colleen DiMartino at phone: 585-256-4627, email: colleen.dimartino@rballiance.com at the RBA if you have any questions.

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