Why the 2010 Election Really Is

The Fight of our Lives

It doesn’t take a rocket scientist to see that California is at a fork in the road.

Our state’s economy is still hurting – in some areas of the Central Valley, the unemployment rate is as high as 18 percent. Partisanship and finger pointing have gridlocked government, and those who would attack public employees are on the march.

As firefighters, we face an unprecedented threat to our jobs, our livelihoods and the security of our families. Core public safety services are being slashed, retirement security is being rolled back, and the foundations of our profession are under attack.

It is these threats that make this year’s election unlike any other. And no contest reflects the choices we face more clearly than the race for governor.

On one side, billionaire CEO Meg Whitman has launched a $100+ million (so far) blitz aimed at buying the governorship. She’s vowed to privatize retirement, slash the benefits that you have earned working in one of life’s most dangerous occupations.

And we need to stand up to Whitman’s slash-and-burn, “Wall Street First” mentality by making ourselves visible whenever, and wherever she goes.

Nobody agrees with every candidate on every issue. But if we are to protect the decades of progress that have built firefighting into a proud, noble profession, we can’t let Whitman win. It’s just that simple.

As firefighters, we have always stood together in adversity, whether it’s on the front lines or in the political trenches. Decades of victories borne of this unity are at risk if we do not stand together again in 2010.

Lou Paulson
President, California Professional Firefighters

CPF Voter Guide
See Page 7

In this issue:
Statewide Endorsements ..........4
Ballot Propositions ..............5
Voting Info ......................6
Compare the Candidates ........8
Jerry Brown: A Legacy of Commitment to Firefighters
A Conversation with CPF President Emeritus Daniel A. Terry

During the 1970s and 1980s, Dan Terry and CPF – then known as Federated Fire Fighters of California – partnered with Gov. Jerry Brown on historic pro-firefighter reforms, including collective bargaining, the creation of the CFFJAC and the nation’s first cancer presumption law. Recently, President Emeritus Terry reflected on his personal experience working with Brown, and why the stakes are so high this fall.

CPF: The nation’s first firefighter cancer presumption law was signed by Jerry Brown. How did it come about?

Dan Terry: At that time (1982), there was no cancer presumption law anywhere in the world, but we knew that firefighters were at greater risk of contracting cancer, and believed it was the right thing to do. We went to Governor Brown, with the assistance of Los Angeles County Firefighters Local 1014. He understood the issue, and gave us the chance to put that law on the books. It was truly a watershed event not only for firefighters here, but around the country. Jerry Brown made it happen.

CPF: Gov. Brown also appointed a rank-and-file firefighter to the state’s top fire service post, isn’t that right?

Terry: The state fire marshal in the hierarchy of state government was always some big city fire chief, the guy who was sitting there was a former Long Beach fire chief. Jerry passed over all the chiefs and took a San Francisco fire lieutenant (Phil Favro) right out of the firehouse literally, and said, ‘I know you, you’re smart, you have good core values, so we’re going to make you the state fire marshal.’ He was one of the best we’ve ever had.

CPF: Didn’t he also appoint a certain firefighter as a county supervisor?

Terry: I was still working in the firehouse in Modesto, and a vacancy came open on the Stanislaus County Board of Supervisors. I didn’t figure I had much of a chance, but I applied. Gov. Brown appointed me and even drove down in his infamous blue Plymouth to swear me in right outside the firehouse.

CPF: How much of a difference does it make having a pro-firefighter governor in the corner office?

Terry: It made a huge difference back then, and an even bigger difference now. If we’re going to make a difference, we need somebody that understands the labor movement... somebody that appreciates what the labor movement does and what it’s for. Jerry Brown understands labor. He appreciates people’s work, and what workers contribute to our economy and our state.

CPF: Besides his support for working families, what other qualities did you observe from Gov. Brown?

Terry: He is absolutely one of the brightest people I’ve ever known. He’s a thinker and a visionary and he is not afraid to go out of the box and do what’s necessary – even when he takes heat for it. I’ve seen him up close and can tell you: if there’s one thing California will get with Jerry Brown, it’s an intelligent, thoughtful, visionary governor.

CPF: Meg Whitman has made it clear she will go after labor at every turn. Why should that matter to firefighters or, for that matter, to any voters?

Terry: Even though firefighters are highly trained and highly professional, we’re still workers. And when you have somebody at that highest office in California, you need somebody that appreciates workers and the work that we do. Unfortunately, Meg Whitman’s background and history make it clear that she does not appreciate what workers do.

CPF: And Jerry Brown does?

Terry: Based on my experience, he absolutely does. With what’s going on right now, it is critical at this moment in history to have somebody that isn’t going to try to get the state out of their economic woes on the backs of workers. Jerry Brown is that guy.

Gov. ‘Moonbeam’: The Rest of the Story
Brown Got Nickname Standing Up for Public Safety

In a state the size of California, responding to disasters requires sophisticated communication. So way back in the 1970s, Governor Jerry Brown offered what was, at the time, a bold suggestion – launch California’s own emergency communications satellite.

In hindsight, it sounds like a no-brainer: With its earthquake risk and fire-prone topography, California has always been a disaster waiting to happen. A California emergency communications satellite would have given firefighters and police officers instant, cross-band, wireless communication years before the invention of the cell phone.

Despite the idea’s obvious possibilities, out-of-state columnists saw the proposal as another chance to zing “spaced-out California.” One such columnist – Mike Royko of the Chicago Sun-Times – even gave Brown a nickname over it: ‘Governor Moonbeam.’

Within a decade, Royko had retracted the nickname, proclaiming Brown to be one of the more astute political observers of his generation. Meanwhile, California eventually implemented exactly the sort of emergency response satellite technology Brown had advocated decades earlier.

Billionaire Meg Whitman has sought to revive the discredited nickname in her negative attacks on Brown. Truth be told, if California had been more like “Moonbeam” and less like Meg, our state would have had a 30-year head start on modern emergency response communications.

Now you know the rest of the story.
Jerry Brown

For Firefighters, a Clear Choice

Frequently Asked Questions

Firefighters, like the rest of California, have already been bombarded by campaigning in the run-up to the November 2nd election. Many are asking questions about the candidates.

Firefighters were the first major labor group to support Jerry Brown’s candidacy for governor. Why come out so strongly?

Jerry Brown has stood strongly for firefighters – in words and deeds – for nearly four decades. During his first stint as governor, Brown made history for firefighters by signing the nation’s first cancer presumption law. He authorized creation of the CFFJAC – the premier firefighter apprenticeship program. He hired a real line firefighter – not a fire chief -- to be his state fire marshal. And he signed the state’s collective bargaining law, giving firefighters a seat at the table on pay, benefits and working conditions. These were tough, unpopular stands, but Jerry Brown took the heat for firefighters. If all he’d done was sign the presumption law, he would still have earned our support.

So it’s just about his loyalty to firefighters?

No, there’s a whole lot more. Jerry shares our professional values … hard work, fairness, honesty, commitment. He’s famous for taking on the wealthy special interests, and always sided with hard-working, middle-class families like ours. Moreover, Jerry Brown has been there – as a governor, a mayor and state attorney general. He’s got the independence of an outsider and the smarts of an experienced politician. He’s not just best for firefighters – he’s best for California.

Jerry Brown did a lot for firefighters in the 1970s and ’80s. What makes him the best choice for firefighters today?

• Public Safety: Jerry Brown has a record of commitment to building public safety staffing, equipment, training and communications, so we can do our jobs;
• Workers’ compensation: Brown has stood up against destructive workers’ comp rollbacks and stands for a balanced approach that protects employers … not just employers;
• Retirement: Jerry Brown opposed Gov. Schwarzenegger’s pension grab and has stood up against his opponent’s plan to privatize retirement;
• Professional Values: While others attack public servants, Jerry Brown stands with them. For him, standing with firefighters is a lifetime thing.

What about his opponent, Meg Whitman?

Meg Whitman, a billionaire corporate CEO, is probably the most anti-firefighter, anti-public employee candidate since former Gov. Pete Wilson. She has publicly called for privatizing retirement, slashing jobs, rolling back workers’ comp protections and renewing Gov. Schwarzenegger’s failed attacks on your rights and workplace safety. So far, she’s spent more than $100 million on her campaign. If elected, she will implement a hostile agenda, most likely through ballot propositions funded by her billion-dollar bankroll.

I hear Meg Whitman didn’t even vote for 28 years. Is that true?

It is true. According to the Sacramento Bee, there’s no evidence that Whitman ever voted – in any of the six states in which she’s lived – before 2002. Since 2002, Whitman skipped half of the local state and federal elections held, including the 2003 recall election.

Whitman says she doesn’t hate workers, just unions. What makes you think she’ll come after us?

Because it’s who she is. This is someone who paid a six-figure settlement for a physical altercation with an employee. Someone who literally braggs about never having negotiated with a union. Someone who publicly says that “public sector workers have all the power.” And she stands with management on workers’ comp, retirement security and employee rights. Every bit of evidence suggests that Meg Whitman will not be a friend of working people – in or out of unions.

We’ve had other governors that didn’t like us so much. Why should we worry about Whitman?

Because, unlike the others, Whitman is a billionaire who can put her bad ideas on the ballot and spend freely to get them passed. She’s already on record supporting initiatives for paycheck deception and privatized pensions. As governor, she has the power to bend the Legislature to her agenda or, failing that, bend voters. And the guy whispering in her ear is Pete Wilson – the most hostile anti-worker governor in history.

There are some things that Jerry Brown talks about that I don’t agree with. Even if I don’t like Whitman, why should I vote for Brown?

Nobody ever agrees with any candidate 100% of the time. There are many personal issues that CPF members, like all voters, consider when casting their ballots. But it is not your union’s job to tell you how to vote in these areas – most of you would be offended if we even tried. It is our job to tell you what’s at stake in those areas that affect your professional life and your family’s future. On these core firefighter issues, the choice is crystal clear: Jerry Brown has been there for us for nearly four decades. Whitman has only been there for Whitman.

Why should I get involved in the election?

The stakes are just too high to sit on the sidelines. Meg Whitman is committed to going after our rights and benefits, and she’s got the means to make it happen. If she’s elected, there’s nothing to stop her from going right back after the same special interest agenda that Arnold pursued. We all worked very hard shutting down Arnold’s special election agenda in 2005. Jerry Brown was with us. Whitman was against us (or would have been, if she’d been paying attention). At a time when stations are closing and firefighters are being laid off, we need a governor who views us as partners, not scapegoats. We need Jerry Brown.
CPF’s Endorsements for Statewide Office

GOVERNOR
Jerry Brown

“My thinking has always been to look to the future of California ... the new ideas and creativity that has been the hallmark of our state. The firefighters are a critical part of that future. I promise you that we will win together, we will govern together, and we will enjoy a prosperous California in the years to come.”

ATTORNEY GENERAL
Kamala Harris

“I am honored to earn the support of California’s firefighters. I join all Californians in expressing gratitude for their dedication to public safety and for the many sacrifices they make, and I look forward to standing with the firefighters in this campaign.”

SECRETARY OF STATE
Debra Bowen

“I have proudly stood up for California’s firefighters and will continue to do so. I am grateful for the opportunity to work on behalf of those brave men and women who keep our state safe.”

LT. GOVERNOR
Gavin Newsom

“I am proud to have earned the endorsement of the best firefighters in the nation, the California Professional Firefighters. I am committed to work with these true California heroes who tirelessly and courageously keep us safe.”

CONTROLLER
John Chiang

“Firefighters deserve the very best for the hard work that they do. I will do all that I can to ensure that they have the necessary resources available to do their job right.”

TREASURER
Bill Lockyer

“California’s firefighters are heroes. Throughout my career, I have stood with firefighters to help them build a safe and strong California that values the men and women who protect the public. I’m proud of that record. You always watch out for us. As Treasurer, I will continue to watch out for you.”

SUPERINTENDENT OF PUBLIC INSTRUCTION
Tom Torlakson

“I have been proud to have been associated with labor since my first employment experience as a Merchant Marine fireman. I look forward to working with the fire service -- labor and management -- around our state to expand career technical education and apprenticeship programs so all of our students can gain the skills needed to succeed.”

INSURANCE COMMISSIONER
Dave Jones

“Firefighters put their lives on the line, every day, to protect our lives and property. They deserve our support and appreciation. I am honored to have the endorsement of CPF and look forward to working with them to make our state and families safer.”

November 2, 2010

GOVERNOR
Jerry Brown

“...the new ideas and creativity that has been the hallmark of our state. The firefighters are a critical part of that future. I promise you that we will win together, we will govern together, and we will enjoy a prosperous California in the years to come.”

ATTORNEY GENERAL
Kamala Harris

“I am honored to earn the support of California’s firefighters. I join all Californians in expressing gratitude for their dedication to public safety and for the many sacrifices they make, and I look forward to standing with the firefighters in this campaign.”

SECRETARY OF STATE
Debra Bowen

“I have proudly stood up for California’s firefighters and will continue to do so. I am grateful for the opportunity to work on behalf of those brave men and women who keep our state safe.”

LT. GOVERNOR
Gavin Newsom

“I am proud to have earned the endorsement of the best firefighters in the nation, the California Professional Firefighters. I am committed to work with these true California heroes who tirelessly and courageously keep us safe.”

CONTROLLER
John Chiang

“Firefighters deserve the very best for the hard work that they do. I will do all that I can to ensure that they have the necessary resources available to do their job right.”

TREASURER
Bill Lockyer

“California’s firefighters are heroes. Throughout my career, I have stood with firefighters to help them build a safe and strong California that values the men and women who protect the public. I’m proud of that record. You always watch out for us. As Treasurer, I will continue to watch out for you.”

SUPERINTENDENT OF PUBLIC INSTRUCTION
Tom Torlakson

“I have been proud to have been associated with labor since my first employment experience as a Merchant Marine fireman. I look forward to working with the fire service -- labor and management -- around our state to expand career technical education and apprenticeship programs so all of our students can gain the skills needed to succeed.”

INSURANCE COMMISSIONER
Dave Jones

“Firefighters put their lives on the line, every day, to protect our lives and property. They deserve our support and appreciation. I am honored to have the endorsement of CPF and look forward to working with them to make our state and families safer.”

November 2, 2010

GOVERNOR
Jerry Brown

“...the new ideas and creativity that has been the hallmark of our state. The firefighters are a critical part of that future. I promise you that we will win together, we will govern together, and we will enjoy a prosperous California in the years to come.”

ATTORNEY GENERAL
Kamala Harris

“I am honored to earn the support of California’s firefighters. I join all Californians in expressing gratitude for their dedication to public safety and for the many sacrifices they make, and I look forward to standing with the firefighters in this campaign.”

SECRETARY OF STATE
Debra Bowen

“I have proudly stood up for California’s firefighters and will continue to do so. I am grateful for the opportunity to work on behalf of those brave men and women who keep our state safe.”

LT. GOVERNOR
Gavin Newsom

“I am proud to have earned the endorsement of the best firefighters in the nation, the California Professional Firefighters. I am committed to work with these true California heroes who tirelessly and courageously keep us safe.”

CONTROLLER
John Chiang

“Firefighters deserve the very best for the hard work that they do. I will do all that I can to ensure that they have the necessary resources available to do their job right.”

TREASURER
Bill Lockyer

“California’s firefighters are heroes. Throughout my career, I have stood with firefighters to help them build a safe and strong California that values the men and women who protect the public. I’m proud of that record. You always watch out for us. As Treasurer, I will continue to watch out for you.”

SUPERINTENDENT OF PUBLIC INSTRUCTION
Tom Torlakson

“I have been proud to have been associated with labor since my first employment experience as a Merchant Marine fireman. I look forward to working with the fire service -- labor and management -- around our state to expand career technical education and apprenticeship programs so all of our students can gain the skills needed to succeed.”

INSURANCE COMMISSIONER
Dave Jones

“Firefighters put their lives on the line, every day, to protect our lives and property. They deserve our support and appreciation. I am honored to have the endorsement of CPF and look forward to working with them to make our state and families safer.”

November 2, 2010
CPF urges all firefighters to vote NO on Proposition 22.

CPF Recommendations: The Ballot Propositions

PROPOSITION 24
REPEAL TAX LOOPHOLES
What it does: Repeals three new tax loopholes, primarily benefiting large corporations, enacted as part of the 2009 state budget deal. One of the measures lets corporations transfer their own tax breaks to other entities.

Why it matters to firefighters: The buildup of corporate tax loopholes has siphoned billions from state and local revenues, forcing layoffs, station closures and other cuts to vital services. New corporate loopholes aren’t appropriate while firefighters and other working families are losing their jobs.

CPF Recommends: NO

PROPOSITION 25
MAJORITY VOTE BUDGET
What it does: Brings California into line with 47 other states by allowing the state budget to be passed by majority vote. The 2/3 majority is still required for tax increases, and the governor retains line-item veto authority.

Why it matters to firefighters: The 2/3 majority vote required for the state budget means there’s no flexibility to fund emergency response. Proposition 25 would bring the state budget into line with 47 other states.

CPF Recommends: YES

PROPOSITION 26
VOTE THRESHOLD FOR NEW FEES
What it does: Chamber of Commerce-backed measure establishes new corporate loophole by boosting local vote threshold for new fees – such as those that pay for health, environmental and public safety services, from majority to 2/3 vote.

Why it matters to firefighters: Fiscal restrictions. Prop. 22 doesn’t reform our budget process – it just digs a deeper hole.

CPF Recommends: NO

OTHER PROPOSITIONS ON THE NOV. 2ND BALLOT

PROP. 19: Prop. 19 would legalize marijuana in California, allowing adults to possess, cultivate and transport it for personal use. It would also permit local governments to regulate and tax commercial production and sale of marijuana to adults. Ohio has NO POSITION

PROP 20: Prop. 20 would take power away from the governor and the California State Legislature to establish congressional districts and put it in the hands of the 14-member redistricting commission. The redistricting commission currently only establishes U.S. House districts. Ohio has NO POSITION

PROP. 21: For an increased $18 surcharge on the Vehicle License Fee, Prop. 21 would establish a trust fund to repair, maintain and operate the state park system and protect wildlife and natural resources. It would also grant Californians free, year-round day use access to state parks and beaches. Ohio has NO POSITION

PROP. 27: Prop. 27 would eliminate the 14-member redistricting commission that was approved by voters in 2008, and leave elected state representatives with the authority to draw congressional districts. Ohio has NO POSITION

Third Quarter 2010
Voices From The Field

CPF Wins First Place Honors at IAFF Media Awards

California Professional Firefighters came out on top at this year’s 2010 IAFF Media Awards. CPF was awarded Best Affiliate Publication for its quarterly member newspaper, The California Professional Firefighter. It was the first time in the organization’s history that this publication has received such an honor.

The California Fire Foundation’s “Firefighters On Your Side: Disaster Planning for the Elderly” campaign also received first place for Best Affiliate PR or Political Campaign. It was the second year running for the Firefighters On Your Side campaign, which received first place in this category last year for its campaign “Have an Escape Plan/ Tenga Un Plan de Escape.”

“We are tremendously proud of the quality of all of our publications and media that we provide for our members. It is an honor to be recognized by our peers, our fellow firefighters across the US and Canada in this way,” said CPF President Lou Paulson.

Make the Firefighter Voice Heard this November

Don’t follow Meg Whitman’s example and be “too busy to vote” on November 2nd. Get to the ballot box and cast your vote.

This November’s election will decide the future of the fire service – and your future! It’s that important. The rights of all of California’s working families are on the line.

Not registered to vote? It’s not too late to register for the November election. The deadline is October 18. Visit www.sos.ca.gov/elections and click on the Register to Vote link.

Are you working on Election Day? It’s not too late to register to vote-by-mail. Submit your request to receive a vote-by-mail ballot or apply for permanent vote-by-mail status by October 26. Visit www.sos.ca.gov/elections and click on the Vote By Mail link.

Let’s vote in November and spread the word! Your future depends on it!

Where Is My Polling Place?

Your polling place location will be printed on the sample ballot you receive from your county elections official prior to an election. You may also contact your local county elections office for polling place information.

How Do I Find my Local County Elections Office?

Visit www.sos.ca.gov/elections and click on the County Elections Offices link to find your local office.

What Hours Are Polling Place Locations Open?

All polling place locations are open on Election Day from 7:00 AM to 8:00 PM.

How Do I Turn In My Vote-By-Mail Ballot On Election Day?

You may return it in person to any polling place in your county or to the county elections office. The ballot must be received by the elections official before the close of the polls at 8:00 PM on Election Day.
Why is Jerry Brown the right choice for California's firefighters?

Watch CPF Firevision, California Professional Firefighters’ online video news service, and get all of the answers in five minutes!

CPF Firevision reviews Brown’s 40-year record of support for firefighters and their families and shows why November’s governor’s race matters for firefighters.

VISIT WWW.CPFFIREVISION.ORG AND CLICK ON THE AUG. 25, 2010 EPISODE

FIND YOUR DISTRICT IN THREE STEPS

2. Click the “Find Your District” button.
3. You’ll see the Senate and Assembly district number that you are in, as well as your current representatives and their capitol and district addresses.

Now that you know your Senate and Assembly district number, refer to the number on this page and check CPF’s endorsements!
California Professional Firefighters’ endorsements reflect where the candidates stand on the issues that matter to firefighters and their families – your career … your retirement … your safety.

After interviewing both major party candidates, we believe the choice for governor has never been clearer.

Where They Stand on Your Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Meg Whitman</th>
<th>Jerry Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement Security</td>
<td>• Two-tier retirement system (privatized 401k-style system)</td>
<td>• Preserve secure pensions</td>
</tr>
<tr>
<td></td>
<td>• Increase retirement age</td>
<td>• Strengthen retirement system funding</td>
</tr>
<tr>
<td></td>
<td>• Higher employee contribution</td>
<td>• Curb management abuses</td>
</tr>
<tr>
<td>Fire Protection &amp; Training</td>
<td>• No record or public position</td>
<td>• Signed law which established FF Apprenticeship (CFFJAC)</td>
</tr>
<tr>
<td></td>
<td>• Not listed as priority in any campaign material</td>
<td>• Backed satellite-based emergency network (in the 1970s)</td>
</tr>
<tr>
<td>Workers Compensation</td>
<td>• Supports 2004 workers’ comp rollbacks</td>
<td>• Built and backs funding for mutual aid system</td>
</tr>
<tr>
<td></td>
<td>• Backs more “modernization” favoring employers</td>
<td>• Signed nation’s first FF cancer presumption</td>
</tr>
<tr>
<td>Collective Bargaining</td>
<td>• Never negotiated labor contract</td>
<td>• Cracked down on insurers denying claims</td>
</tr>
<tr>
<td></td>
<td>• Vows to “go after the unions”</td>
<td>• Sued employers for cheating workers’ comp</td>
</tr>
<tr>
<td></td>
<td>• Supports plan to pre-empt bargaining on pensions</td>
<td>• Signed state and local collective bargaining laws</td>
</tr>
<tr>
<td>Firefighter Free Speech Rights</td>
<td>• Supports Prop. 75-type measure to silence your political voice</td>
<td>• Says collective bargaining is venue to address employee issues</td>
</tr>
<tr>
<td></td>
<td>• Backs more corporate influence</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Spent nearly $100 million in the primary</td>
<td>• Opposed Prop. 75 – “Paycheck Deception”</td>
</tr>
<tr>
<td>Jobs and the Economy</td>
<td>• Wants to cut 40,000 state jobs (FFs not exempt)</td>
<td>• Stands with workers against corporate election influence</td>
</tr>
<tr>
<td></td>
<td>• As eBay CEO, 10% of jobs slashed or shipped overseas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Wants more visas for foreign workers</td>
<td></td>
</tr>
<tr>
<td>Background</td>
<td>• Never held public office</td>
<td>• Governor (1975-1983)</td>
</tr>
<tr>
<td></td>
<td>• Did not vote in 28 years</td>
<td>• CA Attorney General (2006-present)</td>
</tr>
<tr>
<td></td>
<td>• Corporate CEO – FTD, Hasbro, eBay</td>
<td>• Mayor, Oakland (1998-2006)</td>
</tr>
<tr>
<td></td>
<td>• Presided over 54% eBay stock decline</td>
<td>• CA Secretary of State (1971-75)</td>
</tr>
</tbody>
</table>

We know you take the time to balance all the issues, and we’re not here to tell you how to vote. But on the issues that affect your career, your retirement and your family’s future, it’s not even close.

While Meg Whitman made a mint, Jerry Brown was making a difference … for firefighters, their families and all working Californians.

California Professional Firefighters recommends

JERRY BROWN
for Governor

November 2, 2010