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Ans'd.....

San Diego Economic Development Corporation

Daniel O. Pegg
President

June 5, 1992

The Honorable Leon Williams
Supervisor, Fourth District
County of San Diego
County Administration Center
1600 Pacific Highway
San Diego, CA 92101

Dear Leon:

California is certainly getting a great deal of press from the riots and our faltering economy. The attached two articles were in the May 23rd issue of The Economist magazine. The Economist is probably the most widely read business magazine in all of Europe. We would really prefer to see more positive stories. Perceptions become reality and the perceptions created by these articles are not what we want for San Diego.

With all that San Diego has going for it and the great potential that is ours for the taking, we can be the exception to this perception and the example for the rest of California to follow. While it is harder to get "positive ink", the Board and staff of EDC look forward to working with you in the coming fiscal year to change the perceptions that have been created here in the San Diego region.

Sincerely,

Dan Pegg

DP:pm

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