

*Elect*  
**Jeff Seideman**  
Alderman-At-Large  
(Citywide)



*An independent community leader  
who spans the political divide  
Integrity, common sense, experience*

**Platform highlights**

**Protect Newton's quality of life**  
**Focus on academic excellence**  
**Restore lost programs**  
**Preserve capital assets**

*The question is **not** "What do we want?"  
It's "How do we get there?"  
Answer: By setting priorities and  
having a **realistic** fiscal plan.*

***My opponent's record...***

**Our schools and fire stations are crumbling.**  
**After 24 years in office and as chair of Public Facilities she has *never* voted to fully fund maintenance. She misled us about Newton North, twice refused to get garbage contract bids and killed the budget debate.**  
**Can we afford two more years of this?**

*For platform details, to donate, volunteer,  
get a lawn sign or ask a question, visit:*

**[www.jeffseideman.org](http://www.jeffseideman.org)**

Committee To Elect Jeff Seideman  
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617-965-9290

9/19/09

**Jeff Seideman**

*A record of civic achievement:*

**NFFR** -- Jeff formed Newton For Fiscal Responsibility and defeated the \$12 million override that would have made our fiscal situation worse.

**CPA Lawsuit** -- Jeff was the lead plaintiff in a victorious lawsuit to protect Newton's CPA funds.

**NewTV** -- Jeff is a Board member; he's developed a plan for a citywide video camera reuse program.

**Citizens For Responsible Waste Management** -- Founding member; dedicated to finding ways to increase our recycling.

**Computer Reuse** -- Jeff is developing a municipal program to reuse computers, monitors and printers.

**Ward After School Program** -- Jeff joined the Board and led a reorganization that revitalized the finances and brought in new leadership.

**Stand For Children/ESCOs** -- Jeff worked with SFC to publicize the need for Newton to use energy service companies.

**League of Women Voters** -- Jeff was a Newton North forum panelist and petitioned to have retired judges administer redistricting.

**Newton Firefighters** -- Jeff was one of the founding members of the lawn sign campaign.

**Mass. Legislature** -- Jeff testified to prevent the CPA from becoming a slush fund for cities.

Jeff is an award-winning public relations professional, educator, journalist and photographer. He holds an MBA and is past president of the Boston chapter and national Board member of the Public Relations Society of America.

He and his wife Kate have lived in Newton for 17 years. They have two daughters who are graduates of the Newton school system.

To learn more about Jeff visit...

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Paid for by the Committee To Elect Jeff Seideman  
Bill Heck, Treasurer

7/28/09