

Our Finest Hour

On occasion events unfold that require our industry to come together as colleagues and friends to advance a cause that is bigger than ourselves. Campaign 2010 was one of those occasions and our industry answered the call as never before.

In the weeks leading up to election day and facing big odds and hundreds of thousands of labor union dollars, building industry members responded as never before including the largest single day mobilization of volunteers in the 75 year history of the BIA.

As a result, the voters rendered their verdict and industry backed candidates emerged victorious in nearly every race including Lorie Zapf in the 6th district San Diego city council seat. Unions poured in nearly a quarter million dollars and scores of union activists to hold that seat. But in the end, Zapf bested her opponent by 53% to 47%. In addition, David Alvarez defeated the big labor supported candidate, yet again making it clear that the voters are rejecting the union message.

In Oceanside, Gary Felien prevailed against the union backed mini-incumbent Chuck Lowery who barely got use to his council seat since being elected by a handful of votes in a June special election. Felien's success will maintain a pro-business majority and is yet another blow to union efforts to take control in the North County city.

And unlike our union opponents who demand strict obedience from their endorsed candidates, we seek nothing more than what any American wants from their representatives: be thoughtful, open minded and fair to all. These are the qualities that make us a successful democracy.

We would like to thank everyone who worked so hard to make campaign 2010 a success. Once again the building industry proved that when we rally together to achieve a goal we can prevail. Truly one of our finest hours.



2010 Election Results

CITY OF CARLSBAD

MAYOR

MATT HALL	13288	46.85%
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CITY COUNCIL

FARRAH DOUGLAS	17899	45.06%
MARK PACKARD	13895	34.98%

CITY OF ESCONDIDO

MAYOR

SAM ABED	8653	38.25%
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CITY COUNCIL

MARIE WALDRON	8784	22.37%
ED GALLO	7299	18.59%
LORI HOLT PFEILER	7252	18.47%

CITY OF OCEANSIDE

CITY COUNCIL

JEROME M. KERN	16452	30.27%
GARY FELIEN	13547	24.93%

CITY OF POWAY

CITY COUNCIL

JOHN MULLIN	6839	31.68%
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CITY OF SAN DIEGO

CITY COUNCIL

District 6

LORIE ZAPF	16787	52.45%
HOWARD WAYNE	15217	47.55%

District 8

DAVID ALVAREZ	9537	58.32%
FELIPE HUESO	6815	41.68%

PROPOSITIONS

- C) WON with over 70% of the vote.
- D) DEFEATED with over 60% of the vote

CITY OF SAN MARCOS

MAYOR

JIM DESMOND	12736	100.00%
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CITY COUNCIL

CHRIS ORLANDO	6411	28.26%
KRISTAL JABARA	5754	25.36%

COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

District 4

RON ROBERTS	57096	57.31%
STEPHEN WHITBURN	42537	42.69%

District 5

BILL HORN	63073	53.37%
STEVE GRONKE	55117	46.63%

Proposition A

YES	443314	75.67%
NO	142534	24.33%

