



For Immediate Release

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### **Balance North Idaho PAC Announces Coeur d'Alene and Post Falls Endorsements**

Kootenai County, Idaho, September 13, 2013- Balance North Idaho (Balance) today announces endorsement for candidates for the Coeur d'Alene and Post Falls City Council elections this November. "We are honored as a board to have had the privilege to interview so many excellent, qualified candidates on all sides of issues," said Eden Irgens, President. "There have been rumors we have had a 'slate of candidates' and hope that we can diffuse those rumors. We would not invest the hours of energy into an interview process if we had a slate."

Balance selects candidates for endorsement after an in person interview with candidates. If a candidate chose not to interview, they cannot be endorsed. The Balance, Board also, voted to not endorse those without opposition.

Balance took the following into consideration when interviewing the candidates:

1. Each candidate's view of the respective role as a mayor or city council member
2. Their priorities if elected.
3. Economic Development strategies and priority.
4. Fiscal responsibilities and ideas.
5. Plus individual topical issues for each specific city.

These factors were then combined with Balance's criteria to support candidates that are knowledgeable and qualified, demonstrate strong character, and seek to represent the community interests as a whole with decision-making based on facts and research.

## **Coeur d'Alene Endorsements:**

### **\*\*Mayor: Steve Widmyer – Financial acumen/Vision/Wisdom.**

Steve Widmyer will serve Coeur d'Alene well as Mayor. He is a uniter. His understanding of the role of Mayor is fundamental. He is a team player with a humility that is unique considering his personal success as a businessman. He would have chosen to have a public vote on McEuen, but looks forward to the joy the park will bring the citizens and visitors. He understands economic development, is a fiscal conservative who will always seek efficiency and will continue to promote the best practices to provide taxpayers good return on investment. This 'gentleman' will not walk into city hall with an ego or an agenda. His priorities beyond conservative fiscal management are jobs and citizen safety.

### **\*\*Seat 2: Amy Evans –Heart/Non-Profit depth/Growth Management.**

Amy Evans has an extremely positive outlook for our city. Her priorities are to listen, foster a positive momentum, and continue to work on the absorption and management of community growth against a healthy, long-term vision with the best interests of all in mind. She has started two non-profits and has a heart for those in need. Having served on Planning and Zoning, she understands urban issues for the community and will continue to be a steward of community growth management.

### **Seat 4: Woody McEvers – Commitment /Honest/Track Record.**

Woody McEvers brings over a decade of tenure that includes an always unique perspective. Woody is always asking questions no one else would ask and an open mind to city council business. This beach guy has proven he will hear (not just listen to) both sides and avoid preconceived ideas. His main priorities will be the Dike Road and Education Corridor collaborations.

### **\*\*Seat 6: Kiki Miller – Driven/Fact Tracker/Open Mind**

Volunteer of the Year – how many of us have that on their resume? She is committed to discovering the facts and making the best choice for the citizens on issues. She has a common sense approach to politics and believes in fiscal responsibility to taxpayers. She believes a voice is best heard upfront and promises to listen for the benefit of this community she cares so deeply about.

### **Post Falls Endorsements:**

#### **\*\*Mayor: Ron Jacobson – Financial Acumen/Sales Focus/Broad City Experience.**

Ron is a seasoned businessman with years of financial business expertise and a well-rounded experience on city focused committees. What really strikes you is his focus on economic development with a focus and ‘sales strategy’ that is incomparable. He understands the value of employees and the cost of turnover in any department. He’s a “can do” kind of guy with an uncommon sense of confidence in the city employees. He’s a “Post Falls All the Way” leader and will be a great representative for the city in business attraction and retention initiatives.

#### **Seat 2: Alan Wolfe – Financial Acumen/Citizen Advocate/ Experience.**

Alan is also a seasoned businessman with years of financial business expertise. He has also delved into land-use through time spent on Planning and Zoning among volunteering on a long list of non-profit organizations and events. His plan is to help local businesses develop the strength to hire and create more jobs within while also working with Bill Jhung and team for the betterment of the business community. He is focused on partnerships, an advocate for the citizens who is looking to find solutions to any problem.

#### **\*\*Seat 4: No endorsement.**

#### **\*\*Seat 6: Unopposed- no endorsement.**

\*\*Note: In order to prevent any conflict of interest, Eden Irgens did not deliberate or vote on any seat that had a candidate who hired Range to manage their campaign assets was up for election.

### **About Balance North Idaho**

Balance North Idaho is a Political Action Committee created to endorse and promote candidates and issues in local non-partisan elections. Endorsements will be made using facts, qualifications, and a structured interview and evaluation process, not political party. Candidates will be evaluated based on their goals, experience, qualifications, and community focus. Issues will be evaluated based on their benefit to the community while weighing a variety of other factors, including financial impact. In all regards, Balance North

Idaho's recommendations will aim to be fiscally responsible and promote candidates and issues that will have a positive impact on the growth and development of Coeur d'Alene and Kootenai County. For more info visit [www.balanceneni.com](http://www.balanceneni.com).

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