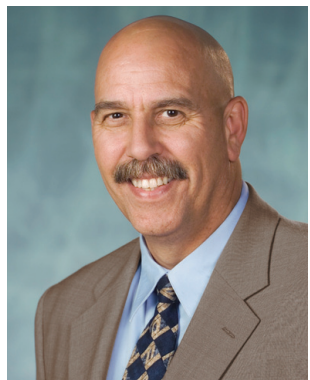




# Ron Jacobson big-business smarts, home-town leader

Ron is a seasoned businessman with years of financial business expertise and a well-rounded experience on city focused committees. He is a champion for 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. Ron has consistently held down taxes for home owners and his goals to expand business by double digit percentages in his first term to lower home owner taxes are just the kind of business smarts that Post Falls community deserves.

Everyone who knows Kerri Thoreson loves her. We do too... Kerri Thoreson has always been a cheerleader for Post Falls and never misses a parade or gathering. She has the heart and determination to be Post Falls' next mayor but, she has also said she would spend the first 100 days simply visiting and understanding every city department. She's been on the city council long enough that we feel she should already know how things work. With the economy in recovery and businesses growing and relocating everyday, that is 100 days lost. Ron Jacobson has the city and banking knowledge to hit the ground running to attract jobs and not impede city workers from doing their jobs.



# Alan Wolfe well seasoned, conservative businessman

with years of financial business expertise. He spent time on Planning and Zoning and has volunteered on a long list of non-profit organizations earning him a 2013 volunteer of the year award. 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, and is an advocate for the citizens who is looking to find solutions to any problem.

**Jim Hail 2015?** Jim Hail's desire for service leads us to believe he will be a part of public leadership eventually. His ideas are positive and passion is real. Yet, Jim's obstacle in this campaign is experience. We look forward to seeing him in the future.

**Barry Rubin is a downer.** Mr. Rubin's favorite credential is his frequent visits to city council meetings where he speaks out against issues. What does he support? That's right - as a tried and true Reagan Republican he is all about "essential services." When asked about creating jobs - he wants to bring in a "professional recruiter" from out of the area. Apparently he has never heard of Jobs Plus and the great work they do.

Widmyer, Evans, Miller, McEvers, Jacobson & Wolfe

**Positively Qualified**



Balance North Idaho is a Political Action Committee created to endorse and promote candidates and issues in local non-partisan elections. The Board of Balance North Idaho consists of a group of community leaders with diverse political and professional backgrounds. As members of the board, each is committed to representing a different aspect of the community and offering a unique perspective on the issues facing it.

**Balanced**  **Candidates >>>**  
**OUR PERSPECTIVE ON THE ELECTION**



# Steve Widmyer is the best choice for jobs and community.

Steve is a humble, successful Coeur d'Alene native with a noteworthy financial background. He is a uniter and a team player. 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 and has plans for economic development. He is a fiscal conservative who will always seek efficiency. He will promote the best practices to provide taxpayers good return on investment. His priorities are conservative fiscal management, jobs and citizen safety.

**Mary Souza: growing government, promoting acrimony.** Coeur d'Alene has real challenges, like rising crime rates and residents who need, but can't find, jobs that pay well. But Mary Souza's plan doesn't address these problems. In fact, her plan would just grow the city government by starting pork barrel projects all over the city. When she says "extend services," "create a team," or "control traffic impacts in residential areas," these all take money to accomplish. Her idea to create neighborhood councils would add an insulating layer of bureaucracy between the voters and City Hall. How would she pay for these councils? Years ago, Mary opposed building our new library, but now she wants to build another one in another part of town. Hold onto your wallets, folks! Questions aside, Mary's lack of leadership over the years suggests her plan would never happen. For any of Mary's "5 Steps" to happen in our city, she first needs everyone to get on board with her. However, the fights she has led in this community have become increasingly rancorous and almost always led to her defeat. She opposed the Kroc Center and the new library, and tried to get the education corridor (and all of its economic benefit, including a lot of jobs) located in Post Falls instead of Coeur d'Alene. She hopes you'll forget this legacy on November 5. Mary as Mayor would not be beneficial to this community.

**Joe Kunka's not serious.** Joe Kunka is a nice man. He has cracked many one-liners during the campaign about how he doesn't understand urban renewal districts and other issues important to the city. And it was funny in the summer, but he was still doing it at candidate forums in October. The time for jokes has passed, and Joe hasn't put in the work to educate himself. Kunka has settled for getting laughs instead of learning about the issues.



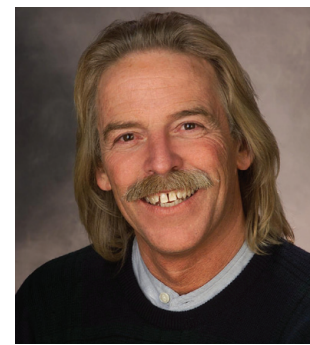
# Amy Evans a selfless public servant.

Amy has an extremely positive outlook for our city. She has started two non-profits and has a heart for those in need. She served on Planning and Zoning and understands urban issues for the community. Her priorities are to listen, foster a positive momentum, and continue

to work on the absorption and management of community with the best interests of all in mind. Amy is literally an Ironman and puts in 120% effort into everything she does leaving a wake of cheering supporters. Amy is the epitome of "can-do attitude" with a wealth of experience beyond her years.

# Chris Filios, wrong about how tax dollars work.

Chris made the assertion at the October candidate forum that if the LCDC was to cease creating jobs in the city, a cash influx would go to public schools. Clearly Chris has some studying to do of 2008 urban renewal legislation regarding schools and tax increment financing. Not only is this false, it is misleading to the public.



# Woody McEvers – one smart “dude”

“The Woodman” brings over a decade of tenure on city council. He is always asking questions no one else would ask with an open mind to city council business. He 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. Woody cares about all the community and as such asks the right questions on council decisions to ensure his choices are fair and well thought out. Don't let the surfer-dude speak fool you, he brings intelligence and institutional knowledge to the council and all the committees he sits on.

**Sharon Hebert, we're still waiting.** Hazy and vague isn't a vision for leadership. In her interviews, campaign materials, and the debates, Sharon Hebert tells you what she opposes, but do we know what she supports? If she were elected, what would she like to accomplish on the council? What are her goals? She doesn't go far beyond platitudes like "restore trust" and "listen to the people." What do these mean to her, exactly? She never offers specific answers. Perhaps she doesn't know. Anyone can be a critic. We need people on the city council with vision who can offer solutions. Sharon has had months to offer hers, but we're still waiting...

# Amber Copeland can serve the community better in other ways.

While Amber has wide-eyed ideas and isn't beholden to an extreme partisan group like Sharon Hebert, we feel Amber would be a better fit on a volunteer commission or non-profit board. While we do like to see new faces and ideas make it into local government, we feel Amber needs more experience and knowledge to be better prepared for such an important role.



# Kiki Miller – powerful, smart, altruistic

Kiki was Volunteer of the Year in Coeur d'Alene in 2012, proving she is a giver to this community. 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 up-front and promises to listen for the benefit of this community she cares so deeply about. Kiki cares about all of the citizens as shown by her support of minority rights, thousands of hours of volunteer work, and her willingness to jump in and help almost any cause that comes here way. She will make a positive impact on community relations while ensuring our city smartly invests in the creation of future jobs by leveraging urban renewal funds with private industry and most importantly, public input.

**Noel Adam, a realtor whose own association doesn't support.** Noel stated in the candidate forum that he would skirt major decisions as a city councilman and instead would incur the high cost of special elections on tough decisions. He says that he is against any form of discrimination yet openly advocates for removal of equal rights laws written to protect minorities in our community.

**Gary Herfurth is a nice guy, but not a good fit.** He wants to build a tram from Spokane to Coeur d'Alene and advocates for spending \$5 to \$10 million on a new library without first researching the cost or need, yet he says the current city is not watching their spending. To pay for these things his plan is to form yet another government commission, all the while saying he wants to reign in the city's spending.