

April 7, 2010

Via E-Mail and U.S. Mail

Allan Zaremborg
President and Chief Executive Officer
California Chamber of Commerce
1215 K Street, Suite 1400
Sacramento, CA 95814

Dear Allan:

Thank you for your email alerting the Board to the "enoughspending.com" ad sponsored by the California Chamber of Commerce and available on its website. This ad, in our view, is attacking Attorney General Edmund G. "Jerry" Brown, Jr. The website and ads contain a disclaimer that states, "PAID FOR BY CALIFORNIA CHAMBER OF COMMERCE." Further, a letter sent to us from the Chamber states that these actions were financed with member dues.

While we understand that the Chamber staff is justifying these ads as "issue ads" pursuant to a board decision to conduct issue-oriented education efforts, to any reasonably minded person this is nothing more than a typical political attack ad. It undermines the Chamber's credibility to justify it as anything other than that.

We, as members of the Cal Chamber Board of Directors, *did not authorize the funding of attack ads on individual candidates* and, frankly, do not want the Cal Chamber to be using our member dues for these kinds of actions. We participate in the Chamber to promote a healthy business climate, not to exacerbate unhealthy partisanship. This is not the kind of "education" approach with which we believe the Chamber should be associated.

Therefore, we ask you to stop funding these ads immediately and see that they are taken off the air.

If these ads are being financed by specific companies, separate and apart from our general membership dues, or if the Chamber's PAC has voted to take these actions, please advise us. Certainly if individual companies believe that this kind of approach contributes to intelligent discourse they have every right to pursue it. The PAC has its own approval process and separate funding. Using our member dues is another question entirely.

As valued members of the California Chamber, we want you to correct this situation immediately.

Thank you for your prompt attention to this matter.

Sincerely,

George Kieffer, Chamber Board Member

Kevin Ratner, Chamber Board Member

Robert Simonds, Chamber Board Member

Cindy Starrett, Chamber Board Member