

ROBYN RITTER SIMON FOR LA CITY COUNCIL

Robyn Ritter Simon announced her candidacy for the Los Angeles City Council, District 5, in February 2008. Robyn is a past President of the National Women's Political Caucus, LA-Westside. Robyn is a seasoned business executive who is results-driven with 20 years experience in public service, communications, and business.

After the Los Angeles City Council 2001 Election, Robyn joined the Los Angeles Area Chamber of Commerce as a City Hall liaison, advocating on behalf of business with city leaders. When the Chamber inherited Leadership LA, a well-respected leadership training program, Robyn was tapped to run the program which mentors future civic leaders. In 2001 she was appointed by former LA Mayor James K. Hahn to a five year post as a Commissioner to the West Los Angeles Area Planning Commission. Serving as the voice for land use matters within the 5th District provided Robyn intense training on complicated planning matters facing the district.



Later Robyn joined the Century City Chamber of Commerce as President & CEO working with local leaders to build the Chamber's political influence in the business community. In 2006 she was elected President of the Los Angeles chapter for the National Women's Political Caucus – a national organization committed to gender parity in politics. During her tenure, membership more than doubled; the group's political influence and visibility skyrocketed; and Robyn was instrumental in electing the group's endorsed candidates. In addition, Robyn served as a Board member for the National Council of Jewish Women, a social service agency. She worked on the Board for two years to improve the lives of women and children in Los Angeles.

The knowledge acquired working as an advocate for business and representing 5th District constituents on land use matters as a Mayoral-appointed Commissioner prepared Robyn for the challenges the 5th District is currently experiencing. Development and planning matters rank as top concerns for constituents residing and working in the 5th District. Another issue is traffic in the District. With a pragmatic approach, Robyn's traffic solution program aims at unlocking the gridlock without making businesses or residences suffer. Robyn is ready to apply her knowledge and experience to improve the quality of life for individuals and families in the 5th District.

Preceding her work in the Chamber and with NWPC, Robyn worked as a dynamic community leader for decades. As co-founder of the *Beverlywood Moms*, she coordinated and implemented a successful, precedent-setting grassroots effort, recruiting neighborhood families to support Canfield Avenue Elementary School in West LA. Robyn recognizes the immense importance education contributes to our community. Robyn collaborated with the Los Angeles School Board to implement changes at local campuses with great success.

Robyn began her career as a broadcast journalist and political commentator, producing and hosting her own public affairs program *Robyn Ritter Reports*. She is a native of Los Angeles. Robyn is now raising her family in the same community she grew up in. Robyn resides in Beverlywood with her husband Brian and their three teenage sons, Brandon, Harrison and Spencer.