

To: Kmichell@ .com
From: Dave & Mary Nuffer
Subject: State of City
Cc:
Bcc:
Attachments:

Hello Mr. Mayor,

You already own a numero uno legacy of turning a financially upside down city right side up, a giant but not overly sexy accomplishment.

You could consider a second legacy (and you know what it is) because it is perfect, and sexy - a new brand for San Diego as "The City of Life, America's Finest City."

Your State of the City address could announce a small committee to study the proposal.

Have I extracted a smile yet?

Dave Nuffer