

# NO | 23

## STOP THE DIRTY ENERGY PROPOSITION

July 23, 2010

David Nahai  
H. David Nahai  
1925 Century Park East  
Suite 650  
Los Angeles, California 90067

Subject: Invitation to Join *No on Prop 23 Campaign* Executive Committee

Dear David:

It's true - the campaign launched by Texas oil giants Valero Energy Inc. and Tesoro Corp. to repeal California's clean energy and clean air laws has qualified for the November 2010 statewide ballot.

Prop 23, accurately described as the "Dirty Energy Proposition," will lead to increased air pollution and public health risks for Californians and increased climate risks for everyone. It will eliminate billions of dollars in public and private investments in clean energy and clean technology - effectively killing a leading driver of California's economy. I am writing today to invite you to join our campaign Executive Committee, as we have discussed.

A professional and well-organized team has been formed to run the campaign to defeat Prop 23. No on 23: Californians to Stop the Dirty Energy Proposition, is recruiting high-level representatives of leading California organizations and prominent individuals interested in enhancing California's clean technology leadership to serve as a member on the campaign Executive Committee. The Executive Committee will be co-chaired by the Honorable George Shultz and Tom Steyer of Farallon Capital. Specific roles and duties for Executive Committee members are outlined below.

**What:** The Executive Committee will serve as a prominent, visible element of the campaign, demonstrating diverse support from leading Californians, California businesses, and health, environment, consumer, and other constituencies. The Committee will also be asked to engage (as much as time allows) in the actual implementation of the campaign, including:

- **Briefings:** Participate in two or three campaign briefings, based upon the latest research and findings from the campaign polling and research, to convince important audiences to support the campaign.

- **Letterhead:** Lend your name to the Executive Committee, so that our strong coalition can be featured prominently on the campaign website, official letterhead (used for thank you letters to contributors and other purposes) and other venues where appropriate.

**When:** The campaign aims to solidify the initial members of the Executive Committee within the next week, with the first meeting of the committee set to convene in early August.

**Time Commitment:** The Executive Committee will likely meet two or three times during the campaign. The first meeting, as noted above, will be in August. The second will take place in mid-September and the third in late October. These meetings will take place in person, but will have a call in option if needed.

We hope you will join this important campaign. Please feel free to contact me at: [mmantell@resourceslawgroup.com](mailto:mmantell@resourceslawgroup.com) or 916-442-4880 if you have any questions. Starting July 30, Kevin Sweeney ([kevin@transforming.biz](mailto:kevin@transforming.biz)) will be the point person for assessing campaign updates, research and other materials. We will be providing regular updates, a briefing binder and other materials to help you represent the campaign.

We look forward to working with you in defeating this measure in November and ensuring a solid future for clean energy and the new energy economy.

Sincerely,



Michael A. Mantell  
Finance Committee Chair  
No on 23 – Stop the Dirty Energy Proposition  
555 Capitol Mall, Suite 650  
Sacramento, CA 95814