

January 27, 2009

***“Graffiti vandals are criminals; they are not artists”***

Esteemed Reader,

“Graffiti vandals are criminals; they’re not artists” was a phrase I used in my very first “State of the City” as Mayor of San Jose in 1999. I had just begun my first term and was determined to rid the City of San Jose of all graffiti.

In 1999, San Jose had over 70,000 graffiti tags. By the end of my second term in 2006, the city had eliminated 99.88% of all graffiti tags. Our city program had recruited over 3,200 community volunteers and leaders were taking back their neighborhoods. A sense of pride had been returned to every neighborhood.

Your organization may be spending thousands of dollars combating a losing battle against graffiti in your community. I have a solution to getting more “bang” for every taxpayer dollar you spend on this battle.

Presencia, LLC has teamed up with Boyles & Associates to offer expert advice on ***how you can win the war against graffiti in your community. In my opinion, there is no one better than the Boyles & Associates team to*** provide you with a detailed strategy to beat graffiti. Boyles & Associates is led by Rob Boyles and Rick Stanton who are the former managers of San Jose’s successful anti-graffiti program. ***Take it from me, you can not find anyone better at beating graffiti!***

If you want to experience the same success contact me to schedule a meeting at (408) 309-9247 or [rgonzales@presenciainvestments.com](mailto:rgonzales@presenciainvestments.com).

Sincerely,  
PRESENCIA, LLC

Hon. Ron Gonzales  
Mayor, City of San Jose (Retired)  
Chairman & CEO

To see Mayor Gonzales' biography, click [here](#).