

## Jeff Struble for City Council - Apache Junction, AZ - 2013

Allow me to introduce myself to the citizens of Apache Junction. I am Jeff Struble and I have chosen to ask you to elect me to the city council of Apache Junction. Some have asked me why I am motivated to do this at this time. It is because I feel that I have the knowledge, skill set and experience to serve the citizens in a way that will help us move Apache Junction into our future.

You may ask what does that mean. To find out more about whom I am and where I came from go to [www.letsbuildourfuture.com](http://www.letsbuildourfuture.com). In short, this will tell you that I have worked since I was ten, put myself through college and have been the CEO of medical faculties and am now the owner of a successful accounting and tax practice. I came from a small town with the ethics and integrity that was instilled in me by my parents and mentors. There is a place on the website to ask me questions. I would welcome the opportunity to respond to those questions and requests to speak to your organizations.

In my view Apache Junction has a strong foundation and heritage to build on. The people are capable and diverse. Where we are lacking is a true vision of where we are going as a community. There are many different groups, all with their own ideas. These ideas need to be gathered together and fashioned into a concrete plan. Yes we are voting on the master plan. The citizen's responsibility is to hold the council's feet to the fire and make sure that it is followed when they are making decisions that will affect the community. I feel that I have the experience to assist in this endeavor.

The city needs to make a three pronged attack on the future of our community. This would include work on economic development, infrastructure and tourism/reputation. These all have to be done at the same time, in order for Apache Junction to move towards our great future that lies ahead. They are not independent but they are intertwined in each other. This can all be done without losing our small-town feel and heritage. In fact, we have to use this small-town community to our advantage.

Economic development is more than producing jobs. It is bringing in companies that will bring families, ideas, capital, and a willingness to invest in the community. This entails working with neighboring communities to entice feeder companies for larger companies. Ten small to medium sized companies will provide us with more stability than one large employer that can be lured away with bigger tax breaks and no local ownership.

Infrastructure has to do with the functionality and look of our community. There are areas in the town that need to be brought up to a standard that tells visitors we are a growing and vibrant city. We also need to maintain some of our rustic small-town feel to enhance our reputation. The citizens need to take ownership of their own property and understand that what they do affects others. Since the city relies mostly on sales tax revenue we all need to make sure that we do all of our shopping, when available, here in Apache Junction.

Tourism and reputation is the third area of importance. We have to develop the attitude that we can become the leader of the valley and state. We do not take the back seat to anyone. There are some good things happening in this area. The city staff works hard to do what they can with the limited resources. It is imperative that when the words, Apache Junction, are said around the state people will think good things, and not a little town in the far east valley with the drugs and dirt roads. We have a lot to offer.

We must work with our elected school, county, state and federal officials to bring about changes. We need to drive the conversation, not be told what we can do for our citizens. I strongly believe that our future starts with us. The decision making and control needs to be taken back from those agencies that we pay taxes to and then see those dollars distributed to other communities. We must come together as the independent strong willed people that we are and use it to our advantage while building our future.

Once again I am asking for your vote and trust in me to help lead Apache Junction into the future. It may seem that I am just another politician blowing hot air about vague ideas. However, these are main points that I am touching upon and would love an opportunity to talk details with any who are concerned. If you have any questions or concerns, please go to [www.letsbuildourfuture.com](http://www.letsbuildourfuture.com) and voice them. I want to serve Apache Junction

Jeff Struble

Candidate, Apache Junction City Council