



Integrity-based Advocacy, Strategic Communications and Public Outreach

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John Mendez

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Civic and Charitable

Chief of Staff, California
Legislature
Urban Corps Charter School
LEAD San Diego
Securing Our eCity (cyber security)
Otay Valley Regional Park Citizens
Advisory Committee
San Diego Public Leadership
Institute
San Diego Leadership Forum
San Diego Hispanic Chamber
of Commerce Advisory Board
HOPE (latinas.org), Champion Advisory
Board
Chula Vista Chamber of Commerce
San Ysidro Health Center, 45th
Anniversary Gala - Chair
Los Angeles Sports and Entertainment
Commission

Education

University of California, Riverside –
B.A. Political Science 1990

Personal

John resides in Chula Vista with his
wife and four children. The family is
active at EastLake Community
Church.

John brings more than 20 years of experience in developing and executing advocacy campaigns, government and community affairs strategies, and media relations initiatives. His campaigns have successfully targeted elected and appointed officials, government and regulatory agencies, Fortune 500 corporations, as well as Latino, African American and Asian American markets and constituents. He is a strategic thinker, resourceful problem solver, trusted leader, effective communicator and skillful team player.

Practice Areas

- Land Use Public Affairs
 - Political Viability Assessment
 - Community Outreach and Mobilization
 - Media Relations
 - Project Advocacy
 - Public Hearings Prep
- Government Relations and Advocacy
- Press and News Media Relations
- Reputation Management
- Public-Private-Nonprofit Partnerships
- Issue and Crisis Management
- Events Management
- Marketing Communications and Business Development

Core Industries

- Energy
- Commercial and Residential Real Estate Development
- Wireless and Telecommunications
- Environment and Sustainability
- Education
- Retail

Accomplishments

- Gained land-use entitlements and government approvals for controversial big box stores representing over \$120,000,000 in annual sales.
- Won approvals for master-planned communities and new residential developments.
- Won approval for PACE Energy financing program in San Diego and Chula Vista
- Gained approval for cell towers and wireless infrastructure systems throughout California.
- Successfully advocated for water district for fair water rates
- Conducted numerous press conferences garnering media hits on TV and radio and print outlets