



Sweetwater Education Association

Protecting the Promise of Education for All



On April 27, 2011, the San Diego Union Tribune published a story called “Sweetwater P.R. bills don’t match memories.” The article included two bills from Alevy Communications to the law firm of Garcia Calderon and Ruiz LLP, the firm that will represent the District in negotiations. The invoices were for “Professional Services: Sweetwater Union High School District.” For those of you that are reading this message on-line, here are links to the article and to the invoice:

<http://www.signonsandiego.com/news/2011/apr/27/pr-bills-dont-match-accounts-of-those-involved/>

<http://media.signonsandiego.com/news/documents/2011/04/27/alevybills.pdf>

I encourage you to read the article in its entirety and to examine the bill line item by line item. Besides charging District for interviews and meetings that individuals are saying never took place, the District appears to have meddled in the November School Board election. That is my speculation and I look forward to reading the District’s explanation for the invoiced items dated November 1st and 3rd that state:

- **“Developed, analyzed, and distributed election trend information to key team”**
- **“Election Day: On hand at election central for trending and reports to key team. Discussion with key influencers and on-going reporting with direct results (computer problems) and analysis of trends and indicators”**

It would be interesting to see the bills that were invoiced prior to the month of November. Perhaps Jesus Gandara, Jim Cartmill, or Arlie Ricasa can provide us with a rational explanation of what took place. I would like to know who the “key team” was and who the “key influencers” were. I would like to know why the District was financing the monitoring of the election and what was the depth of their involvement.

I have other questions:

- 1. Does the School Board find it acceptable to have our superintendent’s editorial responses to the media written by Alevy Communications rather than by him?**
- 2. In light of this recent fiasco, will Alevy Communications continue to edit the District’s publication called “Table Talk” that is distributed to SEA members?**
- 3. The meeting with Labor Council leadership and Alevy Communications that the District paid for did not take place. Did the District know this?**

- 4. Who were the former (or current) teachers described in the bill?**
- 5. Who sanctioned the interview of a school board member of another district?**
- 6. The District's bargaining strategy is based upon interviews with individuals who are adamant that the interviews did not take place. The District's bargaining strategies have been influenced by the perceptions of a P.R. firm that appears to have committed fraud. Will the District continue to use their services and those of Bonny Garcia?**
- 7. Dr. Gandara has requested that the District be reimbursed for Alevy Communications work related to Dr. Gandara's relatives' political woes in Texas and their impact on our District. Will reimbursement be sought for other inappropriate charges that appeared on the two bills?**
- 8. Where did Dr. Gandara have this conversation with Mr. Alevy? Was Dr. Gandara being paid his salary on this day?**
- 9. What exactly was the District's involvement in the last School Board election? Arlie and Jim, are you prepared to do the right thing?**
- 10. How will you hold Dr. Gandara responsible for this latest scandal? I suggest that you dismiss him. Do you realize that he has lost his credibility and that his only source of authority comes from ruling by fear?**