



Dear Haverhill Citizens:

Date: June 23, 2008

I am seeking your support of my candidacy for Mayor.

I have lived in Haverhill my entire life and love this city as did my parents and grandparents. I understand Haverhill's great history and I have a strong vision for its future. I have been one of your City Councilors. I have been your Council President. I have also worked in the private sector like you. For more than two decades, I have thrived as a professional manager in private industry.

I offer you and Haverhill my unique blend of both successful public and private management experience. I can promise you the best solutions for all of Haverhill's needs.

I will professionally manage your hard earned tax dollars by implementing a proactive long range plan upon taking office.

- Your city government will be accountable with **measurable results**. Haverhill's taxpayers deserve the **greatest value at the lowest cost** and that's what you'll get in a Michitson administration.
- We will implement a capital improvements plan to **fix public buildings, roads** and other infrastructure in a timely manner at the lowest cost.
- Together, we will attain **safe Haverhill neighborhoods** by continuously improving community policing and neighborhood participation, as well as **reducing Haverhill's high drop-out rate** which is nearly double the state average.
- We will establish **financial stability** for Haverhill. We will broaden the tax base by attracting 21st century businesses but we won't let new residential developments **overwhelm** our Police, Fire and Schools.

Together with the School Committee, we will improve academic performance and give our children the knowledge and skills they need to thrive in the world today and tomorrow.

- We will aggressively identify what is working and what is not and establish **measurable goals and accountability**.
- We will utilize **all of Haverhill's full potential**, calling on parents and our community at large for mentoring and tutoring of our students.
- We will create **partnerships** between our schools and industry to expand our children's horizons about their possibilities.

Under my leadership, we will reinvigorate Haverhill's economy.

- I will forge partnerships between industry, government and universities to execute a diversified strategy to position Haverhill as a **regional economic engine**.
- Together, we will **market Haverhill's advantages** to forward looking industries such as energy efficient construction and retrofitting, renewable energy, biofuels and green manufacturing. These are **the jobs of tomorrow** and we will have them in Haverhill.
- We will **broaden the appeal and long-term viability of Downtown Haverhill** by attracting creative and innovative jobs to complement restaurants, shops and new housing.

I will be accessible to you throughout my candidacy and public service as Mayor.

Please do not hesitate to contact me at 978-373-2231 or at michitson@verizon.net. I look forward to an open and energetic dialogue about the issues that concern you, the complete substance of my leadership goals and the City we call home.

Sincerely

John Michitson

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