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Johnny Baker  
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Geoff Berg  
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Jack Carlson  
Mark Cole  
Bob Craig  
Arturo Deleon  
Doug Dawson  
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Stanford Dow  
Jack Dulworth  
Mark Dulworth  
Truman Edminster  
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April 21, 2003

Robert M. Elberger



Dear Robert M. Elberger:

I committed to run for Mayor in order to fix our city's fiscal and infrastructure problems, including cutting taxes and wasteful spending and improving mobility in our daily commutes. I committed to run hard, and to work hard once elected. I've done that as a councilman, and I'm doing that as a candidate for Mayor.

I have studied the challenges facing our city. I've sought the advice of civic leaders, experts in specific fields, and average taxpayers who pay the bills and drive our streets, in order to find solutions to our problems. I have offered real and workable solutions, even when that may not be the path of least resistance nor sit well with special interests.

I waived my salary as a commitment to lead by example. I believe we must cut spending, manage more effectively, and run the city more like a business. I have crafted a detailed budget plan which describes \$60 million in targeted cuts of waste and specific examples of redundancy.

The problems facing our city are complex, and the answers are not simple. Solving them will require independent mayoral leadership, a strong commitment to results, and the ability to reach across our city's diverse communities and build consensus. I am committed to that. Our city needs that now more than ever.

With your help I will win. When I do, we'll make the mayor's office more accountable, responsible and responsive.

Please consider participating in my upcoming fundraising event on Thursday, May 29<sup>th</sup>, at the home of John and Daisy Sloan White, 2148 Inwood Drive, from 5:30 to 7:00 p.m. Co-hosts are James A. Elkins, III, A. John Knapp, Jr., and our campaign chairman, R. Bruce LaBoon. Participation levels for the event are Gold (\$5,000), Silver (\$2,500), Bronze (\$1,000), Friend (\$500), and Supporter (\$250). Those who participate at the Gold, Silver and Bronze levels and who respond by **Tuesday, May 6<sup>th</sup>** will be listed on the invitation. A reply card is enclosed for your convenience.

Share your thoughts directly with me at my personal email, [iam@michaelberry.com](mailto:iam@michaelberry.com). Questions related to this event should be directed to Cassie Lincoln at 713.522.6138 or [cassie@michaelberry.com](mailto:cassie@michaelberry.com). Visit our website at [www.MichaelBerry.com](http://www.MichaelBerry.com).

Sincerely,

Michael Berry



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Houston, TX 77006

713.522.6138  
Fax 713.522.3286  
[www.michaelberry.com](http://www.michaelberry.com)



**RESEARCH FINDINGS**

**TO:** BERRY FOR MAYOR TEAM  
**FROM:** CHRIS WILSON, CEO  
**SUBJECT:** RECENT POLLING NUMBERS  
**DATE:** THURSDAY, APRIL 03, 2003

**The Current Race for Mayor: Sanchez cannot win**

At present, the race for Mayor of Houston is nothing more than a contest in name identification. The bottom line is that those candidates who are better known (e.g., Orlando Sanchez due to his previous race, Sylvester Turner due to his years in the state house, and now to a lesser degree Bill White thanks to his \$500,000 expenditure on media) have an artificial lead in the polls simply due to their name identification.

Our recent numbers show Sanchez in the lead with 32% of the vote, followed by Turner (21%), White (8%) and Berry (6%). However, any poll that is published now does not reflect support for a candidacy, per se, but rather indicates that voters recognize the name of that candidate. Of course, by November it is likely that all of the candidates will have equal name identification, and voters will actually have factors on which to decide which candidate to support. Most importantly, more than one in four voters (28%) is undecided.

Understanding current numbers are nothing more than a reflection of name identification, these recent polling numbers say that Orlando Sanchez will NOT be the next Mayor of Houston. As a researcher who has seen literally thousands of political opinion surveys, it is clear that Sanchez cannot win.

To explain, Orlando Sanchez has a soft name ID of 95% and a hard name ID of 77%, yet he only receives 32% of the vote. This is what is known as a "still-birth" candidacy. Sanchez has effectively peaked and has nowhere to go but down. His anemic numbers show that without completely redefining himself (which is all but impossible when a candidate already has universal name ID), Sanchez cannot win this election.

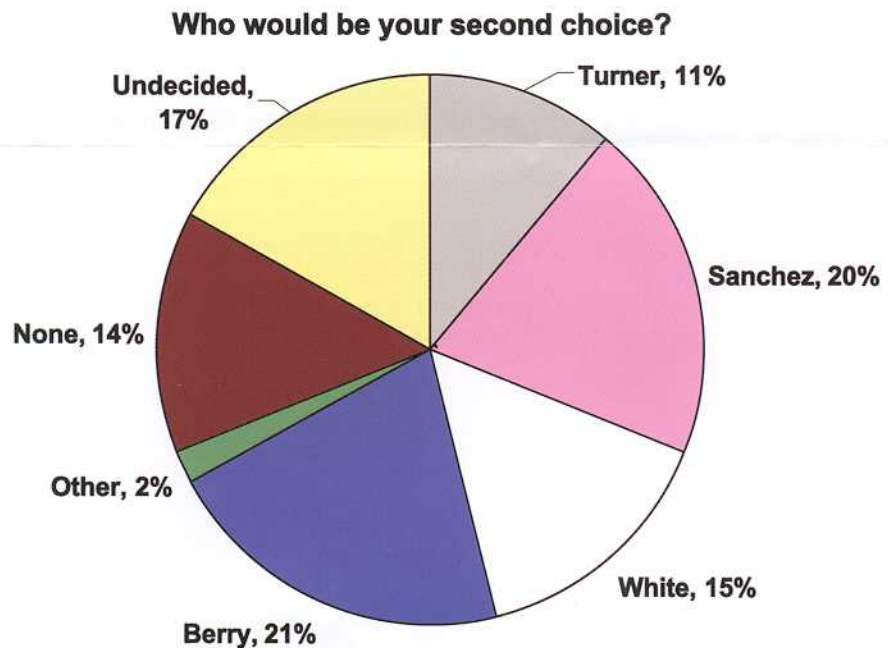
Voters are already looking for another option.

**Voters are looking for another choice: Berry is that choice**

Conversely, Michael Berry is very well positioned to win. This early in the campaign he is not expected to have high name ID (again, that's all a survey at this point amounts to—a name ID poll), yet he is very popular with voters who know him (unlike Sanchez or Turner) and is the most popular second choice with all voters.

The fact that Berry is already the number one second choice shows that as his name ID increases, his portion of the vote will increase exponentially.

This is far more important, in my view, than having universal name ID in March and points to a surge in support once voters become more familiar with his candidacy.



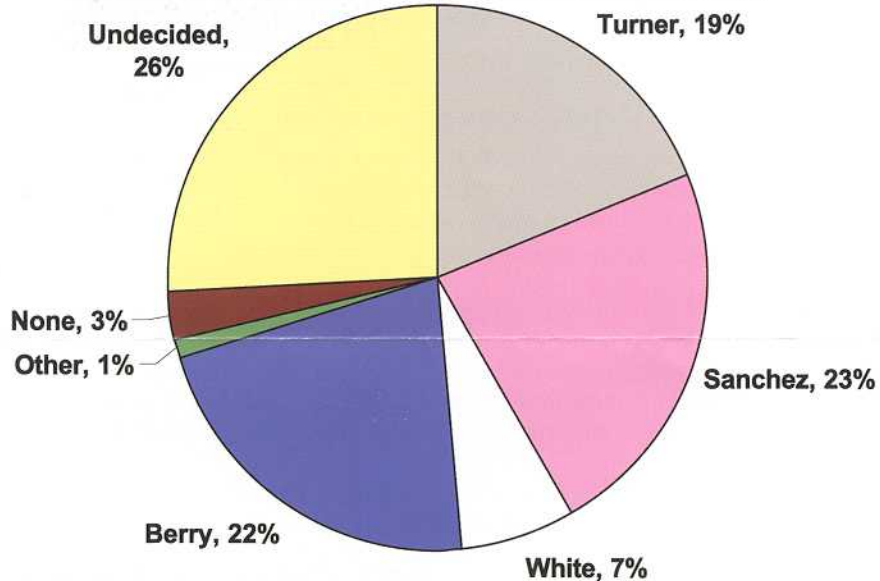


### Informed Ballot: Berry in dead heat for lead

To fully understand the underlying support for Berry, consider the following data: after being given more information regarding the background and positions of Councilman Michael Berry, respondents were asked what is

commonly referred to as an "informed ballot". After learning this new information about Berry, both positive and negative, and simply the type of information they could be expected to hear over the course of a campaign for Mayor, Berry moves into a dead heat for the lead with Sanchez—22% to 23%.

**If you knew all the information you just heard were true, for whom would you vote if the election were held today?**



Further, the fact that Berry surges from 6% to 22% illustrates the type of growth potential necessary to win a race of this kind. Berry is the only candidate with the ability to hold a base of Republicans and pick up enough Democrats and Independents to win.

### Conclusion: Berry is the only candidate who can beat Sylvester Turner

Most political experts recognize that it is likely that Sylvester Turner will make the Mayoral runoff election due to his natural base of support from Democrats, voters in his district and African American voters city-wide—I would concur with that supposition based on this data and his historical trends in Houston.

What these numbers show is that Michael Berry is the only candidate who can beat Sylvester Turner. If either Orlando Sanchez or Bill White makes the runoff with Turner, Turner will be the next Mayor. Again, Michael Berry is the only candidate who can draw support across party lines and across the city.

I understand that some candidates have released data that purport to show support for their candidacy. The fact is, these findings and the manner in which we have interpreted the data are far more indicative of what will occur in November than any name ID poll released today.

As always, please feel free to contact me with any questions.

*Statement of Methodology: These findings are based on an n= 540 sample of likely voters in Houston conducted February 8<sup>th</sup> – 11<sup>th</sup>, 2003. A study of this size has a margin of error of +/-4.3% at the 95% Confidence Interval.*