

CITY OF CYPRESS PRESS RELEASE

August 23, 2011

For Immediate Release
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FOR IMMEDIATE RELEASE

SUBJECT: “BRACE”ing for the “The California Crackup”



(Pictured from left: Mr. Joe Mathews, Keynote Speaker of BRACE Program; Mr. Leroy Mills, Mayor; Mr. Douglas A. Bailey, Council Member)

The City of Cypress Business Retention Attraction Creation & Expansion (BRACE) Program quarterly event was held on Monday August 22, 2011, at the Cypress Community Center.

The keynote speaker for the event was author Joe Mathews. Mr. Mathews shared with Cypress business leaders his interesting perspectives on California and

excerpts from the book he co-authored with Mr. Mark Paul, “California Crackup: How Reform Broke the Golden State and How We Can Fix It.”

Mr. Mathews provided an interesting historical perspective on the State of California, how the system of government of the State evolved to be what it is today, and the challenges California will continue to face without fundamental systemic changes.

Mr. Mathews is the Irvine Senior Fellow at the New America Foundation. He is also a contributing writer at the Los Angeles Times, Associate Editor at Zocalo Public Square, and the lead blogger at NBC’s California site Prop Zero. His work appears in the Daily Beast, Washington Post, New York Times, Wall Street Journal, The New Republic, Los Angeles Magazine, the American Prospect, Scientific American, Politico, and Fox & Hounds Daily.

Before joining New America, Mr. Mathews was a reporter with the Los Angeles Times, Wall Street Journal, and the Baltimore Sun.

For additional information regarding the BRACE program and other City services for the business community, or for information on how to relocate your business to the City of Cypress, please contact Redevelopment/Economic Development Manager, Bill Manis at (714) 229-6671.

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