

JEFF BRATZLER

Occupation: Certified Financial Planner/Business Owner

My education and qualification are: B.A. Political Science, UCLA. CFP, American College. Here in Alameda, I founded my company in 1988, where I continue to serve as president. My firm specializes in employee benefits with over 40,000 clients, predominately in California but many now retired and living throughout the U.S. I am recognized as one of the leading experts on public agency benefits in California and was invited by the former City Manager to serve on the Alameda Task Force on Pensions and Retiree Health Benefits. As a financial professional, I know how to balance budgets, make prudent investment decisions and help individuals and organizations plan sensibly for the future. As your Treasurer, I will serve with objectivity and integrity. The City Council needs the ability to prioritize based on accurate projections and sound financial planning. The goal is to sustain the high quality of Alameda's essential services while protecting our City's fiscal health. We need to continue providing excellent schools and high quality police and fire protection. We need to expand recreational choices, protect open space and ensure Alameda Point is developed in a way that cares deeply about Alameda's future. It's time for change in the Treasurer's Office.