



ANTONIO R. VILLARAIGOSA  
MAYOR

October 7, 2008

Charley Levine  
Lonestar Communications

In June 2008, Mayor Antonio Villaraigosa traveled to Israel on a mission to improve the City's homeland security and counter-terrorism strategies, enhance its efforts in environmental sustainability and green innovation, and strengthen the economic, cultural, and political ties between Los Angeles and the Jewish state. Presenting a strong, consistent message about the Mayor's achievements and goals in Israel was a key component of the trip, and having a team of hard-working professionals on-the-ground proved critical to its success.

Lonestar Communications provided a crucial link between Mayor Villaraigosa's staff and news organizations and other local agencies in Jerusalem, Tel Aviv, and Sderot. By conducting outreach to agencies and arranging meetings before and during the trip, Lonestar's services went a long way to publicize the Mayor's visit in advance; highlight programs, initiatives, and proposals central to the Mayor's agenda; and keep our office aware of all developments leading up to our arrival. In addition, Lonestar staffers spent significant time and energy over the course of the mission coordinating the Mayor's daily activities and traveling with the delegation to respond to any and all immediate requests.

Mayor Villaraigosa's trip to Israel was widely regarded as a success in both Los Angeles and Israel. It met its policy objectives and achieved the goals set out from the start – and Lonestar Communications played a significant role in making that happen.

We appreciate everything you contributed to this effort, and we look forward to continuing our relationship in the future.

Very truly yours,

Dan Grunfeld  
Deputy Chief of Staff  
Office of Mayor Antonio Villaraigosa