



Business Representative Candidate

Susan Burden

What is your name, the seat you are running for, and one or two lines about you personally?

My name is Susan Burden and I am running as a Business Representative with the SORO Neighborhood Council. I am Chief Financial Officer and Chief Administrative Officer of the Simon Wiesenthal Center, and of the Museum of Tolerance, the educational arm of the Simon Wiesenthal Center.

What is your stake in SORO?

The Simon Wiesenthal Center has been located on Pico since 1978, and I have been employed with the Center since 1983.

What is your favorite thing about this community?

This community is one that embraces the idea that quality of life is enhanced when neighbors know each other. Residents and businesses alike understand that everyone benefits when neighbors are involved in shaping the community by supporting growth, development, local businesses, and by actively participating in local government.

Five years from now, how might SORO look different, and how would you make that happen?

In five years I believe SORO will be strengthened (rather than different) by focusing on the needs of the neighborhood and identifying necessary program improvements that reflect our community's priorities. We will work to empower residents and stakeholders by increasing communication between the SORO community, government departments and elected officials to move SORO forward and to develop relationships with other neighborhood councils on common issues.

Through my participation in SORO I can focus on the needs of the neighborhood by providing useful information, and connecting residents and community partners with City government.

What are your strongest skills and leadership qualities, and how will they be an asset to your work as a board member?

As a longtime stakeholder I am interested in participating in the process of shaping public policy to express the values of the South Robertson neighborhood. I have been heavily involved with the planning and development of the Museum of Tolerance, and because of this experience I understand the local situation, as well as the importance of regular interaction between neighborhood groups and the larger local government.

What is one thing most people don't know about you?

My husband and I are wine aficionados and we own a vineyard.

Register to vote online (until May 31) at soronc.org/vote

Vote in person at the SoRo Festival, Sunday June 5, 11:30-3pm.