Zone 9 Representative Candidate   Adam Rich

What is your name, the seat you are running for, and one or two lines about you personally?
My name is Adam Rich. I'm married and have a 3 year old daughter. I work as a Software Engineer.

What is your stake in SORO?
I own a house here, I live here, and I attend synagogue here.

What is your favorite thing about this community?
The great people! It's a friendly place, and a great place to raise a kid. It's also close to nature (10 minute drive to Franklin Canyon) while still being in the heart of the second largest city in the country!

Five years from now, how might SORO look different, and how would you make that happen?
I think that more young families will move here as they discover how great SORO is. I think we need to modernize our parks and schools to better serve them. I also think that as Los Angeles grows its problems of crime and traffic will grow too. We need to take steps like improving public transportation, etc. to help mitigate those issues. I would collaborate with the board, the community, and experts to come up with plans to make these improvements and help advocate for the city to implement those plans.

What are your strongest skills and leadership qualities, and how will they be an asset to your work as a board member?
I am a software engineer specializing in web development. I love technology. I hope to improve the board's utilization of technology, websites, social media, apps, etc. to better engage with the community.
I work in a very collaborative environment. I have to work with many different departments that have different ideas and work with them to achieve consensus. I hope to do that here as well.

What is one thing most people don't know about you?
I've recently taken up gardening. I started a small vegetable garden in my backyard, last season I grew peas, carrots, lettuce, and more, this season I'm trying my hand at melons. Wish me luck!

Register to vote online (until May 31) at soronc.org/vote
Vote in person at the SoRo Festival, Sunday June 5, 11:30-3pm.