

Daniel Morales

Candidate Altadena Town Council Altadena (NW area, CT=4603.01)

Altadena Area Qualifications:

- Resident for 25+ years (since 1994)
- Proud Owner of a vintage Janes Cottage
- Organizer and leader of NW Altadena Neighborhood Watch Groups
- Placed the Neighborhood Watch signs currently still in our area. (2000s)
- Member of the Janes Village Heritage Area Project (early 2000s)
- Organized Disaster/Earthquake preparedness workshops in the area
- Active hiker/walker/jogger in the area and local trails.
- Active participant and volunteer in local activities, events and organizations.

Personal, Professional Qualifications and some prior positions

- Director - LA Riots Business Assistance Center
- Director - LA Northridge Earthquake Disaster Business Assistance Centers
- Director - NE San Fernando Valley Business Assistance Center
- Director - San Gabriel Valley Small Business Development Center
- Director - Latino American Economic Development Institute
- Consultant, Trainer & Coach to Businesses and Organizations
- Entrepreneur and Small Business Owner
- Board member of Chamber of Commerce and Non-Profit Organizations
- Chemical Systems Engineer and Master in Business Administration
- Bilingual - English & Spanish.

Personal Story

As I approach retirement, I have been considering many areas to move and settle down. In my evaluation and analysis of many areas, both within the USA and abroad, I realized that Altadena is still by far one of the best places to live. The quality of life combined with its natural setting near the mountains and the diversity of its people, homes and neighborhoods is amazing. Yep, I've been living in a magical place for many years.

Why am I running

Like many of you, the pandemic and current political turmoil has upended and affected many plans. As jobs are lost and businesses close, we are faced with a new reality and seeking creative new ways to make a living. Many of us are now working from home, freelancing, self-employed and starting a new business. I want to use my skills and talents to bring the resources available and needed in our community so that we can thrive and prosper during these difficult and challenging times.

If elected to the ATC, I have three goals:

- 1) Create the Economic and Business Development committee.
- 2) Bring resources, training and funding sources to local Altadena freelancers, small business owners, entrepreneurs and residents.
- 3) Work with LA County officials and local organizations to facilitate working from home and to help create and assist small businesses in Altadena.

I want Altadena to be a thriving diverse community we can be proud to call home. I look forward to your vote and thank you for your support.