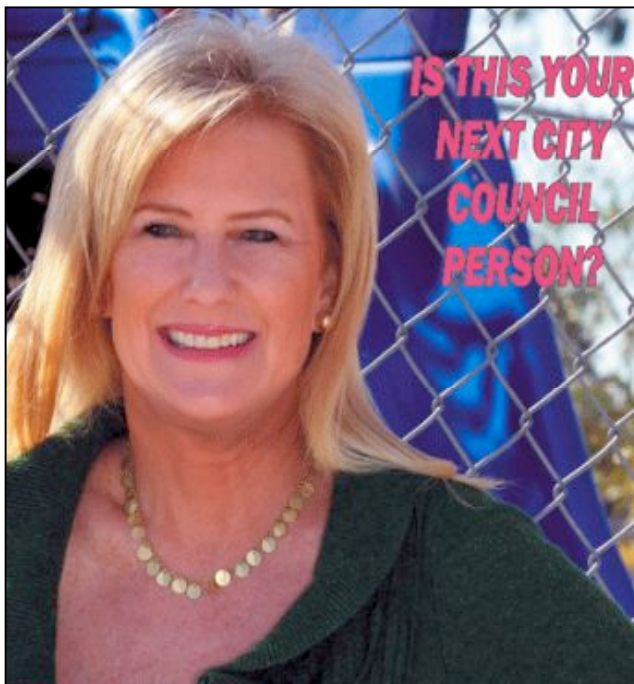


Century City News Sits Down with Business & Community Leader Robyn Ritter Simon

In an ongoing effort to introduce our readers to inspiring leaders, we invite you to learn about a woman who could very well be the next Councilperson representing the 5th District. Robyn Ritter Simon is a seasoned executive who is results-driven with 20 years experience in public service, communications, and business. She is a woman who delivers on her goals. One only needs to look at her accomplishments to know that she is a person who creates improvements wherever she goes. Her record of accomplishments could be just what the constituents of the 5th District deserve; a leader who is responsive, balanced, and battle tested.

After the 2001 LA City Elections, Ritter Simon joined the Los Angeles Area Chamber of Commerce as their City Hall liaison, advocating on behalf of business with city leaders. When the Chamber inherited the well respected leadership training program Leadership LA, Robyn was tapped to run the program designed to mentor future civic leaders. In 2001 she was appointed by former LA Mayor James K. Hahn to a 5 year post as a Commissioner to the West Los Angeles Area Planning Commission. Serving as the voice for land use matters within the 5th District provided her intense training on the complicated and controversial development matters facing our community.



Later she joined the Century City Chamber of Commerce as President & CEO where she worked with local leaders to build the Chamber's political influence and relevance in the business community. In 2006 she was elected President of the Los Angeles chapter for the National Women's Political Caucus (NWPC) – a national organization committed to gender parity in politics. During her tenure, membership increased by more than double; the group's political influence and visibility sky rocked; and she was instrumental in electing the group's endorsed candidates for office. In addition, Robyn has served for the past two years as a Board member to the National Council of Jewish Women, a social service agency bettering the lives of women and children in our community.

When I sat down with Robyn recently and asked her to reflect on her years since running for City Council in 2001, she shared the following:

“It’s been an amazingly rewarding seven years since I first ran for City Council. The knowledge I acquired working as an advocate for business and representing 5th District constituents on land use matters as a Mayoral appointed Commissioner further opened my eyes to the significant challenges facing our city. I am committed to continuing to work tirelessly to improve quality of life for us all, and applying my problem solving skills to make our neighborhoods healthy places in which to live and work.”

Robyn is dedicated and would make a great public servant. Within a few minutes of talking to her, you get a sense that she has a plan, and the tenacity for tackling the difficult issues facing this area. Development and land use matters rank as the top concern for people living and working on the Westside. This is an issue Robyn has mindfully balanced by weighing the needs of property owners to develop their land with respect for the communities who are severely impacted by such developments. As a resident of the community, and as a business leader, Robyn knows firsthand how taxed our infrastructure is. She correctly questions how much more it can handle before it crumbles and serves no good to anyone.

Ritter Simon is a dedicated community leader and dynamic activist. Preceding her work at the Chamber and with NWPC, Ritter Simon was the co-founder of the Beverlywood Moms, where she coordinated and implemented a successful, precedent-setting grassroots effort, recruiting neighborhood families to support Canfield Avenue Elementary School in West LA. Still to today, she recognizes the immense importance education contributes to our community -- from a talented workforce from which employers can choose, to fostering the creative talents of our youth, to enriching people’s lives by achieving success for their futures.

Ritter Simon began her career as a broadcast journalist and political commentator, producing and hosting her own public affairs program Robyn Ritter Reports. She is a native Angeleno who has lived within miles of Century City her entire life.

When asked about her endless devotion to the community and her tireless efforts to make our neighborhoods more livable, Robyn talks about her commitment to leaving her three sons – Brandon, Harrison and Spencer – a place livable, the way she was raised. And, it is certainly a commitment shared by her high school sweetheart husband of over twenty years, Brian Simon.

“I am grateful that my family is supportive of my community building work. I do this for them, in part, and for their future. Nothing would make me happier than to give my boys a community in which they can safely and happily raise their families, just as I could my own. And so, I will continue to work hard each day so that my children and their generation can live in a community that values balance and that truly works,” said Ritter Simon.

Century City News believes this woman is worth watching. We have a feeling that she is going places in the future, and quite frankly, we hope she does. But, until she arrives at whatever that final destination in her career is, you can be sure that Robyn Ritter Simon will continue to fight the next fight to make our community a bit better, each and every day.
