

EUGENE M. THIROLF
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APPLICATION OF EUGENE M. THIROLF TO THE ROCKVILLE CITY COUNCIL

1. Why am I applying to serve on the Council?

I want to analyze and evaluate how to work with the Mayor and Council to reach agreement on the issues pending before them. I have not sought the endorsement or encouragement of any member of the Council or the Mayor. I seek to be independent and not align myself with any existing faction or group on the Council in order to effectively work for consensus and agreement on the issues confronting the City. My expertise is in working with parties to reach agreement on difficult and controversial matters. For example, I established the criminal prosecution theory of the crime of off-label marketing of pharmaceuticals. I also was able to lead federal and state government agencies and corporate defendants to resolve their differences and reach multibillion-dollar settlements, enabling the corporations to continue to function under strict compliance policies and enabling the various federal agencies to obtain results that protected the public fisc and advanced the public health. I am experienced in successfully bringing disparate parties to reach agreement even though their differences were serious and seemed unresolvable.

In my position as Director of the Office of Consumer Litigation (OCL) in the Department of Justice, I designed and implemented effective, mission-focused legal strategies and litigation plans to obtain successful results. Under my direction, during fiscal year 2011, OCL obtained recoveries and negotiated a record amount—more than \$4 billion in fines and civil monetary recoveries—that went to the federal treasury. I want to use that same expertise and experience to assist the Mayor and Council to come to consensus on the contentious issues they face in the coming year.

If no agreement was possible, I was an effective litigator; for example, I was one of the lawyers who developed the briefs in opposition to the preliminary injunction in *Commonwealth Brands et al., v. United States*, the challenge by RJ Reynolds and other tobacco manufacturers against FDA to enjoin FDA from implementing the Tobacco Control Act. I also oversaw the remand of *United States v. Philip Morris et al.*, the civil RICO injunction action against the major tobacco manufacturers that resulted in tobacco manufacturers issuing corrective statements to the public on television and in newspapers.

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2. What community experience do you have?

I have participated and was successful in several community activities over the years.

I volunteered with the PTSAs in the Richard Montgomery Cluster in Maryland public schools for 20 years. I served as president of the Beall Elementary PTA, the Julius West PTSA, and the Richard Montgomery High School PTSA. I was one of the leaders who convinced the Board of Education to install the International Baccalaureate Program at RMHS and who advocated for resources to make RMHS the very successful school it has become. Those efforts required developing and maintaining consensus among factions of parents and various political leaders to obtain what was needed. For example, I was successful in obtaining the funding for the new Beall Elementary, Julius West, and Richard Montgomery buildings.

I led the Montgomery County Liquor Board for more than five years. I developed a consensus policy that led the Dawson Market to obtain a liquor license and operate in Rockville Town Center.

I have served on the Rockville Ethics Commission for five years and obtained consensus for Rules of Procedure, amendments to the Ethics Ordinance, training materials, and ongoing working challenges.

I have coached Rockville youth sports teams, and I was a volunteer official in the Montgomery County Swim League. I have been an active member of the Hungerford Civic Association.

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3. What is my vision for the issues facing the City of Rockville?

I believe we need a balanced approach to resolving the challenges of development threatening the quality of life that has made Rockville such an attractive place to live. As a litigator, I know that whether it is the Rockville Pike or the Pike and Rose or the Twinbrook Plan, the City has legal and practical limits on what it can do to limit development. Without a growing economic base, the City could lose enough tax base to limit what services it can provide to its citizens. It is essential to recognize that compromise and sacrifice will have to be obtained from all involved parties to make those planning decisions successful and legally defensible.

I believe we need to update our senior citizen agenda by first better understanding the needs of the growing number of senior citizens in the City. Since I am a senior, I know some of the issues that need attention. We should conduct a comprehensive survey of our senior's needs and then develop a plan to act on the survey to provide the services seniors want and need.

I believe that we can do a better job of recruiting African-American, Hispanic, and Asian citizens to work in the City and to fill leadership positions in the City.

I appreciate the opportunity to apply and your consideration of my application,