

CALIFORNIA CATTLEMEN'S ASSOCIATION

JIM TIMMONS
PRESIDENT
ARCATA

MYRON OPENSHAW
1ST VICE PRESIDENT
OROVILLE

JOHN W. ROSS
EXECUTIVE VICE PRESIDENT

GEORGE SCOVEL
TREASURER
GILROY



TELEPHONE 444-0845 (AREA CODE 916)

1221 H STREET

SACRAMENTO, CALIFORNIA

ZIP CODE 95814

VICE PRESIDENTS

LESS GUTHRIE
PORTERVILLE

JACK SPARROWK
CLEMENTS

WARREN WAYLAND
SALINAS



NATIONAL CATTLEMEN'S
ASSOCIATION

January 25, 1988

To: Local Association Presidents
Local Association Secretary's

From: John Ross

Re: The Beef Check-Off: VOTE YES

The effort to get out the YES vote is underway! A campaign Committee has been formed, with CCA, CCW, FFA, Farm Bureau, dairy, 4-H and Allied Industry representation, and we are getting the strategy outlined. But a successful YES vote depends on support from each local Association-the real organization and effort must occur in each county.

In case you have not seen it, the Referendum Rules (printed in the Hot Irons) are enclosed. There are three things we must do over the next 3 1/2 months:

1. Industry feedback: Get information about the great research, education and promotion work being done through the check-off into the hands of every potential supporter.
2. Organize to get out the vote: We will be looking at both direct vote and absentee ballot campaigns.
3. Get a YES vote: We need at least 5,000 YES votes in California to counter-act potential "no" votes in other areas of the country.

We do need your help now, to get things in gear for the feedback and the get-out-the vote effort:

1. Work with other organizations (e.g., Farm Bureaus, Cattlemen, CattleWomen, 4-H, FFA, dairy, livestock markets, allied industry, etc.) to organize a local committee.
2. Identify 2 or 3 spokespersons from each county who can be quoted in news releases and take press calls for both feedback and to encourage YES votes. (Please get these names to me or to Greg Findley at the Beef Council as soon as possible.
3. Identify a person to be responsible for receiving and distributing industry feedback information, for example, taking it to livestock markets, fairs, etc.

CALIFORNIA CATTLEMEN'S ASSOCIATION

4. Please send us a list of any upcoming county or area events where we can distribute feedback information, arrange for speakers, etc.

If you have any questions, call Mary Ryan or Greg Findley at California Beef Council (415/571-7100) or me. Please get us the names soon.

cc: Greg Findley

JWR/jcm