

October 4, 2012

**CDFA SEEKS NOMINATIONS FOR THE CALIFORNIA BEEF COUNCIL
FOR THE 2013-2015 TERM OF OFFICE**

TO ALL ORGANIZATIONS AND INDIVIDUALS INVOLVED IN THE CALIFORNIA BEEF
INDUSTRY:

The term of office for seven members and seven alternates on the California Beef Council expires at the end of this year. Therefore, the California Department of Food and Agriculture (CDFA) is requesting nominations for filling these positions from organizations and individuals in the beef industry. The Council conducts advertising, promotion, education, and research activities, and the program is funded by assessments on cattle and calves marketed in California.

The California Beef Council consists of 21 members and their alternates; six of the members represent cattle feeders, six represent range cattle, six represent dairy cattle, two represent packers, and one represents the public. All members serve three-year terms, which are staggered so that one-third of the Council's positions come up for appointment each year.

Printed on the reverse side of this notice is a list of the current members and alternates of the Council. Positions printed in **bold** and marked with an asterisk (*) or two asterisks (**) have terms expiring at the end of this year. These positions will be filled through this year's nomination and appointment procedures. Those individuals identified with two asterisks (**) are completing their second consecutive term in the same position and are not eligible for re-appointment to that position. However, service as an alternate for two terms does not disqualify a person from then serving as a member. Likewise, service as a member for two terms does not disqualify a person from then serving as an alternate.

Organizations or individuals interested in making nominations must complete a nomination form and return it to the CDFA Marketing Branch for consideration. Nominations must be postmarked no later than **October 25, 2012**. For your convenience, we are enclosing a nomination form and a return envelope. Each form should be used to nominate only one individual. If you desire to make more than one nomination, you may copy the form. Please make sure that individuals nominated are actively engaged in the type of category for which they are being nominated and are willing to serve on the Council. Completed nomination forms may be submitted in the postage-paid envelope provided, by mail to the attention of Joe Monson at the address listed below, or by email to joe.monson@cdfa.ca.gov.

If you have questions regarding the nomination process, please call Bill Dale, Executive Director of the California Beef Council, at (916) 925-2333 or call Joe Monson at this office.

Sincerely,



Robert Maxie, Chief
Marketing Branch

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CALIFORNIA BEEF COUNCIL

All positions expire on December 31st of the year indicated

Members and alternates with positions expiring on December 31, 2012 are shown in bold

FEEDER CATTLE CATEGORY				
Members	From:	Alternate Members	From:	Term Ends
Rick Wolery**	Heber	Bill Brandenburg**	El Centro	2012
Scott Chapman**	Brawley	Steve Snow**	Brawley	2012
Patrick Jenkins	El Centro	Troy Murray	Coalinga	2013
Mark Lacey	Independence	Jon Beckett	Fallbrook	2013
Jim Barnebee	Brawley	Jesse Larios	Brawley	2014
Robert Lofton	Calipatria	Ted Gaylord	La Grange	2014

RANGE CATTLE CATEGORY				
Members	From:	Alternate Members	From:	Term Ends
Virginia Coelho**	Fremont	Bill Sanguinetti**	Farmington	2012
Rob Von Der Lieth**	Elk Grove	Richard Nock**	San Luis Obispo	2012
Walt Giacomini	Loleta	Cindy Tews	Fresno	2013
Bill Jackson	Oakdale	Bert Johnson	Los Gatos	2013
Marden Wilber	Clements	Carolyn Carey	Alturas	2014
Darrel Sweet	Livermore	Wayne Lamb	Covelo	2014

DAIRY CATTLE CATEGORY				
Members	From:	Alternate Members	From:	Term Ends
Ike Bootsma**	Corona	Jack Hoekstra*	Oakdale	2012
Patricia Van Dam**	Chino	Manuel Rodrigues**	Tipton	2012
Elane Alewyn	Ontario	Brad Scott	Moreno Valley	2013
Rich Silacci	San Luis Obispo	Frank Gambonini	Petaluma	2013
Jake DeRaadt	Lemoore	Richard Wagner	Escalon	2014
Leo Van Warmerdam	Galt	Ted Greidanus	Tipton	2014

PACKER CATEGORY				
Members	From:	Alternate Members	From:	Term Ends
Lawrence Coelho*	Central Valley	Eric Brandt*	Brandt Beef LLC	2012
Jim Maxey	Certified Meats	Mike Smith	Harris Ranch	2014

PUBLIC REPRESENTATIVES – Nominated by the Remaining Council Members				
Members	From:	Alternate Members	From:	Term Ends
Stuart Epstein	Palo Alto	Gretchen Jacobs	San Jose	2013

* denotes positions for which nominations are being requested for this process

** denotes incumbents who have served two consecutive terms in their current position and are not eligible to be re-nominated for the same position in this process