

The Best Little Station in the Nation!

July 13, 2010



R-Calf USA
CEO Bill Bullard
P.O. Box 30715
Billings, MT 59107

Dear Bill Bullard,

I am inviting the four industry leaders, R-Calf USA, The National Cattlemen's Beef Association, The American Meat Institute, and The National Meat Association, to a special debate on the current state of competition in the cattle and beef industries.

You, Bill Bullard, as one of the top leaders in the one of the foremost beef organizations in the nation are invited to Gordon, NE on August 9, 2010.

The debate will be held at Gordon livestock Auction, our local sale barn, beginning at 6:30pm Mountain Time and will be held to a 3 hour time limit.

Nebraska and South Dakota cattle producers will ask the questions of your gentlemen. Each industry leader will be allowed three minutes to address the public's question on a rotating basis so that no one organization answers first with each new question posed.

This debate will be carried live on 95.5 FM Gordon, NE and 99.5 FM in Valentine, NE, covering the largest beef cattle producing county in Nebraska and the second largest cattle producing county in the nation. In addition to our live radio coverage, the debate will be streamed worldwide on the Internet, with a vast audience of cattle producers, rural Americans, government officials and industry insiders.

I believe this to be an excellent opportunity for you to showcase your organization's position on the issues important to the cattle and beef industries.

Please RSVP by July 26, 2010.

Feel free to contact me with any questions you might have.

Respectfully,

James R. Lambley
KSDZ Radio – The Twister
P.O. Box 390
Gordon, NE 69343

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