



update

April 8, 2008

SAY NO TO SHERRITT Signs for sale! Only \$10/sign! Hang them on your gateposts, vehicles, tractors, buildings, etc. Call any board member to buy signs.

Our NEW Website:
www.vocalalberta.com
AND email address
vocalalberta@gmail.com

Thank you to Jon Kauffman for getting the website off the ground. Jon also made a DVD called Jon's Story, a three minute story of his four generation family farm and the impacts the proposed Sherritt project places upon the farm and his family's future. The DVD may be viewed on the website. It also is part of the VOCAL Society presentation when Bill Sears and accompanying Board members introduce VOCAL Society to various Councils and organizations.



Photo courtesy of Farm 'N' Friends

MARCH HAPPENINGS

COUNCIL PRESENTATIONS

Bill Sears, Russell Stauffer, Clayton Maurer, Jon Kauffman and Robert Janzen made presentations to the Town of Tofield Council Meeting on March 10th, the County of Beaver Council on March 12th and to the Village of Ryley Council on March 17th.

March 25th ✍️✍️✍️✍️✍️ POWER OF THE PEN!

The SAY NO TO SHERRITT Power of the Pen Letter Writing Evening on March 25th at the Beaverhill Nature Centre resulted in 28 attendees writing letters and discussing their thoughts and views on the proposed strip mine project. Fran Schultz put together a package of addresses and effective letter writing tips for people to use during the evening and to take home for further letter writing. Contact Fran Schultz or Julie Ishida for a package, or check the website. The tips and addresses will be posted there.

Keep writing those letters, VOCALites!

MORE MARCH HAPPENINGS

On March 14th board members Bill Sears, Julie Ishida, Clayton Maurer, Russell and Glenda Stauffer met with a communications consultant in Edmonton. The consultant shared advice on how to identify, distill and back up our message with proof points, how to approach a media launch, plan timelines, and to work with third party endorsers (or not), as well as many other valuable bits of advice.

Also on March 14th, the group went to meet with Rob MacIntosh at the Green Planet Communications office. Fran Schultz, Rob Janzen, Owen Forster and Jon Kauffman joined us there. Rob expressed that VOCAL is doing very well and presented advice on how to develop a strategy to go forward.

At the March 26th board meeting, guest speaker Susan Abells, of Abells Henry Public Affairs, spoke on the East Central Alberta Cumulative Effects Project. She invited representation from VOCAL to be involved in the project as it develops. Anyone interested in participating please contact Bill Sears.

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VOCAL Society is funded by membership fees, proceeds from the sign sales, and donations. One family has donated their money from Sherritt for land access for the environmental studies, because "this money left a bitter taste in their mouths and it would be sweetened and put to good use by helping VOCAL."

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Looking ahead . . .

- ✦ a get together with the Boards of Directors of **VOCAL Society** and **RH-DAPA**
- ✦ organize and host a Public Forum mid June in Tofield with a panel to speak and field questions on issues and concerns with the proposed Sherritt Strip Mine and Coal Gasification Plant Project
- ✦ meetings with the MLA's, the Minister of Environment and the Premier
- ✦ continued letter writing
- ✦ contacting and consulting with a recommended communications consultant to work with VOCAL
- ✦ membership drive
- ✦ forming committees to share the tasks ahead and the fun!!!! Some committees needed will be Membership Drive, Sign Sales, Fund Raising, the Public Forum, etc. Contact the Board to volunteer.
- ✦ Presentation to the Camrose Rotary Club
- ✦ a phone number!



OVER 120 MEMBERS IN VOCAL!

"Never doubt that a small group of thoughtful, committed citizens can change the world; Indeed, it's the only thing that ever has."

MARGARET MEAD