

May 12, 2014

Rosalie Cope
Executive Director
Canyon County Fair
Caldwell, ID

RE: Campaign Status April 2014

Dear Rosalie:

It is with pleasure that I submit the following report for campaign activity and progress during the month of April 2014.

The past several weeks have seen considerable progress in the campaign. To wit:

1. Collateral material is final and complete
2. Campaign video is complete
3. Collateral is in final draft form, production to follow
4. Meetings with leadership candidates continue to be scheduled with universal positive receptions.
5. Board solicitations are complete
6. Foundation board enlistments continue two new members have been confirmed: David Lincoln and Darrell Bolz. More enlistments are in progress.

June will see more leadership candidate interviews and the real potential for top-level gift solicitations to be opened.

As I have consistently said, the campaign is a top-down and inside-out process. Adhering to this approach while not allowing extraneous events to reduce our focus will eventually win the day.

Thank you for allowing me to participate in this exceptional project and opportunity for the people of Canyon County.

Respectfully submitted,

Larry C Johnson