

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Mike Boyle, Assistant County Executive Officer

DATE: July 8, 2008

SUBJECT: COMMITTEES AND COMMISSIONS – Agricultural Commission – Approve the appointment of Dan Macon or Richard Ross to Seat 2 representing the Livestock Industry and the reappointment of Jim Brenner to Seat 6 representing the Fruit and Nut Industry.

ACTION REQUESTED

Approve the appointment of Dan Macon or Richard Ross to Seat 2 representing the Livestock Industry and the reappointment of Jim Brenner to Seat 6 representing the Fruit and Nut Industry.

BACKGROUND

The purpose of the Agricultural Commission is to promote and protect agricultural interests in Placer County for present and future generations. Make recommendations to the Board of Supervisors regarding land conservation act properties; make recommendations on other issues affecting agriculture and timber in the County. The committee is composed of nine representatives of the following industries: One Timber, One Livestock, One Fruit and Nut Farming, One Field Crop – Rice Farming, One Agricultural Processing, One Small Farm Industry, One Foothill Farm Industry, One Citrus Industry and One representative of the Nursery Industry each serving four-year terms. The committee meets quarterly and more frequently as determined by the Commission up to a maximum of twelve meetings per year. Meetings are held in the Planning Commission Chambers, 3091 County Center Drive, Auburn.

FISCAL IMPACT

None



PLACER COUNTY
BOARD OF SUPERVISORS

APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: Agricultural Commission

(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: Livestock

NAME: Daniel K. Macon

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: 5

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: Mon-Fri TIMES open

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): Please refer to attached resume

ORGANIZATION/COMMUNITY EXPERIENCE: Please refer to attached resume

EDUCATIONAL EXPERIENCE: Please refer to attached resume

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: June 6, 2008

SIGNATURE

Career

Flying Mule Farm **Co-owner**
2001 to Present

With his family, Dan operates Flying Mule Farm, a diversified farming and livestock operation. Flying Mule Farm produces grass-fed lamb (marketed as Highland Farms Grass-fed Lamb), summer and fall vegetables, pastured poultry, firewood and custom-milled lumber. Dan also custom grazes cattle and sheep for other producers and provides rangeland management and ecosystem enhancement services for public and private landowners.

Macon Consulting Services **Owner/Founder**
2006 to Present

Through Macon Consulting Services, Dan provides resource management, conservation and agricultural business planning services to a variety of clients, including the Nevada County Land Trust, the California Cattlemen's Association and U.C. Cooperative Extension. Dan's work includes negotiating conservation easements, landowner outreach and education, and agricultural economic development and business planning projects.

Sierra College **Part-time Faculty**
2006 to Present

Since 2006, Dan has taught part time at Sierra College in Rocklin and Grass Valley. He teaches courses on Agriculture and Land Use and on Pasture Management.

Nevada County Land Trust **Executive Director**
2006 to 2007

Dan served as NCLT's second executive director, helping the organization to transition from its founding executive director in 2006. Under Dan's leadership, NCLT conserved more than 500 acres of watershed and working forest land and developed a variety of landowner education programs. Dan also established Small Farm Progress Days, a production-focused farmer education program designed to help farmers increase profitability.

High Sierra Resource Conservation and Development Council **Coordinator**
2001 to 2006

Dan provided project oversight for a variety of resource conservation and economic development projects, including fuel load management, fire planning, agricultural land conservation, agricultural marketing, recreation planning, and community visioning. Under Dan's direction, the High Sierra RC&D Council led an effort to establish a rancher-owned beef marketing company. As coordinator, Dan was employed by the U.S. Department of Agriculture's Natural Resources Conservation Service.

AgResource Solutions**Owner/Founder
1997 to 2002**

Through AgResource Solutions, Dan provided organizational management, facilitation, project management, grant writing and administration, public relations and outreach services and natural resource evaluation for a variety of agricultural and natural resources organizations. Clients included the California Rangeland Trust, the California Association of Winegrape Growers, the California State Fair, the Agricultural Clean Water Initiative Foundation, the California Cattlemen's Association, the California State Fair, Placer County, and the North American Livestock Show and Rodeo Managers Association.

California Rangeland Trust**Executive Director
1998 to 2001**

Dan served as the first executive director of the California Rangeland Trust (CRT) under a contract through AgResource Solutions. CRT is a land trust created by the California Cattlemen's Association. Under Dan's leadership, CRT accepted conservation easements on more than 32,000 acres of rangeland in California. Responsibilities included organization management and administration, grant writing, coalition building, public relations and outreach, landowner education, strategic planning and financial management.

California Farm Water Coalition**Executive Director
1997 to 1999**

The Coalition provides educational and public relations information regarding agricultural water use. Membership includes irrigation districts, farmers and ranchers, and agriculturally related businesses. As executive director, Dan's responsibilities included fundraising, program development and management, interest-based negotiation, public relations and education, strategic planning and industry relations. During his brief tenure, Dan increased the organization's operating revenue by more than 30 percent.

California Cattlemen's Association**Assistant Vice President
1992 to 1997**

Dan served in a variety of capacities, including as Director of Member Relations, Director of Industry Affairs and Assistant Vice President. Responsibilities included membership development, quality assurance education (for producers), cattle feeding issues, public lands grazing, endangered species issues, and marketing. He worked with CCA members, members of Congress and the state legislature, agency officials, and other organizations.

Macon Brothers Auctioneers**Agricultural Specialist
1989 to 1992**

Dan provided sale management, marketing, and auctioneering services for this family owned business, emphasizing agricultural clientele. His duties included auction set-up and management, advertisement, new business development and auctioneering.

Education

- Bachelor of Science, Agricultural and Managerial Economics, University of California, Davis - 1989 (graduated with highest honors).
- Class XXVI, California Agricultural Leadership Program.

- Sierra Leadership Seminar – 2002
- Sonora High School - 1985
- Missouri Auction School – 1982

Community and Professional Leadership Activities

- Chair (2007 to present), Placer County Ag Futures Project
- Treasurer (2007 to present), Gold Country Sheep Producers Association
- Director (2007 to present), Foothill Farmers' Market Association
- Director (1999-2002, 2007 to present), Society for Range Management – California-Pacific Section
- President (2001-2002), Society for Range Management -- California-Pacific Section
- Chairman (2002), Central Sierra Cluster - USDA Natural Resources Conservation Service
- Director (1997-2001), California Agricultural Leadership Alumni
- Chairman, 2000 California Agricultural Leadership Alumni Washington DC Fellowship Program
- Director (1998-2001), UC Davis Animal Science Development Board
- Treasurer and Director (1997-1999), PlacerGROWN
- Member (1995-1997), University of California Animal Agriculture Research Center Grazing Impacts Study Advisory Panel
- Auctioneer – numerous fundraising events (Agricultural Education Foundation, UC Davis Animal Science Department, California Foundation for Agriculture in the Classroom, Sierra Waldorf School, Camp Noel Porter, Lassen County Fair, California Cattlemen's Association (and others))
- Guest Speaker – UC Davis, CSU-Fresno, CSU-Chico, CSU-Humboldt, Cal Poly San Luis Obispo, Cal Poly Pomona, Del Oro High School, California Biodiversity Council, Bay Area Open Space Council, Sierra Nevada Alliance, Sierra Business Council (and others)

Awards/Publications

- 2005 Auburn Community Award for Agriculture – Auburn Chamber of Commerce and PlacerGROWN
- 2003 Award of Distinction – University of California, Davis – College of Agricultural and Environmental Sciences
- 2001 National Agricultural Marketing Association Best of the West Award (awarded for *Grazing for Change* Publication)
- 1999 Profiles in Leadership – Environment (awarded by the Agricultural Education Foundation)
- *Grazing for Change: Range and Watershed Management Success Stories in California* (2000)
- "What will the West Become?" *Rangelands* (1998)
- Numerous articles, *California Cattleman* magazine (1992-2001)
- Numerous articles, *Small Farmers Journal* and *Farming Magazine* (2005-Present)



PLACER COUNTY
BOARD OF SUPERVISORS

APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: AGRICULTURAL COMMISSION
(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: SEAT #2 / Livestock Industry

NAME: RICHARD M. ROSS

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: District 2, Supervisor Weygant

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: No restrictions TIMES: No restrictions

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): Resume attached ~ Lifetime involvement
in agriculture ~ cattle, peaches, prunes, walnuts, almonds, beans, tomatoes, etc.; work experience with USDA / USFS,
CDFA (Ag Inspec.), Sunsweet, Del Monte (3 seasons cannery Asst. Gen Foreman), food & drug attorney 35 years

ORGANIZATION/COMMUNITY EXPERIENCE: Immediate past pres. Tahoe Cattlemen's Assoc., current Treas & Dir.
Director - Calif. Cattlemen's Assoc.; Director - POSSEE (Protecting Our State's Stewards, Environ. and Economy - CCA
legal defense fund; Ag Rep PCCP HCP/ NCCP Bio. Stakeholders Grp; Dir / VP/Counsel, Braithwaite Bucktrout Mem Found.

EDUCATIONAL EXPERIENCE: Juris Doctor, Univ. of Wyoming; bachelors in economics, Univ. of California at Davis;
Grad. Research Assist. Colorado State Univ. (Colorado's agricultural college); taught environmental law at U.C. Davis'
Orientation in American Law Program in '91 - '92; taught environmental enforcement in numerous forums.

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWELER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: May 20, 2008 SIGNATURE: Richard M. Ross

THE FOLLOWING IS CONSIDERED CONFIDENTIAL INFORMATION FOR PLACER COUNTY STAFF USE ONLY

262

STATEMENT OF QUALIFICATIONS

RICHARD MANNING ROSS

Richard Ross has been involved in agriculture his whole life. His 95 year old mother lives 2.5 miles from his house on the ranch where she was born -- a ranch worked by her father and her father's father. Rich lives on a separate ranch above Camp Far West Lake where he raises stocker cattle. Rich's father was involved in international banking, necessitating a partly urban life, but every available minute was spent on the family ranch. The family was in diversified agriculture and Rich grew up planting, weeding, spraying, cultivating, irrigating, thinning, pruning, harvesting, loading trucks, driving trucks, grading roads, doing construction, welding, supervising picking crews and doing other jobs that needed to be done. He went on to join the California Department of Food and Agriculture as a seasonal agricultural inspector, then worked for SunSweet, and eventually spent three seasons as Assistant General Foreman at Del Monte's Plant 14 in Yuba City.

In 1968 Rich joined the United States Coast Guard where he coordinated search and rescue missions and port security. On returning to law school in Wyoming, Rich was hired by the USDA Forest Service the first summer to head construction and maintenance (and fight fire) in the Fox Park District of the Medicine Bow National Forest. The next summer he was hired by Colorado State University as a Graduate Research Assistant for a multidisciplinary project examining the effects of consolidating irrigation systems in seven western states.

After graduating from law school, Rich returned to the Sacramento area and in 1973 joined the Reagan administration as house counsel at the California Department of Health, which included the Food and Drug Branch, and the Vector Control Section which regulated toxic substances in addition to more traditional vectors like mosquitoes. In 1977 he transferred to the California Department of Justice. Rich has earned Martindale-Hubbell's highest rating for attorneys (AV), worked with seven governor's administrations, been a deputy to three attorneys general, litigated in six western states including 40 counties in California alone. He has also litigated in the Federal District Courts for the Eastern, Northern and Central Districts of California, the District of Wyoming, District of Idaho, and District of Oregon; the Court of Appeal in the First, Third and Fifth Districts, the United States Court of Appeals for the Ninth Circuit, the Supreme Courts of California, Wyoming and the United States of America, and numerous administrative tribunals.

Clients have ranged from large multinational firms to destitute individuals. Most matters involve California government, the environment, health, food and agriculture. Although clients have ranged from movie stars and financial institutions to pharmaceutical manufacturers and health care delivery systems, agriculture and environmental issues have always been in the mix. Rich filed the first action under California's Superfund law, and was involved in implementation of many of the state's environmental laws. As a result he was asked by Governor Deukmejian in 1986 to coordinate enforcement of the state's environmental laws, after which he was asked to open an office for Los Angeles based Parker, Milliken, Clark, O'Hara & Samuelian, managed by the Governor's best friend.

In 1990 Rich left Parker Milliken to join Sacramento based McDonough, Holland & Allen to head up its Administrative Agency Practice and its Toxics Practice Group. In 1995 Rich opened his own practice.

Although the practice of law can consume a large part of any day, there has always been time for agricultural pursuits. In addition to representing agricultural cooperatives, agricultural districts, aerial applicators, trade associations, farms, ranches, vector control agencies, food processors, distributors, marketers, and restaurants, Rich has maintained a hands on relationship with agriculture through the family farms and his own ranch. In conjunction with his ranching, Rich has been involved with cow horse competition on a national level. He has won the team penning at State Fair; won a buckle in cutting horse competition at Reno Rodeo, earned a Pacific Coast Cutting Horse Association top ten jacket, two top Five buckles and two world top ten buckles and Rookie of the Year top ten with the National Cutting Horse Association.

In his spare time, Rich tries to help his neighbors with the mounting regulatory issues that confront them as farmers and ranchers. He has been asked to speak before numerous agricultural organizations, and he has represented his rancher neighbors on the PCCP / HCP / NCCP Biological Stakeholders Working Group since its inception. He has also held every office except secretary in the Tahoe Cattlemen's Association which represents cattlemen in Placer and Nevada Counties. He is the immediate past president, and current Treasurer, as well as a director. He also serves on the board of the California Cattlemen's Association. Recognizing his legal background, the California Cattlemen's Association also asked him to serve on the board of POSSIE, the association's legal defense fund. (Protecting Our State's Stewards, Environment and Economy) He is also a director, vice president and counsel of the Braithwaite - Bucktrout Memorial Foundation in Williamsburg, Virginia and has long been active in bar association activities.

ROSS RANCH

Hon. Bruce Kranz
Placer County Supervisor
175 Fulweiler Ave.
Auburn, CA 95603

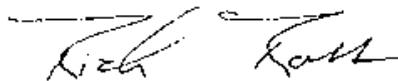
Re: Appointment to Agricultural Commission
Seat # 2 / Livestock Industry

Dear Supervisor Kranz:

Paul and Alice Ferrari have asked me to submit an application to replace Paul as the Livestock representative on the Placer County Agricultural Commission. I have never been one to seek appointment to boards or commissions, but I told them I would fill out the application Paul brought to me, and submit it to the Board.

Since its inception, I have served on the PCCP / NCCP / HCP Biological Stakeholders Working Group representing the livestock industry. Few groups are more interested in preserving the environment, but no group is more impacted by preservation activities. In my years on that panel I have tried to consult with the industry and to present its concerns and desires to the best of my ability. I am not sure all parties wanted to hear agriculture's concerns, but I am comfortable that we developed a good working relationship with the environmental organizations, and that we all did our best to present the viewpoints of the stakeholders we represented. I believe that anyone in an advisory position is duty bound to identify potential issues to policy makers so they can adopt rules from as broad a knowledge base as possible. If I could be of benefit to the Board of Supervisors through service on the Agricultural Commission, I would be honored to serve.

Very truly yours,



Richard M. Ross

AGRICULTURAL COMMISSION
COMMITTEE INFORMATION

PURPOSE: Promote and protect agricultural interests in Placer County for present and future generations. Make recommendations to the Board of Supervisors regarding land conservation act properties; make recommendations on other issues affecting agriculture and timber in the County.

CONFLICT OF INTEREST: Yes

COMPOSITION: Composed of nine (9) members representative of the following industries: One Timber, One Livestock, One Fruit and Nut Farming, One Field Crop - Rice Farming, One Agricultural Processing, One Small Farm Industry, One Foothill Farm Industry, One Citrus Industry and One representative of the Nursery Industry. Term is 4 years. Appointed by Board of Supervisors as designated in County Code 2.927. The County Farm Advisor shall serve as an ex-officio member. Established by Ord. 4514-B dated 06/15/93, Amended by Ord. 4864-B. Ord. 5076-B 01/09/01.

MEETINGS: Meetings will be held at least quarterly and more frequently as determined by the Commission up to a maximum of 12 meetings per year. Meetings are held in the Planning Commission Chambers, 3091 County Center Drive, Auburn, CA 95603.

COMPENSATION: Members of the Commission shall receive \$40.00 per meeting attended, actual and necessary expenses incidental to the proper execution of their duties, and such necessary traveling and other official expenditures necessitated by their official duties as shall be approved by the Board of Supervisors.

COUNTY CONTACT

Christine Turner, Ag Commissioner
(530) 889-7372
11477 E Ave
Auburn, CA 95603-2799

CONTACT PERSON

Tonya Rust, Secretary
(530) 889-7372
11477 E Ave
Auburn, CA 95603-2799

CURRENT MEMBERS

SEAT # 1

Tony Aguilar
REPRESENTS: Citrus Industry
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 5/20/2011

SEAT # 2

Vacant
REPRESENTS: Livestock Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 6/30/2008

SEAT # 3

Larry Jordan
REPRESENTS: Timber Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 12/30/2011

SEAT # 4

John C. Nitta
REPRESENTS: Nursery Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 6/30/2009

SEAT # 5

Stewart Perry
REPRESENTS: Ag Processing Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 3/21/2012

SEAT # 6

Jim Brenner
REPRESENTS: Fruit/Nut Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 6/30/2008

SEAT # 7

Wayne Vineyard
Chair
REPRESENTS: Rice Crop Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 12/31/2011

SEAT # 8

William C. Morebeck
REPRESENTS: Small Farm Ind
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 12/31/2009

SEAT # 9

Patricia L. Beard
REPRESENTS: Foothill Farm
TERM LENGTH: 4-years
APPOINTED BY: BOS
EXPIRES: 12/31/2009

SEAT # 10

Ex-Officio
Sharon Junge
REPRESENTS: N/A
TERM LENGTH: BOS Pleasure
APPOINTED BY: BOS

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