

**"BEEF FOR THE HOLIDAYS" A FLORIDA CATTLEWOMEN
CAMPAIGN, MARLENE STRICKLAND, CHAIRPERSON 2010**

"The "Beef for the Holidays" campaign is a very important one for our industry. We are certainly encouraging members in Florida to participate in Beef Demo's in grocery stores to encourage Beef on family menus.

In addition, we are assisting Hope Children's Home in Brandon by sending funds to FCW for Beef Certificates for the children. These funds help to buy beef for the entire home for the coming year. By sending funds to our FCW Treasurer, Alison Mullany, 6200 Calvin Lee Road, Groveland, FL 34736 or myself, Marlene Strickland we can be assured of this happening.

Additionally, we have a list of the 70 children with their names, ages, favorite colors, sizes and "wish list". This venture allows them to receive a Christmas gift which they would not receive otherwise. The suggestions the children give are from them and sometimes we cannot fully fulfill however, we negotiate with the funds available individually. I will have the names and "wish list" at the September Quarterly. Many will get the names and can readily start collecting items to fill the "wishes" of the children. I am trying to get all the children's gift bags from across the state to the December Quarterly in the Bradenton-Sarasota area. The children's home will send representatives to get the "bags of gifts and funds which we have collected. Gift cards are nice if you can send some them. If you or your county can send funds for the Beef Certificates that is great; if you can take a name and fill the bag, that is wonderful. I wanted to begin the planning early

I appreciate your assistance and FCW knows you will receive a blessing. Please understand this is a FCW adventure and we have always been successful. If you have questions, please advise me immediately or call for your child's name. Funds this year are tight but whatever you can do to assist will be a great reward. Hoping you will help us help the children.

Regards,



Marlene Strickland, FCW Chair

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