

From: [Brandon Castillo](#)
To: [Alison L. Van Eenennaam](#)
Cc: [Kathy Fairbanks](#); [Martina M Newell-Mcgloughlin](#); [Jay Byrne](#); [kbatra@bio.org](#)
Subject: RE: Time for media/message training
Date: Wednesday, September 26, 2012 8:48:29 AM

how about Thursday availability?

From: Alison L. Van Eenennaam [mailto:ALVanE@UCDavis.Edu]
Sent: Wed 9/26/2012 8:34 AM
To: Brandon Castillo
Cc: Kathy Fairbanks; mmmccgloughlin@UCDavis.Edu; Jay Byrne; kbatra@bio.org
Subject: Re: Time for media/message training

I am en route to DC - plane leaves in 1.5 hours at 10 PST then offline remainder of day
Alison Van Eenennaam

On 26/09/2012, at 8:27 AM, "Brandon Castillo" <bcastillo@bcfpublicaffairs.com> wrote:

Martina and Allison: What's your availability today to conduct a media and message training with Jay Byrne, Kathy, myself and Karen Batra?

From: Kathy Fairbanks
Sent: Wed 9/26/2012 7:23 AM
To: Brandon Castillo; 'mmmccgloughlin@ucdavis.edu'; 'ALVanE@UCDavis.Edu'
Subject: Re: Dr oz update

Allison and Martina: you both are confirmed for oz on friday. I just talked to the producer. Martina you will be one on one with oz to refute Jeff smith. Allison, you will be on with stonewyfield farms CEO to discuss prop 37, labelling and consumer impacts. You will not appear together, bur on separate Segments. Best I could do. I will call u, my number is 916 813 1010

----- Original Message -----

From: Brandon Castillo
To: Kathy Fairbanks; 'mmmccgloughlin@ucdavis.edu' <mmmccgloughlin@ucdavis.edu>
Sent: Tue Sep 25 17:39:39 2012
Subject: RE: Dr oz update

Martina - attached are the media training slides on Prop 37. We'll talk to you in the morning.

-----Original Message-----

From: Kathy Fairbanks
Sent: Tuesday, September 25, 2012 5:07 PM
To: 'mmmccgloughlin@ucdavis.edu'
Cc: Brandon Castillo
Subject: Dr oz update

..Martina, can you call me or Brandon Castillo about the Dr oz update? We 'd like you to be on the show. I'm about to get on a plane in 10 minutes. Please try me on my cell, and if I don't answer call Brandon please. They've assured me you can have until 1:30 or 2 on friday for your Arizona SKYPE thing.

My cell 916 813 1010
Brandon cell 916 730 1011

From: [Brandon Castillo](#)
To: [Martina M Newell-McGloughlin](#); [Jay Byrne](#); [Alison L. Van Eenennaam](#)
Cc: [Kathy Fairbanks](#); kbatra@bio.org
Subject: RE: Time for media/message training
Date: Wednesday, September 26, 2012 9:34:21 AM

How does 8:30 AM PST work tomorrow? Alison does that work for you? Jay? Karen?

From: Martina Newell-McGloughlin [<mailto:mmmgloughlin@ucdavis.edu>]
Sent: Wed 9/26/2012 9:31 AM
To: Jay Byrne; Brandon Castillo; Alison L. Van Eenennaam
Cc: Kathy Fairbanks; kbatra@bio.org
Subject: RE: Time for media/message training

I can do before 10AM tomorrow

From: Jay Byrne [jay.byrne@v-fluence.com]
Sent: Wednesday, September 26, 2012 8:50 AM
To: Brandon Castillo; Alison L. Van Eenennaam
Cc: Kathy Fairbanks; Martina Newell-McGloughlin; kbatra@bio.org
Subject: RE: Time for media/message training

I can be free anytime before 10:00 a.m. or after 11:00 a.m. Eastern on Thursday.

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: 314-650-2441
AOL IM: VFJByrne
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

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From: Brandon Castillo [<mailto:bcastillo@bcfpublicaffairs.com>]
Sent: Wednesday, September 26, 2012 10:48 AM
To: Alison L. Van Eenennaam

Cc: Kathy Fairbanks; mmmcgloughlin@UCDavis.Edu; Jay Byrne; kbatra@bio.org
Subject: RE: Time for media/message training

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My cell 916 813 1010
Brandon cell 916 730 1011

From: [Alison L. Van Eenennaam](mailto:Alison.L.Van.Eenennaam)
To: [Meghan Callahan](mailto:Meghan.Callahan)
Subject: RE: Washington GE Labeling Measure
Date: Tuesday, March 19, 2013 1:56:00 PM

Nope - no one comes to mind
I drank my Oz wine ☺

From: Meghan Callahan [mailto:mcallahan@bcfpublicaffairs.com]
Sent: Tuesday, March 19, 2013 12:21 PM
To: Martina Newell-McCloughlin (mmmccgloughlin@ucdavis.edu); Alison L. Van Eenennaam
Subject: Washington GE Labeling Measure

Hi Martina and Alison,

I hope you both are doing well – I am sure you are busy, as usual! As you are probably aware, there has is another labeling measure in Washington State that will in all likelihood be voted on in November. Our firm was just brought in to help with the campaign against the measure (I – 522). The measure is very similar, though not identical, to Prop. 37.

We are in the process of trying to identify the biotech experts in Washington who might be willing to engage in education on the issue, speak to media, etc. Do either or you have recommendations on professors, academics or other experts to whom we should reach out? We'd appreciate any feedback you might have.

Oh, and Martina, we still have your "Oz Wine" if you'd like us to ship it to you. Let me know which address is best.

Thanks!

Meghan Callahan
office: 916-443-0872
cell: 916-524-2176



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From: [Meghan Callahan](mailto:Mcghan.Callahan)
To: [Alison L. Van Eenennaam](mailto:Alison.L.Van.Eenennaam)
Subject: RE: Washington GE Labeling Measure
Date: Tuesday, March 19, 2013 2:02:23 PM

Good! I hope you enjoyed it!

From: Alison L. Van Eenennaam [<mailto:ALVanE@UCDavis.Edu>]
Sent: Tuesday, March 19, 2013 1:56 PM
To: Meghan Callahan
Subject: RE: Washington GE Labeling Measure

Nope - no one comes to mind
I drank my Oz wine ☺

From: Meghan Callahan [<mailto:mcallahan@bcfpublicaffairs.com>]
Sent: Tuesday, March 19, 2013 12:21 PM
To: Martina Newell-McGloughlin (mmmcgloughlin@ucdavis.edu); Alison L. Van Eenennaam
Subject: Washington GE Labeling Measure

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From: [Kathy Fairbanks](#)
To: [Alison L. Van Eenennaam](#); [Meghan Callahan](#)
Subject: RE: You're Invited: No on 37 on Election Night Event
Date: Friday, November 02, 2012 1:09:48 PM

Yes! Please come if you can.

Kathy Fairbanks
Bicker, Castillo & Fairbanks
(916) 443-0872 ph

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From: Alison L. Van Eenennaam [<mailto:ALVanE@UCDavis.Edu>]
Sent: Friday, November 02, 2012 12:29 PM
To: Meghan Callahan
Cc: Kathy Fairbanks
Subject: RE: You're Invited: No on 37 on Election Night Event

Will be arriving in the airport at 9:15pm on Tuesday evening – if it seems I could make it there before 10:30pm I will give it a try.

Alison Van Eenennaam, PhD
Cooperative Extension Specialist
Animal Genomics and Biotechnology
Department of Animal Science
2113 Meyer Hall
One Shields Avenue
Davis, CA 95616
Phone: 530-752-7942
Mobile: 530-902-0875
FAX: 530-752-0175
Email: alvaneennaam@ucdavis.edu
Web: <http://animalscience.ucdavis.edu/animalbiotech/>

From: Meghan Callahan [<mailto:mcallahan@bcfpublicaffairs.com>]
Sent: Friday, November 02, 2012 10:13 AM
To: undisclosed-recipients
Subject: You're Invited: No on 37 on Election Night Event



Come watch election night returns with No on 37

8:00 p.m. to 10:30 p.m.

District 30

1022 K Street, Sacramento, CA

****Light Appetizers and Hosted Bar****

RSVP by November 5 to Sarah Johnson, (916) 443-0872 or

sjohnson@bcfpublicaffairs.com

Meghan Callahan

Bicker, Castillo & Fairbanks

1121 L Street, #803

Sacramento, CA 95814

office: 916-443-0872

cell: 916-524-2176

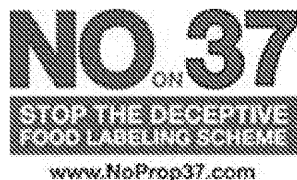
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From: [Alison L. Van Eenennaam](mailto:Alison.L.Van.Eenennaam)
To: [Meghan Callahan](mailto:Meghan.Callahan)
Cc: [Kathy Fairbanks \(kfairbanks@bcfpublicaffairs.com\)](mailto:Kathy.Fairbanks@bcfpublicaffairs.com)
Subject: RE: You're Invited: No on 37 on Election Night Event
Date: Friday, November 02, 2012 12:28:00 PM

Will be arriving in the airport at 9:15pm on Tuesday evening -- if it seems I could make it there before 10:30pm I will give it a try.

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FAX: 530-752-0175
Email: alvaneenennaam@ucdavis.edu
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From: Meghan Callahan [mailto:mcallahan@bcfpublicaffairs.com]
Sent: Friday, November 02, 2012 10:13 AM
To: undisclosed-recipients
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office: 916-443-0872
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From: [Alison L. Van Eenennaam](mailto:Alison.L.Van.Eenennaam)
To: [Kathy Fairbanks](mailto:Kathy.Fairbanks); [Meghan Callahan](mailto:Meghan.Callahan)
Subject: RE: You're Invited: No on 37 on Election Night Event
Date: Friday, November 02, 2012 1:18:00 PM

Save some wine!

From: Kathy Fairbanks [<mailto:kfairbanks@bcfpublicaffairs.com>]
Sent: Friday, November 02, 2012 1:10 PM
To: Alison L. Van Eenennaam; Meghan Callahan
Subject: RE: You're Invited: No on 37 on Election Night Event

Yes! Please come if you can.

Kathy Fairbanks
Bicker, Castillo & Fairbanks
(916) 443-0872 ph

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Cc: Kathy Fairbanks
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From: [Kathy Fairbanks](#)
To: [Alison L. Van Eenennaam](#)
Subject: RE: assume you are aware of this
Date: Thursday, October 18, 2012 12:33:30 PM

Yes, the Sac Bee prints press releases put out on PR Newswire. That's what this is. The Just Label It people put it out yesterday.

Good job on Oz! Red or white????

Kathy Fairbanks
Bicker, Castillo & Fairbanks
(916) 443-0872 ph

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From: Alison L. Van Eenennaam [mailto:ALVanE@UCDavis.Edu]
Sent: Thursday, October 18, 2012 12:32 PM
To: Kathy Fairbanks
Subject: assume you are aware of this

<http://www.sacbee.com/2012/10/17/4919139/dr-oz-endorses-gmo-labeling.html>

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Web: <http://animalscience.ucdavis.edu/animalbiotech/>

From: [Alison L. Van Eenennaam](mailto:Alison.L.Van.Eenennaam)
To: [Kathy Fairbanks](mailto:Kathy.Fairbanks)
Subject: RE: assume you are aware of this
Date: Thursday, October 18, 2012 12:37:00 PM

Interesting they did not post the Gary Hirshberg's labeling bit on the Oz website...
White -- New Zealand Malborough Sauvignon Blanc is favorite! But Ca wine is good too

From: Kathy Fairbanks [mailto:kfairbanks@bcfpublicaffairs.com]
Sent: Thursday, October 18, 2012 12:33 PM
To: Alison L. Van Eenennaam
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From: [Kathy Fairbanks](#)
To: [Karen Batra](#); [Martina M. Newell-McGloughlin](#); [Alison L. Van Eenennaam](#); jay.byrne@v-fluence.com
Cc: madelinems@asas.org; [Meghan Wulster-Radcliffe](#); [Kent J Bradford](#); [Brandon Castillo](#)
Subject: RE: hi
Date: Thursday, October 18, 2012 6:52:07 AM

Yes, we've never worked on a campaign with so much vitriol! But I think they are all bark and no bite. I hope!

Kathy Fairbanks
Bicker, Castillo & Fairbanks
(916) 443-0872 ph

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From: Karen Batra [<mailto:kbatra@bio.org>]
Sent: Thursday, October 18, 2012 6:22 AM
To: 'Martina Newell-McGloughlin'; Alison L. Van Eenennaam; jay.byrne@v-fluence.com
Cc: madelinems@asas.org; Meghan Wulster-Radcliffe; Kent J Bradford; Kathy Fairbanks
Subject: RE: hi

I got 2 crank calls on my voicemail Monday from my quotes in the Seattle Times over the weekend. Organic folks are MEAN – I don't think they get enough endorphins in their food.

From: Martina Newell-McGloughlin [<mailto:mmmccgloughlin@ucdavis.edu>]
Sent: Wednesday, October 17, 2012 11:50 PM
To: Alison L. Van Eenennaam; jay.byrne@v-fluence.com
Cc: madelinems@asas.org; Meghan Wulster-Radcliffe; Kent J Bradford; kfairbanks@bcfpublicaffairs.com; Karen Batra
Subject: RE: hi

I got a number of those but also the following which made it somewhat worthwhile (maybe!)

From: Pauline Stewart [past1948@gmail.com]
Sent: Wednesday, October 17, 2012 12:00 PM
To: Martina Newell-McGloughlin
Subject: The visit to Dr. Oz

Hello and just wanted to thank you for an enlightening show I watched today and quite honestly, as a layman, I was unaware of the total story on GMO. Of course Agriculture has been going from time immemorial as you pointed out and now I will have a more open mind on this subject. One can never have too much information I suppose. I knew you were Irish and had a great experience in Waterford on a vacation. Take care and much success in the future!

Past1948@gmail.com

From: Alison L. Van Eenennaam [ALVanE@ucdavis.edu]
Sent: Wednesday, October 17, 2012 8:36 PM
To: jay.byrne@v-fluence.com; Martina Newell-McGloughlin
Cc: madelinems@asas.org; Meghan Wulster-Radcliffe; Kent J Bradford; kfairbanks@bcfpublicaffairs.com; kbatra@bio.org

Subject: FW: hi

FYI

From: najia [<mailto:najiaslug@yahoo.com>]
Sent: Wednesday, October 17, 2012 8:30 PM
To: Alison L. Van Eenennaam
Subject: hi

Saw your taped show of Dr. Oz. I'm sure your labs are getting funding from Monsanto, biotech companies, etc.

I live in Davis and it's unfortunate to hear your false claims.

najia