

CONVERSATIONS  
WITH OUR MENDOCINO  
COUNTY NEIGHBORS:  
#1 in a Series.

**Paid for by Mendocino Redwood Company, LLC**

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INDICIA  
INFO  
GOES  
HERE

Laytonville Fire Chief **Jim Little**

Retired Cal Fire Deputy Chief, Resource Management,  
**Bruce Strickler**

**Marc Jameson**, Deputy Chief,  
Demonstration State Forest Manager, Retired

**John Andersen**, MRC Forest Policy Director

Recommend voting **no** on Measure V.

A well-intentioned idea that will do more harm than good.



There are lots of ways to see the forest.



But we still find plenty of room to agree.

Historically speaking, Mendocino logging companies had a certain attitude.

Well, the **Mendocino Redwood Company** was founded to follow a different road.

Being open to discussion and dialogue about what we do and why.

Call it, “my way or the haul way.”

A determination to be good neighbors, as well as good stewards of the land.

And that includes how we’re restoring balance to the wood-producing conifer forest.

Now, with **Measure V** on the ballot that conversation is more important than ever. Because we believe that Measure V is a well-intentioned, but misguided ballot measure.

One that won’t just change local woodland management .....but reverse our progress.

In the coming weeks we plan to explain our thinking. And then, we hope to hear from you. After all, we have some 440,000 acres now being sustainably managed.

Surely, in all that space, we can find room to agree.

Let us know what you think at **mrc.com/contact-us**.  
And ask about our free Forest Practices & Progress tours.

MENDOCINO REDWOOD COMPANY