

## Keep It California A Non-Partisan PAC

A small group of extremists has a really, really bad idea: they want to secede from California to form a "State of Jefferson".

In response, concerned citizens from throughout rural northern California met in Redding and formed a new non-partisan political action committee on April 7, 2015.

Our mission is to advocate for better representation of rural California and to oppose breaking away from California.



## Committee

Chair: Cindy Ellsmore  
Sierra County  
Vice Chair: Kevin Hendrick  
Del Norte County  
Vice Chair: Rob Rowen  
Shasta County  
Treasurer: John Mertes  
Del Norte County  
Assist. Treasurer: Larry Marks  
Siskiyou County  
Secretary: Dolly Verrue  
Siskiyou County



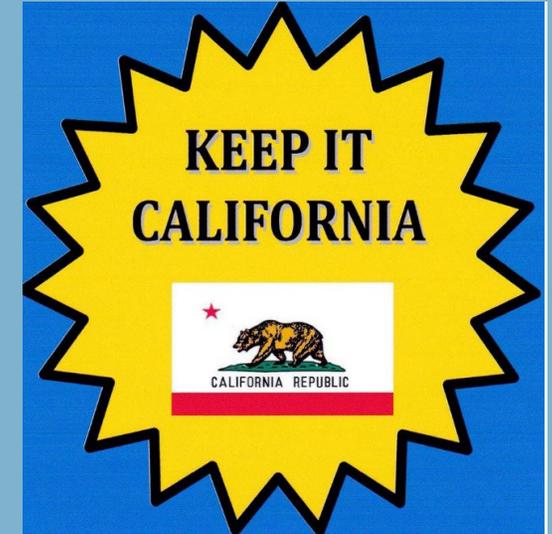
Learn more and donate,  
volunteer or endorse here:

[KeepItCalifornia.org](http://KeepItCalifornia.org)

Email: [Info@KeepItCalifornia.org](mailto:Info@KeepItCalifornia.org)

Keep It California  
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Redding, CA 96099

FPPC #1377035



## We are Stronger Together!

Instead of dividing our community and chasing yesterday's dreams, we embrace our California heritage and work together to address today's needs.

The best avenue for growth and progress is to:

## Keep It California



"Mount Shasta" by Ewen Denney

## Keep It California

Let's work together to address today's rural needs as one community, one beautiful state.

California returns far more to us than we contribute in taxes. As a separate state, *we would lose resources that currently come from state taxes, grants and government agencies, including for schools, roads, fire protection and law enforcement.*



## "State of Jefferson" Plan Is Misleading

Lack of investment and infrastructure for business and tourism is the cause of our slow economy, not state regulations. *Creating a new state with no infrastructure or funding sources will only make things worse.*

Most of our abundant north state forest and water resources belong to all of us, administered by the federal government. *A new state will have to abide by existing federal laws for the upkeep and management of these resources.*

### Process

Before even considering an extreme measure like secession, we need:

- a thorough independent financial evaluation;
- public hearings with all stakeholders;
- a requirement that the *proponents* use the initiative process to solicit an advisory vote of county residents.

**If this were a business proposal,  
would you invest in the  
"State of Jefferson"?**

## We Can Do Better!

We can get the effective representation we need if:

- our representatives focus on north state needs such as jobs and resources for local governments;
- our representatives work with their urban colleagues for our benefit;
- local governments and individuals become more effective advocates for rural issues;
- we elect effective representatives who can get results.

### Keep It California will:

- join with others to educate the legislature about the reasons some regulations should not apply to rural areas;
- lobby to restore the Wildlife Mgmt. Area PILT funds to our counties;
- work to bring high speed Internet to the area;
- support bringing new technological, clean business to the area;
- support natural-resource based economic development that is sustainable;
- solicit support from existing rural groups outside and inside Sacramento.