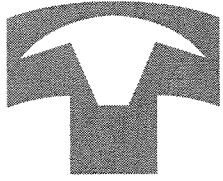


December 9, 2010



**TEXAS
CATTLE
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Dear TCFA Member:

We lost a good man with the passing of Richard McDonald. His courage in the last year echoed the character he showed throughout his life. Both personally and professionally, Richard touched so many people in so many ways.

It's only fitting that we can now honor Richard as we continue his legacy through the Richard McDonald Leadership Institute. In short, this is a program envisioned by Richard himself as he saw the need for strong leadership training within the volunteers and staffs of cattle organizations throughout the United States. See the enclosed flier for more details.

Some supporters have already stepped up with significant gifts from \$25,000 to \$50,000, and many others have expressed interest to help build an endowment of \$500,000 so that the program can be sustained into the future with operating expenses covered by its earnings.

As TCFA Chairmen who worked personally with Richard during his time as CEO, we encourage you to consider the important work that will be done by the Leadership Institute and help honor Richard's legacy with your contribution. A response card and return envelope are included for your convenience.

Sincerely,

Wes Bonner

James E. Herring

Charles T. Sellers

Ron Davenport

Scott Keeling

Bob Sims

Paul F. Engler

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