



Firehouse Dog & Museum Cat

Candidate Registration Information

**Nominations are closed for the 2010 elections,
but here are the materials
for those curious cats out there....**

Rules and Particulars of FD/MC

First and foremost, the candidate (dog or cat) should enjoy the election – if the candidate's disposition is not suited to having a good time with the attention of strangers, the candidate should reconsider running for office. The candidate should be good with the public, plus available for photos and press opportunities. The Firehouse Dog should be available for the Citrus Fair parade.

Also be advised that the candidate's owner is responsible for his or her pet's safety and behavior with the public. (This is very, very important. We don't want anyone bitten or clawed, folks. It's not that kind of election!)

How the Election Works

Nominees: You could be Firehouse Dog or Museum Cat for 2011! File your election materials and \$20 Registration Donation between August 16 and 31st, 2010! Wait to hear whether your candidate is chosen – we may have more than we can run! Then, ***get out there and campaign!*** Facebook wants you! Your friends want to vote for you!

Voters: Support your candidate for just \$1 per vote. Cast your ballot as many times as you like ~ 1 vote = \$1; 20 votes = \$20. Influence the election and have fun doing it!

What your vote means: 'Firehouse Dog' & 'Museum Cat' raise funds for specified health & safety and Cloverdale History Center projects in Cloverdale. In 2010, the proceeds from Firehouse Dog will be donated to the fund to purchase and equip a new ambulance. The proceeds from votes for Museum Cat will be donated to a new fund to promote programs at the History Center. Only administration costs will be subtracted from the donation. These are outlined, below.

Dates & Times (Pacific)

- **August 16, 9am – August 31, 4pm** ~ Registration. Completed nomination materials and \$20 registration donation will be accepted at the History Center during office hours. Candidates are limited to 15 per category (15 Firehouse Dog and 15 Museum Cat – see Rules & Terms). Applications are available at the History Center after August 6.
- **September 1, 12:01am – November 2, 7pm** ~ Voting. (At 7pm on 11/2, the History Center will stop accepting votes in-person and online.) (**Online voting began September 6. Oops!**)
- **November 5** ~ Election Results. The FD/MC Committee will announce the election results, and the Firehouse Dog-Elect and Museum Cat-Elect will be named.
- **February 12** ~ Citrus Parade Inauguration. Firehouse Dog will be invited to ride or walk in the parade. Museum Cat will be represented by a poster with a photo.
- This is a **two-year term** after which another election may be held. Little will be expected of Cloverdale's canine and feline leaders, but their photos will remain and their election held in warm thoughts for the next 24 months.

The Rewards of Winning

If Elected Museum Cat

1. Hand-crafted, custom cat bed
2. Gift basket, provided by Feline Rescue of Northern California
3. Citrus Fair pass
4. 2 tickets to 2011 Fire Assn BBQ
5. autographed copy of *Cloverdale* by Joan Wagele and Marge Gray
6. 2-year Cloverdale Historical Society family membership
7. framed photo of Museum Cat placed at the History Center
8. photo poster inaugural announcement carried in the Citrus Parade
9. photo op of Museum Cat in the Gould-Shaw house (with framed photo)
10. press release and photo submitted to the *Reveille* and *Press Democrat*
11. cloverdalehistory.org profile

If Elected Firehouse Dog

1. Hand-crafted, custom dog bed
2. Gift basket, provided by the Friends of the Cloverdale City Dog Park
3. Fire Dept t-shirt
4. 2 tickets to 2011 Fire Assn BBQ
5. Citrus Fair pass
6. press release and photo submitted to the *Reveille* and *Press Democrat*
7. cloverdalefiredistrict.com link to cloverdalehistory.org profile
8. autographed copy of *Cloverdale* by Joan Wagele and Marge Gray
9. 2-year Cloverdale Historical Society family membership
10. Photo op of firehouse dog at Cloverdale fire house (with framed photo)
11. Firehouse dog – ride or walk in the Citrus Fair Parade

Rules & Terms

1. This is a good-spirited fundraiser. Everyone should feel good about their involvement and their competitors. You are promoting two great causes in Cloverdale.
2. No negative campaigning. Positive, family friendly, public spirited campaigning is strongly encouraged. Funny is great. And it's okay to use your nomination to promote a positive, all-age friendly cause. Remember your karma – what you put out there, comes back to you.
3. The recipient of the largest number of votes wins, provided the candidate is not disqualified.
4. Statements and materials – the FD/MC Committee may modify or delete a candidate's statements, links, or materials. We get to decide what meets the criteria of “all-age friendly” and “positive.”
5. Nomination disqualifications – the FD/MC Committee may cancel a nomination and remove the materials of a candidate who does not meet the rules and particulars.
6. 15 Nominees per category – in the event that the FD/MC Committee receives over 15 nominees in a category, the Committee will select the 15 candidates. If your nominee is not chosen, your fee will be returned with our apologies and sincere hope that you won't hate us. We really do mean well!
7. If the candidate's owner is under 18, he or she needs written parental permission to participate.

8. Candidates must be residents of Cloverdale or the greater Cloverdale area.
9. **Remember, the candidate's owner is responsible for the behavior and safety of his or her pet.**
10. Here's the necessary umbrella statement. Situations may come up that require additions or modifications to the Rules and Particulars. The FD/MC Committee, along with the Cloverdale Historical Society and the Cloverdale Fire District, reserves the right to make additions and modifications at any time and without prior notice.
11. And Now, for the small print that says we own the rights to images and FD/MC Use:

By submitting your registration, you are granting the Cloverdale Historical Society (CHS) an irrevocable, royalty-free, worldwide right and license to: (i) use your entry and all its content, including candidates', owners' and winners' images, statements and registration information in connection with this event, (ii) feature your registration and all its content in connection with the promotion of this Event in all media (now known or later developed), including the websites and newspapers specified above, and (iii) feature your registration and all its content in fundraising of any kind (for example, if we put Fido's mug on a mug in association with Firehouse Dog, our organization gets the proceeds. If we put Museum Cat's puss on a purse, that too. etc.) CHS also owns all rights to use and publicize the names Firehouse Dog and Museum Cat in connection with this Event. However, if a candidate's owner wishes to create campaign t-shirts, buttons, etc. that use these names, that is ok but we request that you run it by the FD/MC Committee. We are not responsible for any unauthorized use of your registration and all its content by visitors to any website or other media selected by us to publicize this Event. Lastly, while we reserve the rights specified above, we are not obligated to use your registration or any of its content for any purpose.

Polling Stations

- **Election Center** at the Cloverdale History Center, 215 N Cloverdale Blvd. Vote by cash or check.
 - Open
 - Thursday 10:00 am - 4:00 pm
 - Friday 10:00 am - 2:00 pm
 - Saturday 10:00 am - 4:00 pm
 - Sunday 12:00 pm - 4:00 pm
- **Online Election Center** 24/7 with PayPal at www.historycenter.org
www.cloverdalehistory.org (darned typos!)
- **Polling Stations** (donation jars) will be placed at locations in Cloverdale. Civic-minded folks can support their favorite candidates at these stations. Voting instructions will be posted at the polling stations.

Fundraising Distribution

The funds raised, minus administrative costs, are allocated in this way: Proceeds from the votes for Firehouse Dog are allocated to a named Cloverdale Health & Safety project. Proceeds from the votes for Museum Cat are allocated to a named Cloverdale History Center project.

Administrative costs are drawn equally from the two funds. They include the concrete costs of running the FD/MC election, such as printed materials and voting boxes and jars, etc. They also include a 10% portion of the cost of running the website. PayPal and credit card fees

related to FD/MC, as well. Volunteer and paid staff time are not compensated.

Sample Candidate Profile

Candidate Statements are way individual, but should be light-hearted and entertaining. Some candidates want to talk about their commitment to their cause; others may make promises for when they're elected. Some use few words; others, like Rocket Girl, take all one hundred. Remember, positive, family friendly and public spirited are key. Funny is great. And a focus on getting elected is what you're here for.

The FD/MC Committee will use the candidate's photo and application information to create a Candidate's Profile. (Remember, we might make changes or edits to the content. If so, we will contact you.) It will be posted at the History Center and online Election Center, and candidates will receive a copy for their campaign.

A Note on Candidates: Candidates will run on a variety of platforms and promote a variety of causes dear to their hearts. The Firehouse Dog & Museum Cat committee will list all equally and with neutral good-will to all.

Here's Rocket Girl to show you how it's done:

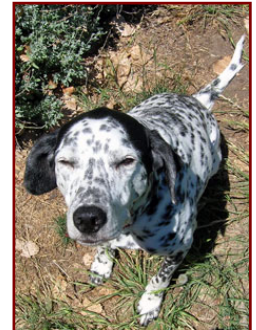
Katy Sweetheart Rocket Girl

Breed: Dalmation Mystery Mix

Humans: Laura and Jim

Causes I Like: Any Dog Rescue (www.anydogrescue.com)

Online Campaign: www.cloverdalehistory.org and on facebook at "Cloverdale History Center"



Candidate's Statement:

I'm Rocket Girl and I'd be an excellent firehouse dog!

Why? That man who lives with my human says I'd be in the 'attention-hound' group if Westminster had one. Only a building full of caring people could give me all the attention I demand.

Oo! and I'm all about dedication and endurance! My Laura, too. You should see her run after me when I get out of the house.

... Wait. What was I talking about? Hey, do you have a biscuit? Or meat? Or belly rubs? I'm a girl with issues. Vote by November 2nd!