

From: [Chassy, Bruce](#)
To: [Jay Byrne](#)
Subject: Re: domain available
Date: Thursday, March 11, 2010 10:25:44 AM

Jay

Thanks for the update.

Sounds good to me. I'm sure that you will let me know what you discuss.

The only thing that is scary is the discussion from the other day that refuting a belief actually reinforces the belief. People are just plain weird.

Bruce

On Mar 11, 2010, at 10:10 AM, Jay Byrne wrote:

- > Well, I suggest we work on the money (for all of us) first and quickly!
- >
- > I've proposed to Val that he and I meet while I'm in DC next week so we can (not via e-mail) get a clear picture of options for taking the Academic Review project and other opportunities forward. The "Center for Consumer Freedom" (ActivistCash.com) has cashed in on this to the extreme; and I think we have a much better concept.
- >
- > I'm compiling an "opportunities" list with targets which includes the likes of Vandana Shiva, Andrew Kimbrell and Ronnie Cummins. Organizations which include Sierra Club, Greenpeace and IATP. Content which includes "Food, Inc," "World According to Monsanto" and "In Defense of Food" (by Pollan)....
- >
- > All of these also have topic cross-over on all the risk areas of ag-biotech (out crossing/ contamination, bees, butterflies, human safety, etc...). I have a document we developed for Monsanto (needs to be updated of course) which lists all the various areas of attack areas on ag-biotech and sources of those attacks and the response data available (at the time)...
- >
- > All of these individuals, organizations, content items and topic areas mean money for a range of well heeled corporations. I believe Val and I can identify and serve as the appropriate (non-academic) commercial vehicles by which we can connect these entities with the project in a manner which helps to ensure the credibility and independence (and thus value) of the primary contributors/owners while - you.
- >
- > I believe our kitchen cabinet here can serve as gatekeepers (in some cases toll takers) for effective, credible responses, inoculation and proactive activities using this project platform. I believe we can do so in such a manner as to ensure the sustainability of the people involved (you, me, Val, Dave, future contributors, etc...) and further leverage the resources to help expand the network and support tools we originally proposed for ICFSA and the various other support groups with whom ICFSA networks.
- >
- > More later.
- >
- > Jay
- >
- >
- >
- > =====
- >
- > Jay Byrne, president
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> =====

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> -----Original Message-----

> From: Chassy, Bruce [<mailto:bchassy@uiuc.edu>]

> Sent: Thursday, March 11, 2010 8:32 AM

> To: Jay Byrne

> Subject: Re: domain available

>

> Jay

>

> It was more humor than anything else. I would love to have a prime name in the middle of the organic aura from which to launch ballistic missiles. I'd love to start a campaign to get USDA out of the organic business. But it aint gonna happen.

>

> And, like you said, you can't find a client or a supporter and I sure don't have the money.

>

> Cheers

>

> Bruce

>

> On Mar 11, 2010, at 6:23 AM, Jay Byrne wrote:

>

>> I think this became available because we just released it - we'd been

>> maintaining hundreds of such pieces of e-real estate over the years

>> but hadn't gotten any clients willing to pay to do anything with them.

>>

>> If you think someone might sponsor something there which would cover

>> costs I'm game...

>>

>> Jay Byrne, president

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>>

>> (877) 835-8362 ext 2001

>> Sent from my mobile [REDACTED]

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