

Senior Project Approval Page

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Marketing Plan for Joe Alamo

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Joseph Amaral

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Introduction

In modern politics there is a need to properly create a marketing and promotional plan. The purpose of my project is to show the benefits of a marketing plan for a political campaign and how the outcome will be more favorable for the individual(s).

Not having a proper marketing plan for a campaign can greatly diminish an individual's outcome. By not having some sort of blueprint outlined for cause of the campaign, you will not be able to effectively have your campaign received by your target audience.

In order to increase the success of the campaign, an effective campaign/marketing plan needs to be constructed. By having the forethought about what you want to achieve and by when, you will be more successful; a marketing plan allows this to occur. Print and web based media provides an outlet and allows for the message of the campaign to be accessed by those your targeting, which includes both the younger and older demographics. Having rallies and campaign events, you will allow your peers to get to know who you are and what you are all about.

The objective of my senior project was to develop a marketing plan for Joe Alamo's campaign for the board of Turlock Irrigation District. I put together a marketing plan filled with print and web based media used for his campaign which helps our audience get to know Joe Alamo along with what policies he wants to enforce.

About Joe

Joe Alamo growing up .He was born in Modesto, Ca on October 13, 1972. He attended Turlock High School and from there went on to California Polytechnic State University where he majored in agricultural business. After graduating and receiving his bachelor of science, he returned back to the family farm, where he, and his two other brothers (Danny and Tony) began to run and operate their families' dairy. Joe is now married to Nelia Alamo and has three children, Rylee 19, John 7, and Sophia 5.

Joe Alamo is currently running for an open position on the Turlock Irrigation District Board of Directors, Division 3. When I asked Joe Alamo his reasoning for running, he stated, "I am running for director to maintain reliable and affordable power and water to TID customers. I believe we need to be efficient and have reasonable rates for our ratepayers and adequate water for our farmers". [1] Joe Alamo believes that water and power needs to be kept at a reasonable price not only to the farmers of his district, but all those who live with in the district as well.

Personally, after hearing Joe's concerns and talking with him, he really does have others' best interests in mind. Joe was also asked what his single priority will be if he is elected, he stated "My top priorities if elected will be controlling rates & protecting water rights. I feel the founding fathers of the irrigation district had amazing foresight, and we need to get back to the tradition of providing the lowest possible rates. We also need to continue to fight for Tuolumne River water rights, so we have water available for T.I.D. customers". [1]

Joe Alamo has been a dedicated member of his community and industry. He has served within many organizations and was some of their boards. Some of the involvement Joe Alamo has par taken in are: member and past president of the Central Counties Dairy Herd Improvement Association, Board member of the California Polytechnic State University AGR Alumni

Association, member of Western United Dairymen, member of the Stanislaus County Farm Bureau, and also the Turlock Pentecost Association.

Being the President of the Dairy Herd Improvement Association, Joe Alamo learned many of the necessary skills required of a Turlock Irrigation District board member, such as: organization, time management, problem solving, and communication skills. To gain a better understanding of the California Dairy Herd Improvement Association was, I visited their website, www.cdhia.com, and found out the following information. The California Dairy Herd Improvement Association (CDHIA) provides quality assurance, production statistics, communications, and program direction for a federation of local dairy herd improvement associations located in the Western United States. These associations produce herd and cow records for dairy producers for dairy herd management, genetic evaluations, and pedigree purposes.

The California DHIA is a federation of large herd local DHI associations located predominantly in California but also including parts of Oregon, Washington, Nevada, Arizona, New Mexico, Texas, and Colorado. The California DHIA addresses the large herd perspective and management needs in matters related to milk recording nationally.

California DHIA has always been among the DHI innovators; CDHIA has piloted such projects as the Verified Records Program, the lab sample comparison project, the electronic milk metering monitoring report, and most recently, the production string sampling method. This backed by a strong program of monitoring Quality Certification parameters and effective communications. For the last 16 years California DHIA has led in the use of Handheld Computers for test-day data collection.

Turlock Irrigation District

Turlock Irrigation District's history. Turlock Irrigation District (TID) was established in 1887; “the Turlock Irrigation District (TID) was the first publicly owned irrigation district in the state and is one of only four in California today that also provides electric retail energy directly to homes, farms and businesses. Organized under the Wright Act, the District operates under the provisions of the California Water Code as a special district.” [2] TID is also an independent control area and is governed by a five member Board of Directors.

Since 1923, “Turlock Irrigation District has been providing safe, reasonably priced and reliable electricity to a growing customer base that now numbers in excess of 99,000 residents, farm, business, industrial, and municipal accounts in an electric service area that encompasses 662-square miles in portions of Stanislaus, Merced, Tuolumne, and Mariposa counties.” [2]

“Turlock Irrigation District provides irrigation water to over 5,800 growers in a 307 square-mile service area that incorporates 149,500 acres of Central Valley farmland. The district has been delivering irrigation water to growers since completing its gravity-fed water conveyance system of canals and laterals in 1900. The Tuolumne River is the District’s primary source of water, originating at Mt Lyell in Yosemite National Park.” [2]

In order to fully appreciate the job of the Turlock Irrigation District Board of Directors, I wanted to investigate all of the different power plants currently overseen by the TID. It is necessary for the Board Members to have insight about these plants because they pass rulings and make suggestions that both directly and indirectly affect how these plants are ran. I visited the Turlock Irrigation District website, www.tid.com, where they described all their power plants, how much power they generated, and how each plant generated that power. Currently, the Turlock Irrigation District has six energy generating facilities. They include: a solar generation station,

hydroelectric station, the Tuolumne Wind Project, a fuel cell project, and a geothermal station. For the solar station, TID installed a 70.7 kilowatt array of photovoltaic panels atop the newly renovated parking structure. The solar array is expected to generate up to 132,460 kilowatt-hours a year. The hydroelectric project is located at the Don Pedro Lake. TID is the operating partner and majority owner of the Don Pedro Hydroelectric Project with 68.46 percent and Modesto Irrigation District (MID) has a 31.54 percent ownership. The powerhouse can generate up to 203 megawatts of electric power from its four generators. On a smaller scale, TID generates electricity on its irrigation canal system through several small hydroelectric plants. Each of these renewable energy plants utilizes the power of irrigation water flowing through the gravity-fed system to create electricity during a season when demand is at its highest. When the need for renewable energy was increasing, Turlock Irrigation District had to act fast. Instead of raising the cost on consumers' energy, they purchased the Tuolumne Wind Project. Located in Klickitat County, Washington along the Columbia River, this site has been recognized as one of the most productive wind resource areas in the Western United States. "The project consists of 62 turbines which will generate a total of 136.6 megawatts, enough green energy to power approximately 44,000 households each year." The Turlock Irrigation District's fuel cell station is one of the largest in the state of California. Partnering with the City of Turlock, the fuel cell is located at their Regional Water Quality Control Facility. The 1.2 megawatt fuel cell generates clean, renewable energy from the methane gas produced by the facility. Prior to the fuel cell, a portion of the methane gas was utilized to operate three boilers at the treatment facility while the remaining portion being burned into the atmosphere. Because fuel cells convert methane gas into electricity electrochemically, there is no combustion or creation of greenhouse gases. They operate hundreds of times cleaner than conventional power generation facilities which

significantly reduce nitrogen oxides, particulates and sulfur dioxides emitted into the air which gives the City the opportunity to reduce its emissions. Turlock Irrigation District currently owns two natural gas fire plants, with the hopes of adding another adjacent to their Ceres location. The first power plant is the Walnut Energy Center; the 250-megawatt plant is an efficient, environmentally responsible source of economical and reliable energy serving the growing energy demands within our service area. Using natural gas for fuel, the WEC is among the cleanest power generating facilities of comparable size in the nation. By utilizing the best available emissions control technology, its emissions are as much as 85 percent lower than those of older generating facilities currently operating in California. The second plant is the Almond and Walnut Power Plant; is capable of generating 49.9 megawatts, representing approximately 19 percent of our total power generation capability. The District's Almond Power Plant, capable of producing 48 megawatts, has been in operation since 1995 in the City of Ceres. Although it continues to be a valuable resource, the District is proposing to develop a state-of-the-art power generation facility, directly adjacent to the existing power plant. The Almond 2 Power Plant will generate up to 174 megawatts and enhance the District's internal generation as well as strengthen its ability to provide safe, reliable electricity to its customers. The Almond 2 Power Plant will use clean, efficient, and proven natural gas technology to generate electricity in a manner that will minimize the use of fuel, emissions of criteria pollutants, and potential effects on ambient air quality. The power plant will also use treated effluent (i.e. recycled water) from the City of Ceres' Wastewater Treatment Plant for the project's process water needs.



Figure 2

2008-2009 Board of Directors

(L-R) Rob Santos, Phillip Short , Randy Fiorini, Charles Fernandes, Michael C. Berryhill

The TID website was visited again because I wanted to profile the 2008-2009 Board of Directors and gain insight to their backgrounds and qualifications. I was able to find their personal biography's and have listed them below:

Rob Santos has been a member of the TID Board of Directors since 2007. He currently is the District's representative for the Pension Investment Committee. Director Santos is president of Valley Critter Care, Inc., which operates two veterinary hospitals in Turlock. He was a part-time instructor at Modesto Junior College Agriculture Department and is a member and past president of the Chatom School Board. Director Santos helped to establish the Turlock Historical Society and is past president of the Turlock Downtown Association, Northern San Joaquin Veterinary Association and the Turlock Exchange Club. Director Santos represents Division 4

Phillip Short was appointed to the TID Board of Directors in August of 1977 where he served continuously for more than 32 years until his death. Short won eight elections as Division

1 Director, and was to complete his current term in November of 2011. Short's leadership in the field of water extended to the state level as well, as he served as president of the Association of California Water Agencies from 1993 to 1995. Director Short was a member of the California Walnut Commission, the Federal Walnut Control Board, and also served as chairman of the export and research committees of the California Walnut Marketing Board.

Randy Fiorini has been a member of the TID Board of Directors since 1993. He is the managing partner of the Fiorini Ranch in Delhi. Director Fiorini was recently the past president of the Association of California Water Agencies and has served as Chair of its Federal Affairs Committee. He is a member and past president of the California Farm Water Coalition Board of Directors and member and past chairman of the California Cling Peach Board. Director Fiorini received the Outstanding Young Farmer Award by the United States JayCees. Director Fiorini represents Division 5.

Charles Fernandes has been a member of the Board of Directors since 2001. He is the District's representative to the Drinking Water Committee and the Personnel and Compensation Committee. He also serves as an alternate representative on the Don Pedro Recreation Agency Board of Control. Director Fernandes is co-owner of Country Ford in Ceres, California and is a past member of the Ceres Chamber of Commerce Board. Director Fernandes represents Division 2.

Michael C. Berryhill has been a member of the TID Board of Directors since 1983. He is currently the District's representative for the San Joaquin River Group Authority and the Westside Power Authority. A grape and almond grower in Ceres, Director Berryhill also operates a custom grape harvesting service. He is a past director of the Stanislaus District Farm

Bureau and a former director of the California State Farm Bureau. He has also served as a member and chairman of Ceres Unified School District Board of Trustees and as past chairman of California Young Farmers and Ranchers. Director Berryhill holds a Bachelor of Science degree from Arizona State University and an MBA from Northwest University. Director Berryhill represents Division 3.

Why a Marketing Plan is useful

Effective campaigning starts with a marketing plan. Having a marketing plan is crucial for any individual when it comes to running an effective campaign. A Marketing planning is important for a number of reasons. First, marketing plans allow for the creating and implementation of marketing programs that are strategic in nature and purposely tie back to your campaign objectives. Second, a market plan is a documented marketing approach that enables communication between the candidate and you're demographic, which helps to ensure that your message is understood. Third, a marketing plan allows you to manage your budget and make negotiations, so you are able to stretch your dollar as far as possible. Fourthly, a marketing plan keeps the day-to-day routine of what needs to be accomplished; it helps to make sure every goal is made known and achieved.

Before you even start creating your marketing plan, there are a few elements that need to be reviewed before hand. First, you need to decide on your campaign theme, the issues you would like to address to form your platform, highlight what makes you qualified, and profiling your election district so you can become accustom to your demographic.

Once you have identified and established your platform and investigated the area of your voters, you need to develop a way to communicate your message to the people and the area you will be representing. There are two ways of communication, directly and indirectly. You can directly

approach your voters about yourself and why you feel they should vote for you by going door to door, writing, and telephoning. With indirect communication, you can erect yard signs, apply bumper stickers, radio messaging, television/cable messaging, and nowadays, internet media.

Once you have determined how you best feel you will be able to address your voters with your message, you need to develop a plan on how to fund your campaign. There are several ways to generate funds for your campaign, such as asking for donations from friends and families, hosting a dinner or event with the proceeds going towards your campaign, or, you could personally fund your own campaign; the latter just makes things more difficult.

Materials and Methods

About Joe

Joe Alamo growing up. The main point of this project is the implementation of a marketing plan about Joe Alamo. In order to adequately describe who Joe Alamo is a personal interview was conducted. The first step in formulating a marketing plan is to get to know the man who the marketing plan is about. A disservice would have occurred if the voters of district 3 were not presented with a biography about the candidate who was requesting their vote. The personal interview with Joe Alamo was conducted at the end of summer right before he announced his candidacy. Joe Alamo was asked though provoking questions that were formatted so I could understand his reasoning for running and would be able to translate that message through his marketing plans to those in our demographic area.

After describing Joe Alamo, I discussed Joe Alamo's involvement within other organizations and community. Joe Alamo has held various positions within these associations and the author feels his involvement needed to be discussed because it presents him as a creditable candidate who has experience in problem solving and management.

Turlock Irrigation District.

Turlock Irrigation District's history. The next step, after introducing Joe Alamo, was to become familiar with and understand the organization he was running for. The Turlock Irrigation District is an organization that provides water and electricity to the community of Turlock, Ceres,

Hilmar, Patterson, and parts of Modesto. I obtained most of my information about Turlock Irrigation district and their history from their website, www.tid.com. I also discussed and presented the past (2008-2009) Turlock Irrigation Board members and included their biography's from which I also obtained from the Turlock Irrigation District's website, www.tid.com. From this website, I was able to navigate and find current water projects and Turlock Irrigation District's other means of obtaining and creating power.

Why a Marketing Plan is useful

Effective campaigning starts with a marketing plan. Explaining why a marketing plan is beneficial to ones campaign seemed logical before I introduced my marketing plan for the 2009 campaign. I searched countless search engines for statistics and studies that proved and discussed the benefits of a marketing plan, however, no such studies were located. Instead, I found articles from reputable websites and authors explaining why a marketing plan is needed. Websites such as growthink.com had a "top 20 reasons why you need a marketing plan", written by Pete Kennedy and newincite.com described how and why strategic business planning is beneficial to one's marketing plan.

How To Create A Marketing Plan

How I created my marketing plan. Before I began investigating the marketing plans of other companies to gain ideas and researching ways of creating a marketing plan, I and the candidate, Joe Alamo, agreed that the marketing plan needed to be simple. The marketing plan had to be effective so our outcome, to win the election, was achieved. However, the marketing plan should not be too complicated, due to not having the man power needed to facilitate an extremely lengthy and in depth marketing plan. Taking this into consideration; I was able to narrow down

my investigation to only include companies and marketing plan templates that were simplistic in design, yet still effective in including all the necessary information needed to win the election.

After reviewing countless templates, reading “how to create an effective marketing plan” books, and searching the internet for companies. I came across Carol Hess’s “Developing A Campaign Plan”, and was able to adapt Hess’s plan and use it as a template for Joe Alamo’s marketing plan [appendix A].

MARKETING PLAN

JOE ALAMO FOR TID BOARD

Marketing plan:

Before we can even start writing a marketing plan, we first need to read over the California Fair Political Practices Commission Regulations to make sure that everything we have planned complies with the rules; we do not want to be eliminated because it seems we are running a dishonest campaign. In order to put together a legitimate, acceptable marketing plan, we visited the <http://www.fppc.ca.gov/> website. Also, I had to make sure we complied with the department of transportation's rules and regulations about how big and where we could place our road signs; we had to make sure our signs were not too big to obstruct any views of the road and cause an accident.

Campaign theme:

- "I (Joe Alamo) am running for the TID Board because I feel customers need a voice. I am willing to listen to others and get involved with our community to bring about change."

Issues centering the campaign:

- Reliable and Affordable Power.
- Affordable and Adequate Water.
- Remember Knowledge, Integrity, and Proven Leadership.

Events to Highlight our campaign:

In the beginning, to announce Joe Alamo's candidacy for the open position on the Turlock Irrigation District Board of Directors for district 3, we will be holding an informational meeting discussing our running positions, what our campaign will mean for the community, and also find financial support.

The Turlock Irrigation District workers' union has a candidate night and Joe Alamo will be attending to introduce himself, communicate with the workers and see what their positions are about the current water and power situation, see if they have any ideas on how to better Turlock Irrigation District and also see who else will be running.

Also, to show community support and involvement, a table will be purchased by Joe Alamo at a dinner which is a fundraiser for the two local High Schools in Ceres, Ca; the two schools were Central Valley High School and Ceres High School. Campaigning will be not be done because we do not want to take away from the intent of the dinner, which is to help the high schools, we only want Joe's name to be recognized and show community support and involvement.

Profiling our District:

The district we are campaigning in is District 3 of the Turlock Irrigation. In order to reach the people within this demographic, we were able to obtain a cd from the Office of County Clerk-Recorders which is a registrar of voters within our district. This cd profiles each and every voter in our district and provides us with their address; this is extremely beneficial because it allows us to distribute our media directly to those who vote for Joe Alamo.

Communication:

In order to get our name recognized with the public, we will be sending out a brochures, postcard, and campaign piece to our demographic, staking two different size signs around the community on heavily congested roadways, and also creating a facebook events page to reach younger voters, as well as other groups that share the same interests.

For the road signs, we had 250 14 in X 22 inch and 25 4 ft X 8 ft signs created and assembled for which we displayed on the side of roads[Appendix C].

A campaign piece, brochure, and a postcard will be mailed out to the voters in District 3 telling about who Joe Alamo is, the issues he is concerned with, the citizens who support Joe Alamo and why him, his involvement within the community as well as organizations he has served on, and the date to cast their votes [Appendix D] [Appendix E] [Appendix F].

There are also two feature articles being run in the Modesto Bee and the Ceres Currier. These article highlight Joe Alamo as a person, they discuss his family life, the industry he is a part of, background information, such as: college he attended and organizations he is affiliated with, and more about how he feels he can better the Turlock Irrigation Board.

Internet media was also created on facebook that contain information about Joe Alamo, Turlock Irrigation District, and the date to vote [Appendix H]. The event page will be sent to other groups that we feel will support our cause as well as people we know in our demographic area; we are also hopeful those we sent to join our event, will forward the event to their friends.

Raising Funds:

In order to generate the necessary funds required to support our campaign, a sign up sheet will be set out at the first, informational meeting; here we can see who came and whether or not they will be willing to contribute financially. Also, we will be mailing out contribution cards that complied with the California Fair Political Practices Commission regulations to those we feel might be willing to contribute funds [Appendix I]. Money will also come from Joe Alamo's personal friends and family. Another way funds could have been generated is through a campaign luncheon or dinner. Campaign luncheons can generate large sums of money because the costs of tickets to such events are set extremely high allowing profits to be maximized. Another way profits are maximized is by having the food served donated or sold at low prices.

Results and Discussion

Due to constant campaigning, a never give up attitude, and a marketing plan that was simple by design, but successful, on November 3rd, 2009, Joe Alamo was successful in receiving 85% of the vote resulting in him being the representative for district 3 on the Turlock Irrigation District Board of Directors. As a representative of District 3, when the board meets at their monthly meetings to discuss issues dealing with power and water, it is Joe's responsibility to speak for his district.

Issues that are dealt with at the monthly meetings of the board affect both the urban and non-urban users of power and water. The board discusses and votes on issues such as water allotments, how many feet of water will be allowed per farmer, water and power regulations, how to operate their different power sources, and also how to create more "green" ways of producing and conserving water and power.

Breakdown of the Marketing Plan

The campaign theme was created entirely by Joe Alamo. We knew we wanted something that was short and contained a compact synopsis of what our campaign was about. Information dealing with the issues stressed in our campaign are depicted within our message as well as the underlying point, which is change is needed within this organization.

The key issues of our campaign are the issues Joe Alamo felt needed to be addressed, discussed, and changed. He received input from the community about what area they felt was lacking within the Turlock Irrigation District and how they could go about changing them. Also, another

topic Joe Alamo was passionate about was bringing back to the light the idea that the land owns the power and the water; Meaning that the people are the owners of the power and water to an extent, not TID alone. Joe Alamo feels that the people in district 3 need a voice to keep a stable, reliable flow of affordable water and power and how this can be achieved with knowledge, integrity, and leadership.

To gain some recognition and receive future input about the concerns of our citizens. We had Joe Alamo attend the candidate night at the Turlock Irrigation District worker's union meeting. Here Joe was able to introduce himself, receive feedback from the other side, the workers of Turlock Irrigation District, and also gain insight about how to solve the issues.

Given that the election year was an off year, meaning there were not many items on the agenda to vote for, we decided to indirectly communicate to our district by using a cd from the County Clerks office which provided us the names and addresses of our demographic.

After obtaining the names and addresses we sent out print media to all of the households in our demographic which provided information about Joe Alamo, the campaign, and the issues we felt needed to be addressed. Road signs were also erected and displayed along major roadways in Turlock, Modesto, Ceres, and Hilmar; we wanted everyone to know who Joe Alamo was and what he was running for. Also, two newspapers, the Modesto Bee and the Ceres Currier will be running stories about Joe Alamo and the position he is vying for.

Besides print media, internet media was created to communicate with our younger demographic. A facebook event was produced and sent out to facebook members and groups who we felt paralleled our campaign and would support our cause.

In order to provide the necessary funds for our campaign, Joe Alamo personally contributed funds, but not a substantial amount; there is a limit to the amount a candidate may contribute to his own campaign. Campaign fundraiser cards were also mailed out people we felt would be willing to contribute money to our cause.

Conclusion

In modern politics there is a need to properly create a marketing and promotional plan. The purpose of my project is to show the benefits of a marketing plan and how the outcome will be more favorable for the individual(s).

Not having a proper marketing plan for ones campaign can be extremely detrimental to how successful the campaign's outcome will be. When running for office is it import to formulate a strategy that can be implemented that allows your target audience to receive the message you are portraying.

The marketing plan the author has formed acts as a blue print for others working on the campaign, it keeps everyone on track, describes the goals of the campaign, and also highlights when things need to be accomplished by. The marketing plan is the center of our campaign besides our candidate.

After five months of following our marketing plan, reaching out to our demographic area, district 3, and constantly running a positive campaign, Joe Alamo was successful in obtaining the majority vote in the election for Turlock Irrigation District Board of Directors

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