

with some custom coding. Hopefully, we can work together on marketing automation beginning tomorrow or Wednesday.

Our strong preference is to begin using RafflePress, EngageBay, and your selected SEO app on our GoDaddy hosted platform from the very beginning so no transition of systems is needed in the future. Hopefully, that works for your agency.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Sent: Monday, August 30, 2021 2:17 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Final Proposal - Thank you!

So just to confirm... you would like to pay me the total billed amount for our services now through December so we can pledge the \$8,000 now, is that correct?

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Monday, August 30, 2021 1:38:09 AM
To: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Subject: RE: Final Proposal - Thank you!

Good morning Cassi – As mentioned in my last email, your 20% contribution to the WeFunder royalty campaign will come to \$8,000 between Sep and Dec. I think the best way to handle this is for you to receive the total billed amount and pledge the \$8,000 to the WeFunder campaign now as a reservation, then pay that \$8,000 out of pocket when the time arrives to make good on reservations. That avoids any issues with getting repaid for your work, allows you to judge

the success of our joint efforts, and is completely voluntary. It will also help us advance toward our minimum \$50K goal to get the WeFunder campaign off to a great start.

Let me know what you think. Once we agree on the approach, I will draw up a basic contract which reflects our agreement for 16 months of services through the end of 2022.

If you decide to proceed with the \$8K reservation, you can do it at

<https://wefunder.com/gpr.inc.dba.gannett.peak.ranch>

Thanks.

Regards,
Dennis

Dennis Brewer

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From: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Sent: Saturday, August 28, 2021 9:30 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Final Proposal - Thank you!

I forgot to add the \$500/month for the SEO we discussed in there as well 👍

Cassi M

Game Changer Marketing Solutions LLC

No games, just solutions.

Digital Marketing Agency

cassi@gamechangermarketingsolutions.com

gamechangermarketingsolutions.com

[Clutch Profile](#)



From: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Date: Thursday, August 26, 2021 at 11:00 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Final Proposal - Thank you!

Sounds great, thank you! Will do!

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Thursday, August 26, 2021 10:06:09 AM
To: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Subject: RE: Final Proposal - Thank you!

Thanks, Cassi. There will be lots of detail to exchange at first as we learn how to work together. When you have time, take a look at our Brand Quality Attributes if you have not already had a chance to do that. That is our overarching message to our customers and our team members about how we want to conduct ourselves. It probably needs a bit of updating but the basics are all there.

Feel free to reach out any time – and as I said, please speak up and push back when you think it is appropriate. We're trying to accomplish the best result on the least resources, so your input is very important.

Thanks!

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Sent: Thursday, August 26, 2021 4:01 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: Mike Maggard <mike.maggard@cfo-search.com>
Subject: Re: Final Proposal - Thank you!

This all sounds great, Dennis! Excited to get the ball rolling, looking forward to chatting next week 😊

Get [Outlook for iOS](#)

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Thursday, August 26, 2021 9:50:13 AM
To: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Cc: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Final Proposal - Thank you!

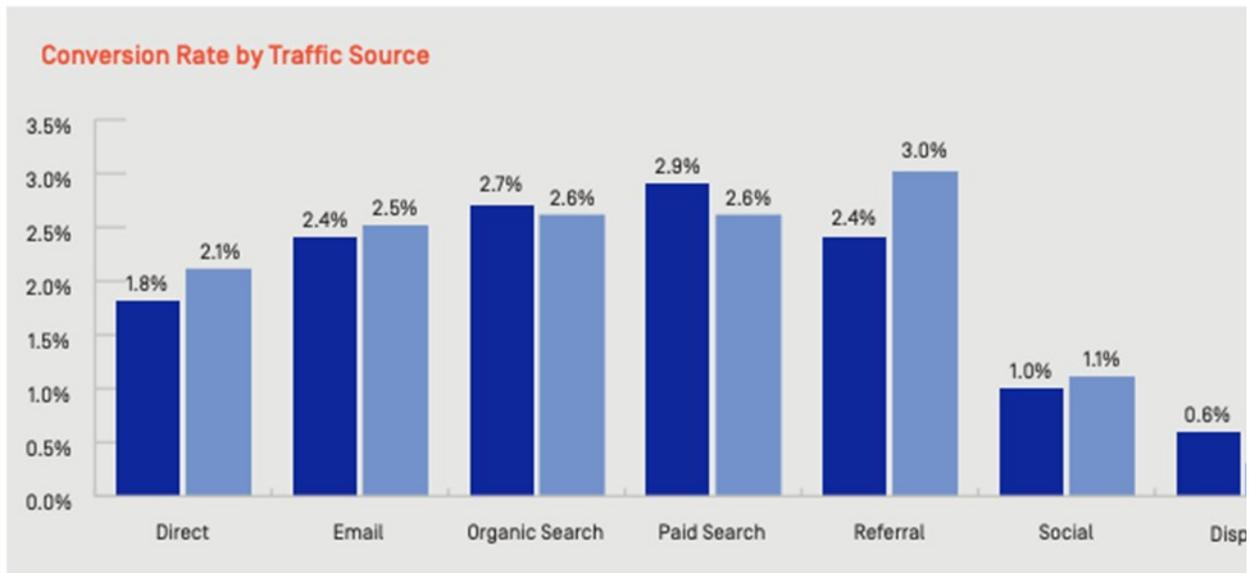
Cassi – please review the attached draft start sequence for the company and marketing and sales spend budget. The overall goal is a coordinated start which puts our finances, operations capabilities, and pre-order activities, including marketing and sales spend on a path toward a coordinated opening and order fulfillment sequence. These things never go as initially planned, and timing and spend will need to be adjusted dynamically but if you have no idea where you are going, you can be certain you will never get there. So, this will be revised daily with a weekly update circulated to our extended team for both visibility across the team and to get feedback on any needed adjustments.

Please review and let me know if this lines up with your reality. We will adjust as needed.

One import element we will need to add to the marketing and sales plan/budget is some objective results to measure the effectiveness of various methods in securing pre-orders in terms of cost per dollar of spend, so we can dynamically reallocate spend as we go. Please give that some thought. All I have to go on right now is the chart below, which I circulated previously.

Conversion by channel

This [research from Episerver retail clients Q1 2020](#) (based on 1.3 billion unique shopping unique retail and consumer brand websites) shows a typical pattern. Conversion rates are higher where consumers have higher intent, i.e. they are searching for products. This compares referred visits where conversion rates are significantly lower.



Also please note our store soft live date has slid a bit more as product load will now start Sunday as there are still a few critical punch list items remaining today. So we will be live on Tuesday or Wednesday next week. Mike will circulate his LinkedIn list on Tuesday, Sep 6, so our more urgent priority is setting up email automation for WeFunder tracking. After that is in place, you will need to move to automating and tracking Consumer, including your Influencer campaign, followed by the email campaign setup to be completed by mid-September so that program can begin. We will also need to do restaurant tracking beginning mid-month.

Here is a link to the new site/store as it sits today:

<https://innovhosting.com/gannet/>

Once you've reviewed and commented on sales and marketing plan/spend, we will sign a simple contract. I have allocated \$2,000 per month of your agency's fees from Sep through Jan to the WeFunder investment. We'll work out exact details on this \$8,000 n contract next week. Thanks for your faith in us and our products, it is appreciated.

I'm available by cell or email next 2 days, in DC and will respond as quickly as I can, but no laptop so some info requests may not be filled until Sunday.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933

Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Sent: Thursday, August 26, 2021 1:45 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Final Proposal - Thank you!

Thanks, Dennis! Have a great weekend 😊 Looking forward to getting started!

Cassi M

Game Changer Marketing Solutions LLC

No games, just solutions.

Digital Marketing Agency

cassi@gamechangermarketingsolutions.com

gamechangermarketingsolutions.com

[Clutch Profile](#)



GAME CHANGER
MARKETING SOLUTIONS
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open RECORDS

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[Request a Record](#) [Search Requests](#) [Reports](#) [FAQ](#) [About](#) [Technical Support](#)

Your request has been submitted! ✕

You can expect an acknowledgment from the City of New York within 5 business days. The agency will use the contact information you provided.

All messages from the City of New York and/or the information and documents you requested will be posted to this page.

FOIL-2021-056-13163 ⓘ

Title:
Under Review



Open

New York City
Police Department
(NYPD)

Acknowledgment
Due Date:
09/09/2021



**Committee on
Open Government**

NEW YORK

DEPARTMENT OF STATE

COMMITTEE ON
OPEN GOVERNMENT

Your Right to Know

NEW YORK STATE
OPEN GOVERNMENT LAWS



Committee on Open Government

- **Freedom of Information Law**
- **Open Meetings Law**
- **Personal Privacy Protection Law**

The Committee

The Committee on Open Government is responsible for overseeing implementation of the Freedom of Information Law (Public Officers Law §§ 84-90) and the Open Meetings Law (Public Officers Law §§ 100-111). The Freedom of Information Law governs rights of access to government records, while the Open Meetings Law concerns the conduct of meetings of public bodies and the right to attend those meetings. The Committee also oversees the Personal Privacy Protection Law.

The Committee is composed of 11 members, 5 from government and 6 from the public. The five government members are the Lieutenant Governor, the Secretary of State, whose office acts as secretariat for the Committee, the Commissioner of General Services, the Director of the Budget, and one elected local government official appointed by the Governor. Of the six public members, at least two must be or have been representatives of the news media.

The Freedom of Information Law (“FOIL”) directs the Committee to furnish advice to agencies, the public and the news media, issue regulations and report its observations and recommendations to the Governor and the Legislature annually. Similarly, under the Open Meetings Law, the Committee issues advisory opinions, reviews the operation of the law and reports its findings and recommendations annually to the Legislature.

When questions arise under either the Freedom of Information or the Open Meetings Law, the Committee staff can provide written or oral advice and attempt to resolve controversies in which rights may be unclear. Since its creation in 1974, more than 24,000 written advisory opinions have been prepared by the Committee at the request of government, the public and the news media. In addition, hundreds of thousands of verbal opinions have been provided by telephone. Staff also provides training and educational programs for government, public interest and news media organizations, as well as students on campus.

Opinions prepared since early 1993 that have educational or precedential value are maintained online, identified by means of a series of key phrases in separate indices created in relation to the Freedom of Information Law and the Open Meetings Law.

The indexes can be accessed at the following links:

FOIL Advisory Opinions - www.dos.ny.gov/coog/foil_listing/findex.html

OML Advisory Opinions - www.dos.ny.gov/coog/oml_listing/oindex.html

Each index to advisory opinions is updated periodically to ensure that interested persons and government agencies have the ability to obtain opinions recently rendered.

The website also includes the following:

- The text of the Freedom of Information Law;
- Rules and Regulations of the Committee on Open Government (21 NYCRR Part 1401);
- Model Rules for Agencies;
- Sample Request for Records;
- Sample Request for Records via Email;
- Sample Appeal;
- Sample Appeal When Agency Fails to Respond in a Timely Manner;
- FOIL Case Law Summary;
- Frequently Asked Questions regarding FOIL;
- The text of the Open Meetings Law;
- Model Rules for Public Bodies;
- An Article on Boards of Ethics;
- OML Case Law Summary;
- Frequently Asked Questions regarding OML;
- The text of the Personal Privacy Protection Law (only applies to State Agencies);
- You Should Know, regarding the Personal Privacy Protection Law.

If you are unable to locate information on the website and need advice regarding either the Freedom of Information Law or the Open Meetings Law, feel free to contact:

Committee on Open Government
NYS Department of State
One Commerce Plaza
99 Washington Ave
Albany, NY 12231
(518) 474-2518 Tel
(518) 474-1927 Fax
coog@dos.ny.gov

Freedom of Information

The Freedom of Information Law, effective January 1, 1978, reaffirms your right to know how your government operates. It provides rights of access to records reflective of governmental decisions and policies that affect the lives of every New Yorker. The law preserves the Committee on Open Government, which was created by enactment of the original Freedom of Information Law in 1974.

Scope of the law

All agencies are subject to the Freedom of Information Law, and FOIL defines “agency” to include all units of state and local government in New York State, including state agencies, public corporations and authorities, as well as any other governmental entities performing a governmental function for the state or for one or more units of local government in the state (§86(3)).

The term “agency” does not include the State Legislature or the courts. For purposes of clarity, “agency” will be used hereinafter to include all entities of government in New York, except the State Legislature and the courts, which will be discussed later.

What is a record?

All records are subject to the FOIL, and the law defines “record” as “any information kept, held, filed, produced or reproduced by, with or for an agency... in any physical form whatsoever. . .” (§86(4)). It is clear that items such as audio or visual recordings, data maintained electronically, and paper records fall within the definition of “record.” An agency is not required to create a new record or provide information in response to questions to comply with the law; however, the courts have held that an agency must provide records in the form requested if it has the ability to do so. For instance, if the agency can transfer data into a requested format, the agency must do so upon payment of the proper fee.

Accessible records

FOIL is based on a presumption of access, stating that all records are accessible, except records or portions of records that fall within one of eleven categories of deniable records (§87(2)).

Deniable records include records or portions thereof that:

- (a) are specifically exempted from disclosure by state or federal statute;
- (b) would if disclosed result in an unwarranted invasion of personal privacy;
- (c) would if disclosed impair present or imminent contract awards or collective bargaining negotiations;
- (d) are trade secrets or are submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise;
- (e) are compiled for law enforcement purposes and which if disclosed would:

- i. interfere with law enforcement investigations or judicial proceedings;
 - ii. deprive a person of a right to a fair trial or impartial adjudication;
 - iii. identify a confidential source or disclose confidential information relative to a criminal investigation; or
 - iv. reveal criminal investigative techniques or procedures, except routine techniques and procedures;
- (f) could if disclosed endanger the life or safety of any person;
- (g) are inter-agency or intra-agency communications, except to the extent that such materials consist of:
- i. statistical or factual tabulations or data;
 - ii. instructions to staff that affect the public;
 - iii. final agency policy or determinations; or
 - iv. external audits, including but not limited to audits performed by the comptroller and the federal government;
- (h) are examination questions or answers that are requested prior to the final administration of such questions; or
- (i) if disclosed, would jeopardize the capacity of an agency or an entity that has shared information with an agency to guarantee the security of its information technology assets, such assets encompassing both electronic information systems and infrastructures; or
- * (j) are photographs, microphotographs, videotape or other recorded images prepared under authority of section eleven hundred eleven-a of the vehicle and traffic law.
- * NB Repealed December 1, 2014
- * (k) are photographs, microphotographs, videotape or other recorded images prepared under authority of section eleven hundred eleven-b of the vehicle and traffic law.
- * NB Repealed December 1, 2014
- * (l) are photographs, microphotographs, videotape or other recorded images produced by a bus lane photo device prepared under authority of section eleven hundred eleven-c of the vehicle and traffic law.
- * NB Repealed September 20, 2015

The categories of deniable records generally involve potentially harmful effects of disclosure. They are based in great measure upon the notion that disclosure would in some instances “impair,” “cause substantial injury,” “interfere,” “deprive,” “endanger,” etc.

One category of deniable records that does not deal directly with the effects of disclosure is exception (g), which deals with inter-agency and intra-agency materials. The intent of the exception is twofold. Written communications transmitted from an official of one agency to an official of another or between officials within an agency may be denied insofar as they consist of advice, opinions or recommendations. For example, an opinion prepared by staff which may be rejected or accepted by the head of an agency need not be made

available. Statistical or factual information, on the other hand, as well as the policies and determinations upon which an agency relies in carrying out its duties are available, unless a different exception applies.

There are also special provisions in the law regarding the protection of trade secrets and critical infrastructure information. Those provisions pertain only to state agencies and enable a business entity submitting records to state agencies to request that records be kept separate and apart from all other agency records. When a request is made for records falling within these special provisions, the submitter of such records is given notice and an opportunity to justify a claim that the records would if disclosed result in substantial injury to the competitive position of commercial enterprise. A member of the public requesting records may challenge such a claim.

Generally, the law applies to existing records. Therefore, an agency need not create a record in response to a request. Nevertheless, each agency must maintain the following records:

- (a) a record of the final vote of each member in every agency proceeding in which the member votes;
- (b) a record setting forth the name, public office address, title and salary of every officer or employee of the agency; and
- (c) reasonably detailed current list by subject matter of all records in possession of an agency, whether or not the records are accessible. (§87(3))

Protection of privacy

One of the exceptions to rights of access referenced earlier states that records may be withheld when disclosure would result in “an unwarranted invasion of personal privacy” (§87(2)(b)).

Unless otherwise deniable, disclosure shall not be construed to constitute an unwarranted invasion of personal privacy when identifying details are deleted, when the person to whom a record pertains consents in writing to disclosure, or when upon presenting reasonable proof of identity, a person seeks access to records pertaining to him or herself.

When a request is made for records that constitute a list of names and home addresses or its equivalent, the agency is permitted to require that the applicant certify that such list will not be used for solicitation or fund-raising purposes and will not sell, give or otherwise make available such lists to any other person for the purpose of allowing that person to use such list for solicitation or fund-raising purposes (§89(3)(a)).

Since 2010, agencies have been prohibited from intentionally releasing social security numbers to the public (§96-a).

How to Obtain Records

Subject matter list

As noted earlier, each agency must maintain a “subject matter list” (§87(3)(c)). The list is not a compilation of every record an agency has in its possession, but rather is a list of

the subjects or file categories under which records are kept. It must make reference to all records in possession of an agency, whether or not the records are available. You have a right to know the kinds of records agencies maintain.

The subject matter list must be compiled in sufficient detail to permit you to identify the file category of the records sought, and it must be updated annually. Each state agency is required to post its subject matter list online. An alternative to and often a substitute for a subject matter list is a records retention schedule. Schedules regarding state and local government outside of New York City are prepared by the State Archives; those applicable in New York City are prepared by the NYC Department of Records and Information Services.

Regulations

Each agency must adopt standards based upon general regulations issued by the Committee. These procedures describe how you can inspect and copy records. The Committee's regulations and a model designed to enable agencies to easily comply are available on the Committee's website. See Regulations of the Committee on Open Government and Model Rules for Agencies.

Designation of records access officer

Under the Committee's regulations, each agency must appoint one or more persons as records access officer. The records access officer has the duty of coordinating an agency's response to public requests for records in a timely fashion. In addition, the records access officer is responsible for ensuring that agency personnel assist in identifying records sought, make the records promptly available or deny access in writing, provide copies of records or permit you to make copies, certifying that a copy is a true copy and, if the records cannot be found, certify either that the agency does not have possession of the requested records or that the agency does have the records, but they cannot be found after diligent search.

The regulations also state that the public shall continue to have access to records through officials who have been authorized previously to make information available.

Requests for records

An agency may ask you to make your request in writing. See Sample Request for Records. The law requires you to "reasonably describe" the record in which you are interested (§ 89(3)(a)). Whether a request reasonably describes records often relates to the nature of an agency's filing or recordkeeping system. If records are kept alphabetically, a request for records involving an event occurring on a certain date might not reasonably describe the records. Locating the records in that situation might involve a search for the needle in the haystack, and an agency is not required to engage in that degree of effort. The responsibility of identifying and locating records sought rests to an extent upon the agency. If possible, you should supply dates, titles, file designations, or any other information that will help agency staff to locate requested records, and it may be worthwhile to find out how an agency keeps the records of your interest (i.e., alphabetically, chronologically or by location) so that a proper request can be made.

The law also provides that agencies must accept requests and transmit records requested via email when they have the ability to do so. See Sample Request for Records via Email.

Within five business days of the receipt of a written request for a record reasonably described, the agency must make the record available, deny access in writing giving the reasons for denial, or furnish a written acknowledgment of receipt of the request and a statement of the approximate date when the request will be granted or denied, which must be reasonable in consideration of attendant circumstances, such as the volume or complexity of the request. The approximate date ordinarily cannot exceed 20 business days from the date of the acknowledgment of the receipt of a request. If it is determined that more than 20 business days will be needed to grant a request in whole or in part, the agency's acknowledgment must explain the reason and provide a specific date within which it will grant a request in whole or in part. When a response is delayed beyond 20 business days, it must be reasonable in relation to the circumstances of the request.

If the agency fails to abide by any of the requirements concerning the time within which it must respond to a request, the request is deemed denied, and the person seeking the records may appeal the denial. For more information, see Explanation of Time Limits for Responding to Requests.

Fees

Copies of records must be made available on request. Except when a different fee is prescribed by statute (an act of the State Legislature), an agency may not charge for inspection, certification or search for records, or charge in excess of 25 cents per photocopy up to 9 by 14 inches (§87(1)(b)(iii)). Fees for copies of other records may be charged based upon the actual cost of reproduction. There may be no basis to charge for copies of records that are transmitted electronically; however, when requesting electronic data, there are occasions when the agency can charge for employee time spent preparing the electronic data. For more information see 2008 News/Fees for Electronic Information.

Denial of access and appeal

Unless a denial of a request occurs due to a failure to respond in a timely manner, a denial of access must be in writing, stating the reason for the denial and advising you of your right to appeal to the head or governing body of the agency or the person designated to determine appeals by the head or governing body of the agency. You may appeal within 30 days of a denial.

Upon receipt of the appeal, the agency head, governing body or appeals officer has 10 business days to fully explain in writing the reasons for further denial of access or to provide access to the records. Copies of appeals and the determinations thereon must be sent by the agency to the Committee on Open Government (§89(4)(a)). A failure to determine an appeal within 10 business days of its receipt is considered a denial of the appeal.

You may seek judicial review of a final agency denial by means of a proceeding initiated under Article 78 of the Civil Practice Law and Rules. When a denial is based on an exception to rights of access, the agency has the burden of proving that the record sought

falls within the exception (§89(4)(b)).

The Freedom of Information Law permits a court, in its discretion, to award reasonable attorney's fees to a person denied access to records. To do so, a court must find that the person denied access "substantially prevailed", and either that the agency had no reasonable basis for denying access or that it failed to comply with the time limits for responding to a request or an appeal.

Access to Legislative Records

Section 88 of the Freedom of Information Law applies only to the State Legislature and provides access to the following records in its possession:

- (a) bills, fiscal notes, introducers' bill memoranda, resolutions and index records;
- (b) messages received from the Governor or the other house of the Legislature, as well as home rule messages;
- (c) legislative notification of the proposed adoption of rules by an agency;
- (d) transcripts, minutes, journal records of public sessions, including meetings of committees, subcommittees and public hearings, as well as the records of attendance and any votes taken;
- (e) internal or external audits and statistical or factual tabulations of, or with respect to, material otherwise available for public inspection and copying pursuant to this section or any other applicable provision of law;
- (f) administrative staff manuals and instructions to staff that affect the public;
- (g) final reports and formal opinions submitted to the Legislature;
- (h) final reports or recommendations and minority or dissenting reports and opinions of members of committees, subcommittees, or commissions of the Legislature; and
- (i) any other records made available by any other provision of law.

In addition, each house of the Legislature must maintain and make available:

- (a) a record of votes of each member in each session, committee and subcommittee meeting in which the member votes;
- (b) a payroll record setting forth the name, public office address, title and salary of every officer or employee; and
- (c) a current list, reasonably detailed, by subject matter of any record required to be made available by section 88.

Each house is required to issue regulations pertaining to the procedural aspects of the law. Requests should be directed to the public information officers of the respective houses.

Access to Court Records

Although the courts are not subject to the Freedom of Information Law, § 255 of the Judiciary Law has long required the clerk of a court to “diligently search the files, papers, records and dockets in his office” and upon payment of a fee make copies of such items. Justice Courts are covered by §2019-a of the Uniform Justice Court Act, which states that “records and dockets of the court except as otherwise provided by law shall be at reasonable times open for inspection to the public...”

Agencies charged with the responsibility of administering the judicial branch are not courts and therefore are treated as agencies subject to the Freedom of Information Law.

Sample Letters

Requesting Records (Sample)

Records Access Officer

Name of Agency

Address of Agency

City, NY, ZIP code

Re: Freedom of Information

Law Request

Records Access Officer:

Records Access Officer:

Under the provisions of the New York Freedom of Information Law, Article 6 of the Public Officers Law, I hereby request records or portions thereof pertaining to (or containing the following) _____ (attempt to identify the records in which you are interested as clearly as possible). If my request appears to be extensive or fails to reasonably describe the records, please contact me in writing or by phone at _____.

If there are any fees for copying the records requested, please inform me before filling the request (or: ... please supply the records without informing me if the fees are not in excess of \$_____).

As you know, the Freedom of Information Law requires that an agency respond to a request within five business days of receipt of a request. Therefore, I would appreciate a response as soon as possible and look forward to hearing from you shortly. If for any reason any portion of my request is denied, please inform me of the reasons for the denial in writing and provide the name and address of the person or body to whom an appeal should be directed.

Sincerely,

Signature

Name

Address

City, State, ZIP code

Requesting Records via Email (Sample)

(It has been suggested that agencies create an email address dedicated to the receipt of requests. It is recommended that you review the website of the agency maintaining the records that you seek in order to locate its email address and its records access officer.)

(The subject line of your request should be "FOIL Request".)

Dear Records Access Officer:

Please email the following records if possible (include as much detail about the record as possible, such as relevant dates, names, descriptions, etc.):

OR

Please advise me of the appropriate time during normal business hours for inspecting the following records prior to obtaining copies (include as much detail about the records as possible, including relevant dates, names, descriptions, etc.):

OR

Please inform me of the cost of providing paper copies of the following records (include as much detail about the records as possible, including relevant dates, names, descriptions, etc.).

AND/OR

If all of the requested records cannot be emailed to me, please inform me by email of the portions that can be emailed and advise me of the cost for reproducing the remainder of the records requested (\$0.25 per page or actual cost of reproduction).

If the requested records cannot be emailed to me due to the volume of records identified in response to my request, please advise me of the actual cost of copying all records onto a storage device or other media.

If my request is too broad or does not reasonably describe the records, please contact me via email so that I may clarify my request, and when appropriate inform me of the manner in which records are filed, retrieved or generated.

If it is necessary to modify my request, and an email response is not preferred, please contact me at the following telephone number: _____.

If for any reason any portion of my request is denied, please inform me of the reasons for the denial in writing and provide the name, address and email address of the person or body to whom an appeal should be directed.

(Name)

(Address, if records are to be mailed).

Appeal A Written Denial (Sample)

Name of Agency Official

Appeals Officer

Name of Agency

Address of Agency

City, NY, ZIP code

Re: Freedom of Information

Law Appeal

Dear _____:

I hereby appeal the denial of access regarding my request, which was made on _____ (date) and sent to _____ (records access officer, name and address of agency).

The records that were denied include: _____ (describe the records that were denied to the extent possible and, if possible, offer reasons for disagreeing with the denial, i.e., by attaching an opinion of the Committee on Open Government acquired for its website).

As required by the Freedom of Information Law, the head or governing body of an agency, or whomever is designated to determine appeals, is required to respond within 10 business days of the receipt of an appeal. If the records are denied on appeal, please explain the reasons for the denial fully in writing as required by law.

In addition, please be advised that the Freedom of Information Law directs that all appeals and the determinations that follow be sent to the Committee on Open Government, Department of State, One Commerce Plaza, 99 Washington Ave., Albany, New York 12231.

Sincerely,

Signature

Name

Address

City, State, ZIP code

Appeal A Denial due to an Agency's Failure to Respond in a Timely Manner (Sample)

FOIL Appeals Officer

Name of Agency

Address of Agency

City, NY, ZIP code

Re: Freedom of Information

Law Appeal

Dear _____:

I requested (describe the records) by written request made on _____ (date). More than five business days have passed since the receipt of the request without having received a response... or... Although the receipt of the request was acknowledged and I was informed that a response would be given by _____ (date), no response has been given. Consequently, I consider the request to have been denied, and I am appealing on that basis.

As required by the Freedom of Information Law, the head or governing body of an agency, or whomever is designated to determine appeals, is required to respond within 10 business days of the receipt of an appeal. If the records are denied on appeal, please explain the reasons for the denial fully in writing as required by law.

In addition, please be advised that the Freedom of Information Law directs that all appeals and the determinations that follow be sent to the Committee on Open Government, Department of State, One Commerce Plaza, 99 Washington Ave., Albany, New York 12231.

Sincerely,

Signature

Name

Address

City, State, ZIP code

Open Meetings

The Open Meetings Law, often known as the “Sunshine Law”, went into effect in 1977. Amendments that clarify and reaffirm your right to hear the deliberations of public bodies became effective in 1979.

In brief, the law gives the public the right to attend meetings of public bodies, listen to the debates and watch the decision making process in action. It requires public bodies to provide notice of the times and places of meetings, and keep minutes of all action taken.

As stated in the legislative declaration in the Open Meetings Law (§100): “It is essential to the maintenance of a democratic society that the public business be performed in an open and public manner and that the citizens of this state be fully aware of and able to observe the performance of public officials and attend and listen to the deliberations and decisions that go into the making of public policy.”

What is a meeting?

“Meeting” is defined to mean “the official convening of a public body for the purpose of conducting public business” (§102(1)), and has been expansively interpreted by the courts. Any time a quorum of a public body gathers for the purpose of discussing public business, the meeting must be convened open to the public, whether or not there is intent to take action, and regardless of the manner in which the gathering may be characterized. The definition also authorizes members of public bodies to conduct meetings by videoconference. A meeting cannot validly be held by telephone or through the use of email.

Since the law applies to “official” meetings, chance meetings or social gatherings are not covered; however, should a quorum be present without having provided proper notice, the discussion should not pertain to public business. Also, the law is silent with respect to public participation. Therefore, a public body may permit the public to speak at open meetings, but is not required to do so.

What is covered by the law?

The law applies to all public bodies. “Public body” is defined to cover entities consisting of two or more people that conduct public business and perform a governmental function for the state, for an agency of the state, or for public corporations, including cities, counties, towns, villages and school districts (§102(2)). In addition, committees and subcommittees consisting solely of members of a governing body are specifically included within the definition. Consequently, city councils, town boards, village boards of trustees, school boards, commissions, legislative bodies and sub/committees of those groups all fall within the framework of the law. Citizens advisory bodies and similar advisory groups that are not created by law are not required to comply with the Open Meetings Law.

Notice of Meetings

The law requires that notice of the time and place of all meetings be given prior to every meeting (§104). If a meeting is scheduled at least a week in advance, notice must be given

to the public and the news media not less than 72 hours prior to the meeting. Notice to the public must be accomplished by posting in one or more designated public locations and, when possible, online.

When a meeting is scheduled less than a week in advance, notice must be given to the public and the news media “to the extent practicable” at a reasonable time prior to the meeting. Again, notice to the public must be given by means of posting in designated locations and online.

If videoconferencing is used to conduct a meeting, the public notice for the meeting must inform the public that videoconferencing will be used, identify the locations for the meeting, and state that the public has the right to attend the meeting at any of the locations.

Records to be discussed

If records that are scheduled to be discussed during an open meeting are available under FOIL or consist of a proposed resolution, law, rule, regulation, policy or any amendment thereto, the record is required to be made available “to the extent practicable” online and in response to a request to inspect or copy prior to or during the meeting.

When can a meeting be closed?

The law provides for closed or “executive” sessions under circumstances prescribed in the law. It is important to emphasize that an executive session is not separate from an open meeting, but rather is defined as a portion of an open meeting during which the public may be excluded (§105).

To hold an executive session, the law requires that a public body take several procedural steps. First, a motion must be made during an open meeting to enter into executive session; second, the motion must identify “the general area or areas of the subject or subjects to be considered;” and third, the motion must be carried by a majority vote of the total membership of a public body.

A public body cannot close its doors to the public to discuss the subject of its choice, for the law specifies and limits the subject matter that may appropriately be discussed in executive session. The eight areas that may be discussed behind closed doors include:

- (a) matters which will imperil the public safety if disclosed;
- (b) any matter which may disclose the identity of a law enforcement agency or informer;
- (c) information relating to current or future investigation or prosecution of a criminal offense which would imperil effective law enforcement if disclosed;
- (d) discussions regarding proposed, pending or current litigation;
- (e) collective negotiations pursuant to Article 14 of the Civil Service Law (the Taylor Law);
- (f) the medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation;

(g) the preparation, grading or administration of examinations; and

(h) the proposed acquisition, sale or lease of real property or the proposed acquisition of securities, or sale or exchange of securities held by such public body, but only when publicity would substantially affect the value thereof.

These are the only subjects that may be discussed behind closed doors; all other deliberations must be conducted during open meetings.

It is important to point out that a public body can never vote to appropriate public monies during a closed session. Therefore, although most public bodies may vote during a properly convened executive session, any vote to appropriate public monies must be taken in public.

The law also states that an executive session can be attended by members of the public body and any other persons authorized by the public body.

Note that item (f) is often referenced as “personnel,” even though that term does not appear in the grounds for holding executive sessions. Only when the discussion focuses on “a particular person or corporation” in relation to one or more of the topics listed in that provision is an executive session permitted.

After the meeting — minutes

If you cannot attend a meeting, you can still find out what actions were taken, because the Open Meetings Law requires that minutes of both open meetings and executive sessions must be compiled and made available (§106).

Minutes of an open meeting must consist of “a record or summary of all motions, proposals, resolutions and any matter formally voted upon and the vote thereon.” Minutes of executive sessions must consist of “a record or summary of the final determination” of action that was taken, “and the date and vote thereon.” Therefore, if, for example, a public body merely discusses a matter during executive session, but takes no action, minutes of an executive session need not be compiled; however, if action is taken, minutes of the action taken must be compiled and made available.

It is also important to point out that the Freedom of Information Law requires that a voting record must be compiled that identifies how individual members voted in every instance in which a vote is taken. Consequently, minutes that refer to a four to three vote must also indicate who voted in favor, and who voted against. The law does not require the approval of minutes, but directs that minutes of open meetings be prepared and disclosed within two weeks.

Enforcement of the law

What can be done if a public body holds a secret meeting? What if a public body makes a decision in private that should have been made in public?

Any “aggrieved” person can bring a lawsuit. Since the law says that meetings are open to the general public, a person may be aggrieved if improperly excluded from a meeting or if an executive session was improperly held.

Upon a judicial challenge, a court has the power to declare either that the public body

violated the Open Meetings Law and/or declare the action taken void (§107). If the court determines that a public body has violated the law, it has the authority to require the members of the public body to receive training given by staff of the Committee. A court also has the authority to award reasonable attorney fees to the successful party. This means that if you go to court and you win, a court may (but need not) reimburse you for your expenditure of legal fees. If, on the other hand, the court found that a public body voted in private “in material violation” of the law “or that substantial deliberations occurred in private” that should have occurred in public, the court would be required to award costs and attorney’s fees to the successful party. A mandatory award of attorney’s fees would apply only when secrecy is the issue.

It is noted that an unintentional failure to fully comply with the notice requirements “shall not alone be grounds for invalidating action taken at a meeting of a public body.”

The site of meetings

As specified earlier, all meetings of a public body are open to the general public. The law requires that public bodies make reasonable efforts to ensure that meetings are held in facilities that permit “barrier-free physical access” to physically handicapped persons, and that meetings are held in rooms that can “adequately accommodate” the volume of members of the public who wish to attend (§103).

Exemptions from the law

The Open Meetings Law does not apply to:

- (1) judicial or quasi-judicial proceedings, except proceedings of zoning boards of appeals;
- (2) deliberations of political committees, conferences and caucuses; or
- (3) matters made confidential by federal or state law (§108).

Stated differently, the law does not apply to proceedings before a court or before a public body that acts in the capacity of a court, to political caucuses, or to discussions concerning matters that might be made confidential under other provisions of law. For example, federal law requires that records identifying students be kept confidential. As such, a discussion of records by a school board identifiable to a particular student would constitute a matter made confidential by federal law that would be exempt from the Open Meetings Law.

Public participation and recording meetings

The Open Meetings Law provides the public with the right to attend meetings of public bodies, but it is silent concerning the ability of members of the public to speak or otherwise participate. Although public bodies are not required to permit the public to speak at their meetings, many have chosen to do so. In those instances, it has been advised that a public body should do so by adopting reasonable rules that treat members of the public equally.

Public bodies are required to allow meetings to be photographed, broadcast, webcast or otherwise recorded as long as the equipment used to do so is not disruptive or obtrusive. If the public body adopts rules regarding such activities, they must be reasonable and conspicuously posted, and provided to those in attendance upon request (§103(d)).



Committee on Open Government

NEW YORK

DEPARTMENT OF STATE

Andrew M. Cuomo
Governor

Rossana Rosado
Secretary of State

www.dos.ny.gov

Committee on Open Government NYS Department of State

One Commerce Plaza
99 Washington Ave
Albany, NY 12231

(518) 474-2518 Tel
(518) 474-1927 Fax

coog@dos.ny.gov
www.dos.ny.gov/coog

Revised April 2014

DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, September 2, 2021 9:38 AM
To: guiorakaplan@naresgroup.com
Cc: Abt Trading
Subject: China offers
Attachments: SBI FCO Utility Grade Wrapped Carcasses 210831.docx; SBI Beef Sales Contract ABT S210831-1.docx

Good morning – Nice to speak with you earlier this morning. Attached please find our current offer on Utility Grade Beef Quarters. The quantity indicated in the contract can be upgraded as needed. The form of contract is our typical form. We can supply dozens of containers per month without difficulty, as plant schedules permit. Please note this quote is effective for contracts signed on or before September 10th. Any activity after that date would require a requote due to the volatility of beef prices.

Thanks for your interest.

SHELDON FOODS/SHELDON BEEF QUOTE FORM (revised 2/27/21)				
Include customer name and yymmdd date of quote request in file name. Complete the yellow				
Please attach customer photos of the cuts requested to avoid confusion, since cut description:				
Customer Name:		Broker Name:		Walt
Customer Contact Information:		Broker Contact Information:		
Desired Payment Terms:	DLC			
Shipment Terms, Destination:	Shanghai			
Date:	8/31/2021			
Quote Summary:		Trial Order	Metric Tons/	Cont
		Metric Tons	Month	Mon
Item 1 Description/Grade:	Beef, wrapped quarters, Utility		540	
Item 2 Description/Grade:				
Item 3 Description/Grade:				
Item 4 Description/Grade:				
Item 5 Description/Grade:				

As indicated, bones and offals are not readily available, it is best to focus on this specific offering.

Again, thanks for your interest and best of luck in pursuing contract opportunities.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>



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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, September 2, 2021 9:14 AM
To: Raymond Poon; Daniel Lonergan RMC
Subject: China

Gentlemen – I appreciate your efforts and the financial and time commitment you have made to our mutual project. Given the on-going logistics disruptions, lack of tangible progress on sales contracts, Covid issues, and other challenges, we are likely going to pull the plug in 60 days, November 1. We will need to get our domestic business up and operating in order to repay the advances made on our behalf by RMC some time next year. If there is tangible progress between now and November 1, we will review this decision and may decide to remain in China, though that seems unlikely at this time.

Thanks again for your efforts on our mutual project.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, September 2, 2021 12:49 PM
To: Alice Cheng
Subject: RE: Meeting Follow-up and CPA Introduction
Attachments: GPR OR ARTICLES OF INCORPORATION 210712.pdf; GPR OR SOS abn-amend 210818.pdf; OR SOS Assumed Bus Name GPR 210818.pdf; OR SOS Screenshot 210818.docx; Comodo Sectigo SSL EV App Snip 210826.docx; GPR INC confirmation letter to Sectigo 210826.docx; sample form legal opinion letter - private organization_July_2020.docx

Hi Alice – It looks like we will have a first draft today and can get things to you next week. Can you issue the requested letter to Sectigo and bill us for that effort today or tomorrow? We can supply whatever you need to complete the letter right away. Completing this request on our behalf will allow us to accept pre-orders on our new store in the safest possible way. We hope to begin accepting pre-orders next week, so having this done now would be very helpful.

Phone confirm below for your use is my direct line number. We also have an 800 number as listed on our website. It is through Grasshopper as shown below.

Thanks.

 dashboard.line2.com/#!/Welcome/Overview

Welcome to Line2!

Your service is now activated! Start **calling** and **me**

Your Account Information

DENNIS BREWER
SBI/GPR

  Phone: 1 (201) 669-4933

 Email: dbrewer@sheldonbeef.com

Save Line2 N

Print Business

Edit Account In



Messages & C

All Messages

Voice-mails

Faxes

Deleted

All Calls

Missed Calls

Bl

Select: All, New, None

Actions: Delete, Mark as new, Mark as opened

- 00:32 (701) 535-0022 Ext 2
 8/27/2021 11:10 AM Customer Support [Add note](#) **M**
 This is Alan Miller from Allendale, North Dakota. We raise organic cas... [Show more](#)
- 00:32 (701) 535-0022 Ext 700
 8/27/2021 11:10 AM Dennis Brewer [Add note](#) **M**
 This is Alan Miller from Allendale, North Dakota. We raise organic cas... [Show more](#)

Viewing 2 of 2 Messages

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Alice Cheng <alicecheng@taxdropapp.com>
Sent: Monday, August 30, 2021 11:07 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Meeting Follow-up and CPA Introduction

Hi Dennis-- I hope you had a great weekend! It would be best if you could forward the financials when they're ready by your CPA. The background information you provided has been very helpful, so I estimate the audit timing and fees will end up approximately 2.5 weeks and \$2,500. Please let me know if you have any questions, otherwise I look forward to receiving the financials for inspection to confirm the project timeline. Thank you!

TaxDrop
Alice Cheng

TaxDrop | Founder
iPhone: +1 (609) 933-2035
Email: AliceCheng@taxdropapp.com

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On Mon, Aug 30, 2021 at 9:43 AM DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Alice – Update to related party transactions: Our social media marketing agency will be providing services to us over the next year, and has also agreed to make an \$8,000 reservation in our WeFunder campaign.

I look forward to receiving your reply to my earlier email regarding fees and timing.

Thanks.

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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GANNETT PEAK RANCH

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From: Alice Cheng <alicecheng@taxdropapp.com>

Sent: Thursday, August 26, 2021 11:54 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: casey.leffers@wefunder.com; Mike Maggard <mike.maggard@cfo-search.com>

Subject: Re: Meeting Follow-up and CPA Introduction

Thank you Casey for the introduction! Nice to meet you Dennis-- happy to help and I very much appreciate all the thorough information! Understanding this new Oregon entity was only formed in July this year, can you advise on the business purpose for the new subsidiary vs. the NJ Corporation? Some bullets below may help the discussion:

- Business purpose for the new subsidiary vs. the NJ Corporation?
- Was it formed for the crowdfunding campaign?
- To confirm the information in the email thread: will the "security" being raised on WeFunder be a revenue share agreement? vs. an interest in equity
- Use of proceeds in Form C
- Intended intercompany/affiliated business transactions or relationships (current, under contract, or in future)

TaxDrop

Alice Cheng

TaxDrop | Founder
iPhone: +1 (609) 933-2035
Email: AliceCheng@taxdropapp.com

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On Wed, Aug 25, 2021 at 1:35 PM DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Thanks, Casey. I enjoyed our conversation, made some changes this morning to our offering, including a new title, edits to the initial set of bullet points, and modified terms for the offering. I am disappointed we cannot offer more return. As I mentioned yesterday, no VC or even a PE firm would settle for WeFunder's max allowable terms for this. VC want a return on \$5 million more like \$150MM, and PE want 5 times in 5 years.

Alice – below please find our current financial situation. We need a clean opinion on our GAAP F/S as you know. Our products are major advances in organic proteins, there is a large market gap to fill, and we know what we are doing, with 20-40 years of experience in this space and the needed disciplines to execute well.

We have a CPA preparing GAAP financials related to the recent formation of GPR INC, our pre-revenue startup entity. We are raising up to \$5 million, to be repaid by sales royalties, on WeFunder under SEC Reg CF. We need a clean CPA audit opinion to finish our WeFunder-prepared Form C submission to the SEC in September. The entity, GPR INC, dba Gannett Peak Ranch, was formed on July 12, 2021, is registered in Oregon, and 100% owned by a New Jersey C-corp, Sheldon Beef Inc. which is in turn 90% owned by me, its CEO/Founder. It will operate as a stand-alone entity, basically self-contained, though it will share an enterprise grade ERP, other systems, and some personnel with SBI.

The GAAP financials will be as of July 31, when the company's 100% controlling parent, SBI, had spent a few hundred bucks to incorporate and a reserve a domain for GPR INC. The main requirement will be the Notes and Subsequent Events as there are very few transactions, all paid by SBI and shown below. The GAAP financials being prepared have zero or near zero balances in the income statement and balance sheet.

Our product lines have been under development for some time. We will begin accepting pre-orders for these products as of early September. There is a major market opportunity for these organic grainfed protein products. We have extensive business and market research documentation available to draw from and can assist as needed. The CPA preparing the financial statements and notes is available to support the audit as needed.

The summary of GPR INC organization expenses as paid by Sheldon Beef Inc through July 31 in exchange for 100,000 shares of common stock is as follows:

ATM & DEBIT CARD WITHDRAWALS

DATE	DESCRIPTION
07/01	Card Purchase 07/01 Facebk Ckx4J47562 650-5434800 CA Card 3285
07/06	Card Purchase 07/02 Delta Air 00624622397 Delta.Com CA Card 3285
07/06	Card Purchase 07/03 Facebk P32Lh4K462 650-5434800 CA Card 3285
07/06	Card Purchase 07/04 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/06	Card Purchase 07/06 Facebk NJ2Sm47562 650-5434800 CA Card 3285
07/06	Card Purchase W/Cash 07/06 Acme 1777 Edgewater NJ Card 3285 Purchase \$3.18 Cash Back \$100.00
07/07	Card Purchase 07/06 Acme 1777 Edgewater NJ Card 3285
07/07	Card Purchase 07/06 Jfk Legrand Comptoir 11 Jamaica NY Card 3285
07/07	Card Purchase 07/07 Motel 6 #4076 Redmond OR Card 3285
07/08	Card Purchase 07/08 Africa Lounge Cncrs A Seattle WA Card 3285
07/08	Card Purchase With Pin 07/08 Septa Fare Machine Philadelphia PA Card 3285
07/12	Card Purchase 07/11 Facebk R8DX343562 650-5434800 CA Card 3285

ATM & DEBIT CARD WITHDRAWALS *(continued)*

DATE	DESCRIPTION
07/12	Card Purchase 07/11 Www.Line2.Com 888-3176574 CA Card 3285
07/12	Card Purchase 07/11 Corporate Filings LLC 888-7898466 WY Card 3285
07/12	Card Purchase 07/11 OR Sec State Corpdiv 503-9865376 OR Card 3285
07/15	Card Purchase 07/14 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/21	Card Purchase 07/20 Facebk 9M63M4F462 650-5434800 CA Card 3285
07/22	Recurring Card Purchase 07/21 Hp *Instant Ink 855-785-2777 CA Card 3285
07/23	Card Purchase 07/22 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/26	Card Purchase 07/23 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/26	Card Purchase 07/25 Facebk 2Nrxn47462 650-5434800 CA Card 3285
07/27	Recurring Card Purchase 07/26 Dnh*Godaddy.Com Https://Www.G AZ Card 3285
07/29	Recurring Card Purchase 07/28 Grasshopper.Com Logmein.Com MA Card 3285

Total ATM & Debit Card Withdrawals

There were no assets, no payables, and no checking account yet associated with GPR as of July 31. I opened a zero balance Chase checking account for GPR just last week.

I am available for discussions as needed. You can reference our raise on WeFunder: <https://wefunder.com/gpr.inc.dba.gannett.peak.ranch> A Business Plan and financial projection are available at the bottom of the first page on the site. Our website for this company is at www.gannettpeakranch.com Our team is highly experienced with a proven track record in developing and operating complex businesses such as the one we are undertaking. My business experience totals 40 plus years in this and related areas. The rest of our team averages over 20 years of experience across all the disciplines required for this enterprise to succeed. See our Business Plan for details.

I am available for questions as needed by return email or phone call. You can schedule a call in my signature block below at your convenience. I am generally available this week through Thursday, out Friday.

Alice - Thanks for your interest.

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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<http://www.sheldonbeef.com>



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Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Casey Leffers <casey.leffers@wefunder.com>

Sent: Tuesday, August 24, 2021 8:55 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: alicecheng@taxdropapp.com

Subject: Meeting Follow-up and CPA Introduction

Hi Dennis,

Great connecting with you today! Below I've included the takeaways from our meeting as well as looped you in with one of our excellent partner CPAs, Alice! Connect with her on setting up those financials for your raise.

- I did a quick overview of your sub structure and it looks like it will work fine (the legal team will give it another look)
- For your revenue share- it looks like 3.5x reg and 4x for early bird is the highest we can go on the platform

I'm happy we're getting you raising! Feel free to reach out if you have any questions.

Best,

—

Casey Leffers

*Account Management @ Wefunder
\$231m raised from 900k investors for 1,400 startups*

[Check out our Impact Report!](#)

DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, September 3, 2021 9:04 AM
To: Mike Maggard
Subject: Update

Mike - Just a few items left on the pre-order sequence to be straightened out, mis-namings of certain things, and some wording to be added, user move from place order to checkout is broken, etc. Kidz page still need some work and we will have to add Cook With Us contents during soft opening, so schedule has slipped a bit more, but progress is being made and we will get to our pre-order goal. The product page is extremely slow so adding products will take quite a while to complete. Hopefully, once we are able to move to our own hosted server that process will speed up as a great deal of time is currently spent waiting on page loads.

Reviewed first draft of F/S and expect one more review, then can go to auditor, who estimates 2.5 to 3 weeks and \$2,500. That puts us into late September, once we hit \$50K WeFunder files and we wait about a month before offering is effective, likely late October. We'll take reservations in the meantime.

While we wait on WeFunder funding, we can gauge pre-order velocity in September and October. The challenges of the moment are to load products, and get to pre-orders. I'll let you know how it goes.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, September 3, 2021 1:20 PM
To: Mike Maggard
Subject: RE: Business Loan Request

Yes, understood.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:
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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Friday, September 3, 2021 1:18 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: FW: Business Loan Request

Item 2 on the attached is why I never pursued much further. The 9% fee is due if you take or don't take the loan, LoC or credit card. I will call him now to verify.

Mike Maggard
SVP, Recruiting and Operations
(469) 233 -1582
mikemaggard@cfo-search.com
www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: Anthony Vanaki <anthony@delivercapital.com>
Sent: Friday, September 3, 2021 11:20 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: Mike Maggard <mike.maggard@cfo-search.com>; hanna <hanna@delivercapital.com>
Subject: Business Loan Request

Hello Dennis and Mike,

We've been attempting call and email Mike several times; however, have not received a response nor our documents.

Just a reminder, we're connected with over 500 lenders nationwide. We have all the tools and resources to assist our clients with their desired loan amounts and terms. If we can't underwrite the file, we can't talk to our bankers to assist you.

Please let us know by the end of the day how you would like to proceed.

--

Thank you,

Anthony Vanaki
CEO
949-522-5669 Direct
888-609-1420 Fax
888-311-9894 Toll
anthony@delivercapital.com
www.delivercapital.com
Deliver Capital

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Date: Monday, August 9, 2021 at 3:48 PM
To: Anthony Vanaki <anthony@delivercapital.com>
Cc: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Personal Loan Checklist

Anthony – All these questions can be directed to Mike. I will complete the app only if it is appropriate and needed for me to do so. Otherwise Mike and I will sign an interpersonal agreement away from the loan app you submit.

Let me know once you decide. As mentioned, I have zero assets and a lousy score.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<https://sheldonfoods.com/>



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From: Anthony Vanaki <anthony@delivercapital.com>
Sent: Monday, August 9, 2021 3:45 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: Mike Maggard <mike.maggard@cfo-search.com>
Subject: Re: Personal Loan Checklist

Dennis and Mike,

When did you get approved with your personal loan lenders? Did you take the money yet?

I also need to see a credit report. Please fill out the personal loan application I sent you.

--

Thank you,

Anthony Vanaki
CEO
949-522-5669 Direct
888-609-1420 Fax
888-311-9894 Toll

anthony@delivercapital.com

www.delivercapital.com

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Date: Monday, August 9, 2021 at 3:41 PM

To: Anthony Vanaki <anthony@delivercapital.com>

Cc: Mike Maggard <mike.maggard@cfo-search.com>

Subject: RE: Personal Loan Checklist

Anthony - Here is my info and my co-borrower's info. I am copying Mike so he knows about this. No need for me to be on the call with Mike. We will do Lightstream and Credible direct, so please do not work those two sources.

I am happy to be on the loan with Mike or he and I can sign a separate agreement if that works better for your presentation to lenders.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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From: Anthony Vanaki <anthony@delivercapital.com>

Sent: Monday, August 9, 2021 3:27 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: hanna@delivercapital.com

Subject: Personal Loan Checklist

Dennis,

Please review these attachments and send me your credit partner's info.

--

Thank you,

Anthony Vanaki

CEO

949-522-5669 Direct

888-609-1420 Fax

888-311-9894 Toll

anthony@delivercapital.com

www.delivercapital.com

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outlook.live.com/mail/0/inbox/id/AQQkADAwATZiZmYAZC04MGY1LWU0ODUtMDACLTAwCgAQACqjEyygfJdGvIHnyAsb5IU%3D?popoutv2=1...

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New message Delete Archive Junk Sweep Move to Categorize Snooze Undo

Inbox Filter

donotreply@records.nyc.gov
[OpenRecords] Request FOIL-2... 11:07 AM
The New York City Police Department (NY...

Anthony Cangro
10-cv-3204 10:27 AM
Hi Mr. Brewer, Here are the documents yo...

DNI-FOIA
> FOIA Requests Involving US F... 9:39 AM
Good morning, Mr. Brewer, Each agency ...

August

rentersmail@assurant.com
Your Renters Insurance Policy Tue 3:37 PM
Your Renters Policy Renewal OPEN THE AT...

The UPS Store #4614
> Tracking Numbers for shipme... Tue 8/24
Clerk of the Court #1ZV40E570357901423...

[OpenRecords] Request FOIL-2021-056-13163 Closed

donotreply@records.nyc.gov
Fri 9/3/2021 11:07 AM
To: You

The New York City Police Department (NYPD) has **denied** your FOIL request [FOIL-2021-056-13163](#) for the following reasons:

- In regard to the document(s) which you requested, I must deny access to these records on the basis of Public Officers Law Section 87(2)(e)(iv) as such information, if disclosed, would reveal non-routine techniques and procedures.

Please visit [FOIL-2021-056-13163](#) to view additional information and take any necessary action. You may appeal the decision to deny access to material that was redacted in part or withheld in entirety by contacting the agency's FOIL Appeals Officer: foilappeals@nypd.org within 30 days.

Reply Forward



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FOIL-2021-056-13163 ⓘ

Title:
Investigation of Individual For Terrorism or Other Unspecified,
Unproven Allegations

Closed

New York City
Police Department
(NYPD)

Acknowledgment

Due Date:
09/09/2021

[Contact the Agency](#)

Responses ⓘ

There are no responses available for this request.

DENNIS BREWER

From: daniell@rmcusa.net
Sent: Friday, September 3, 2021 11:03 AM
To: DENNIS BREWER
Cc: raymond
Subject: RE: China

Dennis,

Thank you for your promise to repay the advances made by RMC on your behalf to support your meat business's sales operation in China. According to our records RMC made monthly payments of USD5,000 from March 2021 to November 2021 for a total of USD40,000.

It would be appreciated if you could propose a monthly payment plan.
We remain positive about the China market..

Best,

Daniel Lonergan
RMC USA
300 Communipaw Ave. Suite 168
Jersey City NJ 07304
917 691 5540
daniell@rmcusa.net

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Thursday, September 2, 2021 9:14 AM
To: Raymond Poon <raymondp@rmcusa.net>; Daniel Lonergan RMC <daniell@rmcusa.net>
Subject: China

Gentlemen – I appreciate your efforts and the financial and time commitment you have made to our mutual project. Given the on-going logistics disruptions, lack of tangible progress on sales contracts, Covid issues, and other challenges, we are likely going to pull the plug in 60 days, November 1. We will need to get our domestic business up and operating in order to repay the advances made on our behalf by RMC some time next year. If there is tangible progress between now and November 1, we will review this decision and may decide to remain in China, though that seems unlikely at this time.

Thanks again for your efforts on our mutual project.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, September 3, 2021 11:41 AM
To: daniell@rmcusa.net
Cc: raymond
Subject: RE: China

Daniel, Raymond – We expect to begin pre-orders later this year for Gannett Peak Ranch. Once sales are actually able to commence, we will be able to repay \$5,000 per month from that time forward. It is difficult for me to estimate when that might occur, but I will be happy to keep you informed of developments.

We are also working to see if any orders will come as a result of our discussions with traders who operate in China. If that does transpire, we will be able to pay this off more quickly. Thanks for your assistance through these many months. Hopefully, things will turn around soon.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: daniell@rmcusa.net <daniell@rmcusa.net>
Sent: Friday, September 3, 2021 11:03 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: raymond <raymondp@rmcusa.net>
Subject: RE: China

Dennis,

Thank you for your promise to repay the advances made by RMC on your behalf to support your meat business's sales operation in China. According to our records RMC made monthly payments of USD5,000 from March 2021 to November 2021 for a total of USD40,000.

It would be appreciated if you could propose a monthly payment plan.

We remain positive about the China market..

Best,

Daniel Lonergan
RMC USA
300 Communipaw Ave. Suite 168
Jersey City NJ 07304
917 691 5540
daniell@rmcusa.net

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Thursday, September 2, 2021 9:14 AM

To: Raymond Poon <raymondp@rmcusa.net>; Daniel Lonergan RMC <daniell@rmcusa.net>

Subject: China

Gentlemen – I appreciate your efforts and the financial and time commitment you have made to our mutual project. Given the on-going logistics disruptions, lack of tangible progress on sales contracts, Covid issues, and other challenges, we are likely going to pull the plug in 60 days, November 1. We will need to get our domestic business up and operating in order to repay the advances made on our behalf by RMC some time next year. If there is tangible progress between now and November 1, we will review this decision and may decide to remain in China, though that seems unlikely at this time.

Thanks again for your efforts on our mutual project.

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, September 3, 2021 12:14 PM
To: casey.leffers@wefunder.com
Subject: RE: Reservations

Casey – I think Mike figured out the issue. Thanks for all your help to date.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Casey Leffers <casey.leffers@wefunder.com>
Sent: Friday, September 3, 2021 12:10 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Mike Maggard <mike.maggard@cfo-search.com>
Subject: Re: Reservations

Hi Dennis,

Mike and I haven't gotten a chance to connect yet, however I took a look at your campaign and you hadn't finished out the start flow to begin accepting reservations. I've just launched your campaign into testing the waters so will you now be able to receive Mike's reservation! Go [here](#) to set the goal that investors will so or to set a countdown clock.

Best,

Casey Leffers
Account Management @ Wefunder
\$231m raised from 900k investors for 1,400 startups
[Check out our Impact Report!](#)

On September 3, 2021, 4:52 AM PDT dbrewer@sheldonbeef.com wrote:

Mike, Casey - Were you guys able to work this out so Mike can reserve as he wishes?

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: DENNIS BREWER

Sent: Thursday, September 2, 2021 4:15 PM

To: casey.leffers@wefunder.com; Mike Maggard <mike.maggard@cfo-search.com>

Subject: RE: Reservations

Casey - Okay, what my Lead Investor described was that the app was requiring him to put this up in cash. If that is not the case, would you mind helping him work through this issue?

Mike, Casey - You two can work this out in a way which allows Mike to subscribe as desired. Please deal directly, I do not need to be involved.

Thanks.

Regards,
Dennis

Dennis Brewer

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Direct: 201-669-4933
Office: 800-956-9883

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From: Casey Leffers <casey.leffers@wefunder.com>

Sent: Thursday, September 2, 2021 4:09 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Reservations

Hi Dennis,

Provided you've had a conversation with the investor (and you are confident that they will follow through with the investment), there is no limit.

Best,

—

Casey Leffers

Account Management @ Wefunder

\$231m raised from 900k investors for 1,400 startups

[**Check out our Impact Report!**](#)

On September 2, 2021, 12:58 PM PDT dbrewer@sheldonbeef.com wrote:

Casey - What is the max amount our lead investor can reserve without having to transfer cash now? Our Lead is interested in reserving more for when the time arrives that the SEC filing is effective but not today in cash.

Thanks.

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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<http://www.sheldonbeef.com>



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Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, September 7, 2021 4:50 PM
To: guiorakaplan@naresgroup.com
Cc: Abt Trading
Subject: RE: Label Sample

Regrettably, the label mockup did not get produced today. I have requested assistance to resolve the issue and hope to have an answer in the morning from Australia.

Sorry for the delay.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>
Sent: Tuesday, September 7, 2021 9:43 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: 'Abt Trading' <abtgroup001@gmail.com>
Subject: RE: Label Sample

Hi,

Of course we DON'T need specific info on each quarter... it's only general idea.
With the info you just sent it's enough.

Waiting on the label sample to check.

Tks,

**We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.
Please double check – our only valid email domain is @naresgroup.com do not reply to any other account.**



Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: DENNIS BREWER <dbrewer@sheldonbeef.com>
Enviado el: Tuesday, September 7, 2021 10:28 AM
Para: guiorakaplan@naresgroup.com
CC: Abt Trading <abtgroup001@gmail.com>
Asunto: RE: Label Sample

Hi – My Chinese character skills aren't very good, as in non-existent, but I'll see if I can get some assistance on that part.

As for the breed and age, these are old cows, and a few bulls, from dairy and beef herds, all mixed up from Holstein to Hereford, Angus, Charolais, etc. All well over 30 months old, typically around 60 to 120 months old. It is unlikely we can realistically provide accurate information on each quarter, since ages are not typically known and carcasses lose their breed identity when the hide is stripped, well before they become a frozen, wrapped, and labeled quarter carcass. If that poses a problem, please let me know right away as we would need to cancel due to impracticality.

So, let me know on the breed, age, sex issue and I will proceed with label sample thereafter as needed.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<https://calendly.com/ceosheldonbeef>

From: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>

Sent: Tuesday, September 7, 2021 9:19 AM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: 'Abt Trading' <abtgroup001@gmail.com>

Subject: RE: Label Sample

We need the label to check with our customer broker....to see if all it's ok the wording etc... so if can do a sample label and send it to me will be good.

Also need bellow info:

Cattle breed
Cow or steer
Age

Tks,

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Guiora Kaplan

Jose Ellauri 794 Office 802

Montevideo-Uruguay

Phone: 00598 27111965

Movil: 00598 95971031

E-mail: guiorakaplan@naresgroup.com

De: DENNIS BREWER <dbrewer@sheldonbeef.com>

Enviado el: Tuesday, September 7, 2021 10:12 AM

Para: guiorakaplan@naresgroup.com

CC: Abt Trading <abtgroup001@gmail.com>

Asunto: RE: Label Sample

Understood, none available. All I can show you is a photo of a labelled half in a cooler, but the label is unreadable. The format is exactly the same as the striploin label. It will be in English and Chinese, with the words Beef Quarter, USDA Utility Grade. It will say Wrapped instead of Vacuum Packed for packaging. We wrap with food grade plastic, then a nylon or ripstop outer wrapping so the food grade inner wrap is not punctured or abraded.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



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From: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>
Sent: Tuesday, September 7, 2021 9:02 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: 'Abt Trading' <abtgroup001@gmail.com>
Subject: RE: Label Sample

This is striploin label.
We need the actual sample label of the carcass that we are talking.

Tks,

**We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.
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Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: DENNIS BREWER <dbrewer@sheldonbeef.com>

Enviado el: Tuesday, September 7, 2021 9:49 AM

Para: guiorakaplan@naresgroup.com

CC: Abt Trading <abtgroup001@gmail.com>

Asunto: Label Sample

Good morning - Label sample attached. Will provide photos of actual labels for each product prior to shipment of that lot.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>

Sent: Tuesday, September 7, 2021 8:44 AM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: RE: Prior Work

Hi Dennis,

Good morning.

Do you have the labels to send me for checking?

Beside I would need:

Cattle breed
Cow or steer
Age

Regards,

**We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.
Please double check – our only valid email domain is @naresgroup.com do not reply to any other account.**



Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>

Enviado el: Friday, September 3, 2021 12:50 PM

Para: 'DENNIS BREWER' <dbrewer@sheldonbeef.com>

Asunto: RE: Prior Work

Ok tks

**We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.
Please double check – our only valid email domain is @naresgroup.com do not reply to any other account.**



Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: DENNIS BREWER <dbrewer@sheldonbeef.com>

Enviado el: Friday, September 3, 2021 12:48 PM

Para: guiorakaplan@naresgroup.com

Asunto: RE: Prior Work

Good day – The carcasses range around 1200-1600 pounds, with 1400 typical (635 kg). Carcasses are around 60% of that (380 kg)

I'm around for questions as needed all weekend.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>

Sent: Friday, September 3, 2021 11:44 AM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: 'Abt Trading' <abtgroup001@gmail.com>

Subject: RE: Prior Work

Hi Dennis,

What is the animal weight and carcass weight.

Regards,

We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.

Please double check – our only valid email domain is @naresgroup.com do not reply to any other account.



Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: guiorakaplan@naresgroup.com <guiorakaplan@naresgroup.com>

Enviado el: Thursday, September 2, 2021 2:39 PM

Para: 'DENNIS BREWER' <dbrewer@sheldonbeef.com>

CC: 'Abt Trading' <abtgroup001@gmail.com>

Asunto: RE: Prior Work

Hi Dennis,

You sell to Thomas food USA?

Rgds,

**We had reported some hacker's action lately. Please, ignore any e-mail asking to pay through a different bank account. In case you find any email suspicious, please confirm with us.
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Guiora Kaplan

Jose Ellauri 794 Office 802
Montevideo-Uruguay
Phone: 00598 27111965
Movil: 00598 95971031
E-mail: guiorakaplan@naresgroup.com

De: DENNIS BREWER <dbrewer@sheldonbeef.com>

Enviado el: Thursday, September 2, 2021 1:00 PM

Para: guiorakaplan@naresgroup.com

CC: Abt Trading <abtgroup001@gmail.com>

Asunto: Prior Work

Hi – Walter asked me to send something that would validate our work in this space. Attached please find a contract signed with Walmart China prior to the 2018 Trump trade war. The entity in the Walmart China contract was a predecessor entity to our current company, and had mostly the same ownership as our current entity. We also have

good relations with mid-size houses such as OWB Packers, Manning Beef, JF O'Neill and others – see attached and below.

RE: Korea Angus Program



Steve Summers <SSummers@oneworldbeef.com>

To: DENNIS BREWER

Reply

Reply All

You replied to this message on 12/28/2020 4:19 PM.

Suggested Meetings

Dennis,

We can schedule a call to discuss further as we get closer. I'm not sure there would be a significant savings as by lines flowing to cryo machines. What we save in packaging we may actually lose in efficiencies of trying to bins on those lines. More than willing to explore with our team at the plant.

Thanks

Steve

Re: [EXTERNAL]Quotes - Second Request



Regan Caviness <Regan@cavinessbeef.com>

To: DENNIS BREWER

Reply

Reply All

→

You replied to this message on 6/17/2021 6:10 PM.

Thu

We are booked us solid for a few weeks out. We will keep you in mind if anything shakes loose.

Regan Caviness

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Thursday, June 17, 2021 3:44:02 PM

To: Regan Caviness <Regan@cavinessbeef.com>

Subject: RE: [EXTERNAL]Quotes - Second Request

Hey, Regan, any news on our quotes - Utility beef slaughter and quarter for export, and Choice boxed boneless for in Texas?

My customers both seem quite eager to move ahead as best I can tell. Let me know.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
 Direct: 201-669-4933
 Office: 800-956-9883

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<http://www.sheldonbeef.com>



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From: DENNIS BREWER
Sent: Thursday, September 2, 2021 9:38 AM
To: guiorakaplan@naresgroup.com
Cc: Abt Trading <abtgroup001@gmail.com>
Subject: China offers

Good morning – Nice to speak with you earlier this morning. Attached please find our current offer on Utility Grade Beef Quarters. The quantity indicated in the contract can be upgraded as needed. The form of contract is our typical form. We can supply dozens of containers per month without difficulty, as plant schedules permit. Please note this quote is effective for contracts signed on or before September 10th. Any activity after that date would require a requote due to the volatility of beef prices.

Thanks for your interest.

SHELDON FOODS/SHELDON BEEF QUOTE FORM (revised 2/27/21)				
Include customer name and yymmdd date of quote request in file name. Complete the yellow				
Please attach customer photos of the cuts requested to avoid confusion, since cut description:				
Customer Name:		Broker Name:		Walt
Customer Contact Information:		Broker Contact Information:		
Desired Payment Terms:	DLC			
Shipment Terms, Destination:	Shanghai			
Date:	8/31/2021			
Quote Summary:		Trial Order	Metric Tons/	Cont
Item 1 Description/Grade:	Beef, wrapped quarters, Utility	Metric Tons	Month	Mon
Item 2 Description/Grade:			540	
Item 3 Description/Grade:				
Item 4 Description/Grade:				
Item 5 Description/Grade:				

As indicated, bones and offals are not readily available, it is best to focus on this specific offering.

Again, thanks for your interest and best of luck in pursuing contract opportunities.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, September 7, 2021 4:44 PM
To: matt.barrie@freelancer.com; matt@freelancer.com; mbarrie@freelancer.com
Subject: Hey, Matt Need Some Help
Attachments: Sample Wrapped QTRS English Chinese Labal 210907.docx

Matt – Good morning. I’ve spent most of my day trying to get a 20 minute micro-project completed using Freelancer. Very odd because your site has always been very responsive to my requests in the past and communication has been consistently on track and solution oriented, though Customer Service tends to drop the ball a bit. But today was bizarre:

18 bidders, chatted with 9 of them, and one recruiter who disappeared for several hours, then replied with a candidate who seemed to be unable to understand the project requirements for a 20-30 minute project. Started process around 10AM and recruiter disappeared around 3PM, not heard from since. Bottom line – micro-project holds key to potential supply bid worth millions, and is not yet complete.

Please have one of your people review the overall situation so it can be fixed. Here’s the project:



English/Chinese Label Mockup - CHINESE LANGUAGE SKILL

- Details**
- Proposals
- Files
- Tasks
- Share
- ...

Project Details

Need to mock up a label in English and Chinese characters which look like the attached label but with used to export beef products from US to China and must exactly match the attached format, but with English text for each block, you will need to add required Chinese language characters to complete the

Skills Required

Translation

Simplified Chinese (China)

Traditional Chinese (Hong Kong)

RECRUITER

Attachments

[Chinese Label 200423.jpg](#)



Browse

My Projects

Get \$20

Search for People

ACTIVE UNREAD (6) SUPPORT ARCHIVED

ManuelRecruiter @ManuelR 2 hours ago
we are currently off task, please reso...

Vsion Translators, Manue... 2 hours ago
Okay, 1

Sapna Y. @wingtechnologies 4 hours ago
no thanks. appreciate your offer

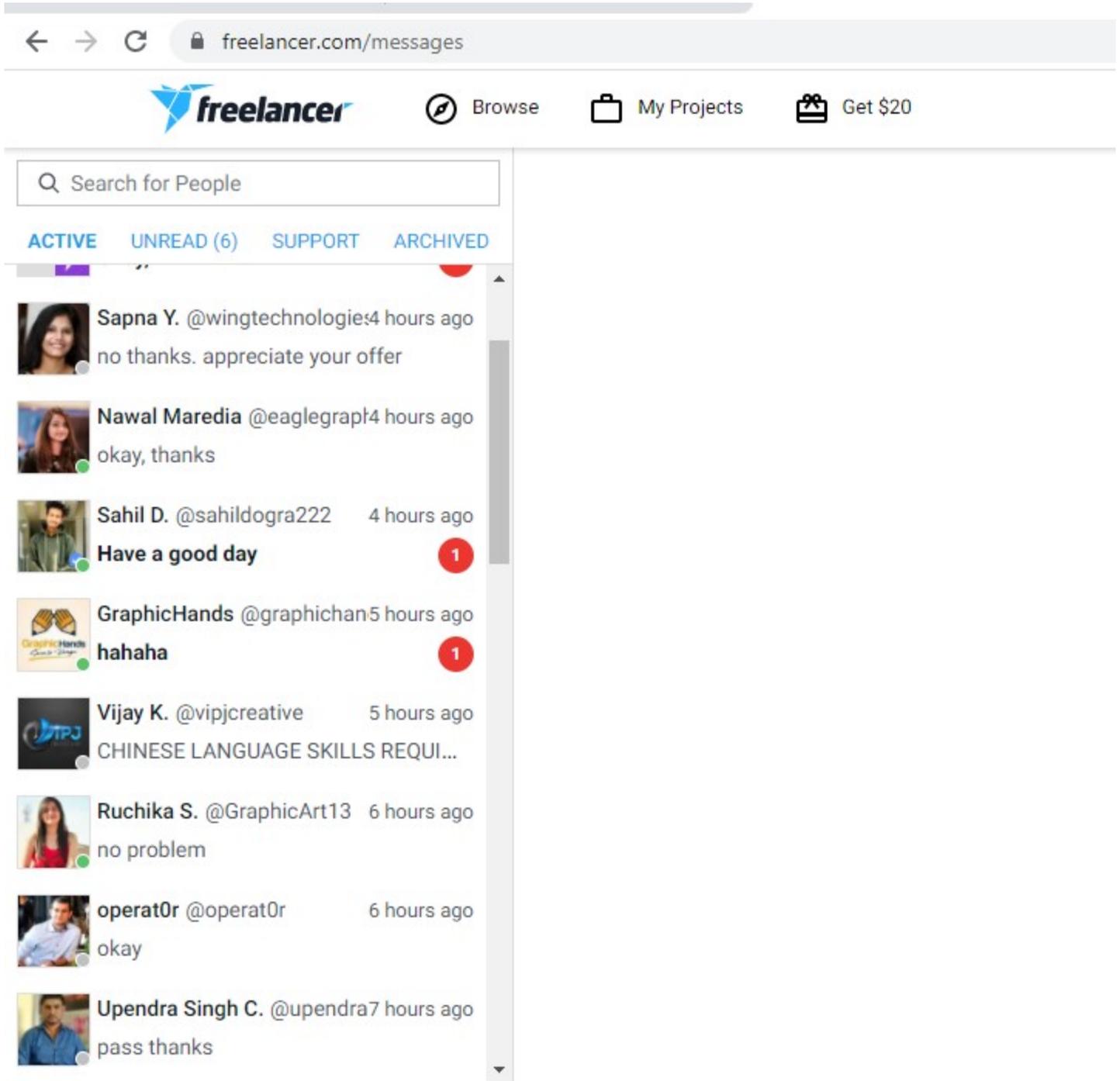
Nawal Maredia @eaglegrap 4 hours ago
okay, thanks

Sahil D. @sahildogra222 4 hours ago
Have a good day 1

GraphicHands @graphichan 5 hours ago
hahaha 1

Vijay K. @vipjcreative 5 hours ago
CHINESE LANGUAGE SKILLS REQUI...

Ruchika S. @GraphicArt13 6 hours ago
no problem



Thnaks, Matt! Appreciate your help.

Regards,
Dennis

Dennis Brewer
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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, September 7, 2021 5:26 PM
To: Mike Maggard
Subject: RE: Status

Mike - Product pages – 20 down, 87 to go. Other features to be completed by tomorrow per the website freelancer, we'll see if that happens. It looks like it will take this week to complete product loading given the other issues I am working on as well. But we are getting there.

Not much else today.

Regards,
Dennis

Dennis Brewer

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Tuesday, September 7, 2021 10:49 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Status

Thanks Dennis, it all sounds good. Especially the additional money in Wefunder. I will wait for the green light before kicking off LinkedIn campaign.

Mike Maggard
SVP, Recruiting and Operations
(469) 233 -1582
mikemaggard@cfo-search.com
www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, September 6, 2021 8:58 AM

To: Mike Maggard <mike.maggard@cfo-search.com>

Subject: Status

Mike – Happy Labor Day.

- Website/store - Beef short descriptions and basic pictures loaded, pork descriptions being loaded now. Some error corrections and text edits of pre-order to checkout process being worked on today. Product pricing, added beef and pork photos, and proofing to do. Need to add 9 Subscription Boxes as well. Review of store pre-order and checkout logic next.
- Website/store - Next steps are adding contest and marketing automation plug-ins, retesting and correcting any errors or anomalies resulting from their installation, then port to GoDaddy dev environment, set up marketing automation for WeFunder and Pre-orders, add payment methods, retest with our in-house team, then move site/store to live production for soft opening. Once those tasks are completed and soft opening is functioning properly, it will be time to kick off your WeFunder/LinkedIn and our Influencer campaigns.
- Website/store – We still have all long product descriptions to do, Cook With Us to organize and load, blog to do. There will be on-going needs to add fresh content and modify pricing.
- WeFunder filing - GAAP FS completed, audit to do \$2,500, 2.5 weeks. Once we hit \$50K, WeFunder will file, then 21 day SEC waiting period until offering effective. We are now at \$14,250 total reservations without any promotion, including your \$10K so some are drifting in now.
- No results from SBI export efforts, we are dropping this entirely.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, September 7, 2021 8:12 AM
To: alicecheng@taxdropapp.com
Subject: Second Request
Attachments: GPR OR ARTICLES OF INCORPORATION 210712.pdf; GPR OR SOS abn-amend 210818.pdf; OR SOS Assumed Bus Name GPR 210818.pdf; OR SOS Screenshot 210818.docx; Comodo Sectigo SSL EV App Snip 210826.docx; GPR INC confirmation letter to Sectigo 210826.docx; sample form legal opinion letter - private organization_July_2020.docx

See below – second request

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
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From: DENNIS BREWER
Sent: Thursday, September 2, 2021 12:49 PM
To: Alice Cheng <alichecheng@taxdropapp.com>
Subject: RE: Meeting Follow-up and CPA Introduction

Hi Alice – It looks like we will have a first draft today and can get things to you next week. Can you issue the requested letter to Sectigo and bill us for that effort today or tomorrow? We can supply whatever you need to complete the letter right away. Completing this request on our behalf will allow us to accept pre-orders on our new store in the safest possible way. We hope to begin accepting pre-orders next week, so having this done now would be very helpful.