



NAIS:

**When Did We Become the
“Thief in the Night”?**

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ID Programs Director
IN State Board of Animal Health

The logo for BOAH (Bovine Ombudsman Association of America) is located in the upper left background. It features a blue outline of the state of Indiana to the left of the letters 'BOAH' in a large, bold, blue font. A yellow caduceus symbol is positioned behind the letter 'O'.

The Early NAIS Vision...

- 48-hour trace-back
- Effective, uniform and consistent
- Technology-neutral
- Added value to producers

The Reality Check...

Rumors -

Questions -

Is it true that once this is in effect, you will have the right to come onto the property unannounced

like a thief in the night.
without permission

Please answer.

Sincerely
[REDACTED]

Please sign your own name when answering.



BUSINESS/FARM ACCOUNT INFORMATION

State Form 52009 (R2/11-05)

Please type or print legibly

Part 1:

This section specifies the contact information for an operation. In addition to this sheet, complete the information on an additional page for each site under this account. Should an animal health emergency occur, the individual(s) listed will be contacted for appropriate notification. This process is essential to protecting the industry from disease spread.

Business/Farm Name: I DON'T HIDE BEHIND ANY NAME but the one below

Business/Farm Mailing Address: [REDACTED]

City: [REDACTED] State: INDIANA ZIP: [REDACTED] - [REDACTED] County: [REDACTED]

Primary Contact: [REDACTED] [REDACTED] [REDACTED]
First name Middle name Last name

Phone number: [REDACTED] ext: (Business Home Cell Fax Pager)

Phone number: - - ext: (Business Home Cell Fax Pager)

Secondary Contact*:
(* optional) First name Middle name Last name

Phone number: - - ext: (Business Home Cell Fax Pager)

Business Type: Individual Partnership Incorporated Limited Liability Corporation
(check one) Limited Liability Partnership Non-profit Organization

Operation Type: Farm/Producer Unit/Stable Clinic Exhibition site (show site)
(check all that apply) Market/collection point Non-producer Participant Zoo Research Facility
 Quarantine Facility Rendering Slaughter plant Tagging site

Producer/Contact Signature: [REDACTED] Date 8-1-06

Authorized Agent: (to be completed by authorized agents only) None
Agent Name: Date:
Agent Organization:

*You won't ever have a "DISEASE FREE NATION"! DISEASE becomes MUTATED by RESEARCH,
GERMANY - in the 1930's is New USA in the 2000's. Soon GOVT SUPPRESSIONS TOTAL.*

COMPLETE INFORMATION ON ADDITIONAL PAGES FOR EACH SITE UNDER THIS ACCOUNT

Return forms to: Indiana State Board of Animal Health, 805 Beachway Dr. Ste. 50, Indianapolis, IN 46224
For questions, contact BOAH support: Phone: 317-227-0328 or email: animallD@boah.in.gov

(Contact information will not be sold or given out by NAIS without your prior written consent.)
*YOUR CONTROL OF INFORMATION LEAKS ARE UNSTOPPABLE. MONEY AND POLITICAL
CORRECTNESS OVERRULES HONESTY AND INTEGRITY IN ALL POLITICAL ORGANIZATIONS.
CORRUPTNESS IS RAMPANT IN YOUR ORGANIZATION AS WELL AS ALL THE OTHERS!
- THE BIBLE SAYS - "BEHOLD THE SPIRITUAL WICKEDNESS IN HIGH PLACES!"*

RINKY DINK THINGS I GOTTA DO

1 (800) 342 5706

2 what did we do

3 for the previous

4 16 million years,

5 without Big Brother

6 living with us?

7 This is criminal

8 on your behalf.

9

10 *Almhl*

11

12

COMPLIMENTS OF



Indiana State Board of Animal Health
Office of the State Veterinarian
805 Beachway Dr. Suite 50
Indianapolis, IN 46224

This is about as stupid & outrageous as can be. You are set on putting all our farmers & cattle raisers out of business, then where will our food come from. I suppose another way you can turn us over to another foreign country - seems like that is all our government is trying to do. I loved America as it used to be, I'm 82 years young & I can't imagine what you Idiots are thinking "where is America the land of the free???" Almhl



Sometime Along the Way...

NAIS became a system to:

- Squash private property rights
- Hi-jack personal freedoms
- Eliminate privacy
- Drain farm income
- Eradicate small producers



Where Did NAIS Go Astray?

The logo for BOAH (Bioscience Open Access Hub) features a blue outline of the state of Indiana on the left. To its right, the letters 'BOAH' are displayed in a large, light blue, sans-serif font. A yellow caduceus symbol is positioned over the letter 'O'.

Implementation

Inadequate direction

- **Few details to support long-term announcements**
 - Tags, costs, reporting
- **Lack of support to states**
 - Lack of infrastructure at launch

The logo for BOAH (Board of Osteopathic and Health Professions) is located in the top left corner. It features a blue outline of the state of Indiana. Overlaid on this outline is the text 'BOAH' in a large, bold, blue font. A yellow caduceus symbol is positioned behind the letter 'O' in 'BOAH'.

Adoption Timeline

Moving target

- **Resulted in confusion**
 - Public and States
- **States left to move ahead alone**
- **Long-range planning is impossible**

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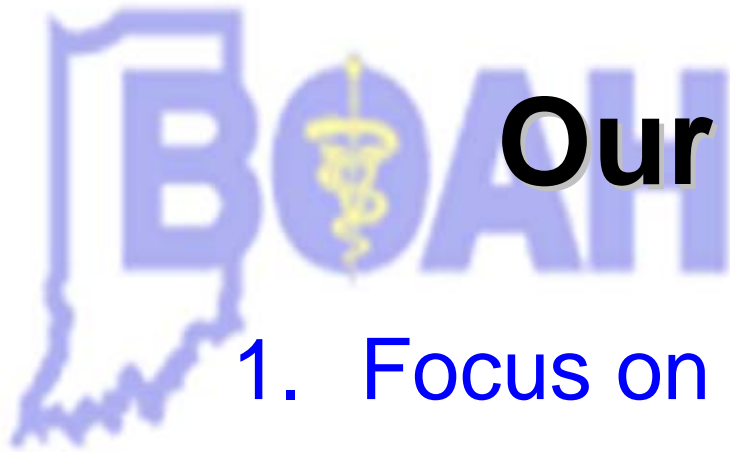
Communications Plan

Insufficient plan

- **No clear, consistent message**
- **Lack of communication with states**
- **Mixed messages to the states**
- **Empty promises of support**



Indiana's Efforts



Our Strategy

1. Focus on Premise ID *only*
2. Target critical, at-risk species
3. Identify partners
4. Make this an *Indiana* program
5. Promise *nothing* about the future
6. Reframe the message

The logo for the Board of Animal Health (BOAH) of Indiana. It features a light blue outline of the state of Indiana on the left. To the right of the outline, the letters 'BOAH' are written in a large, bold, light blue font. A yellow caduceus symbol is positioned over the letter 'O' in 'BOAH'.

Indiana's Message

The Premise ID program updates and modernizes a century-old animal health system to continue to protect Hoosiers' investment in animal agriculture in a changing, global marketplace.



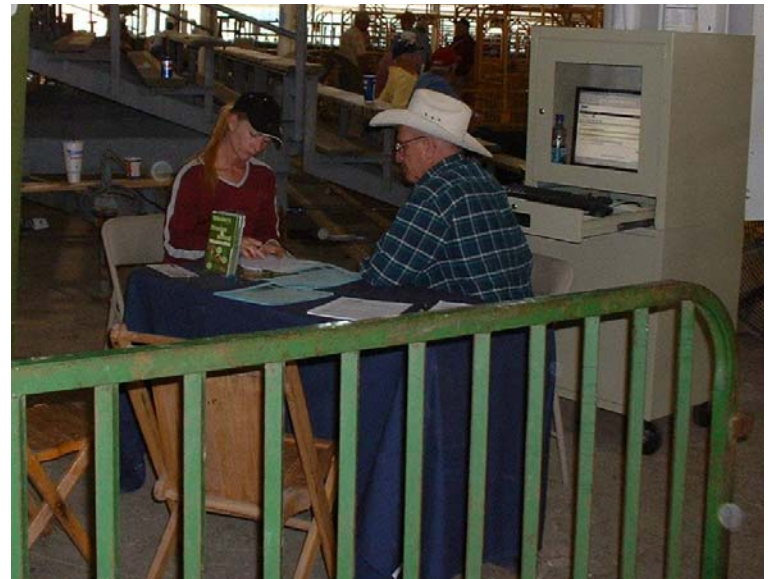
Indiana's Rule

- September 1, 2006 deadline
- All cattle, swine, sheep, goats and captive cervids
 - Horses and poultry are voluntary
- Sites associated with buying, selling, exhibiting



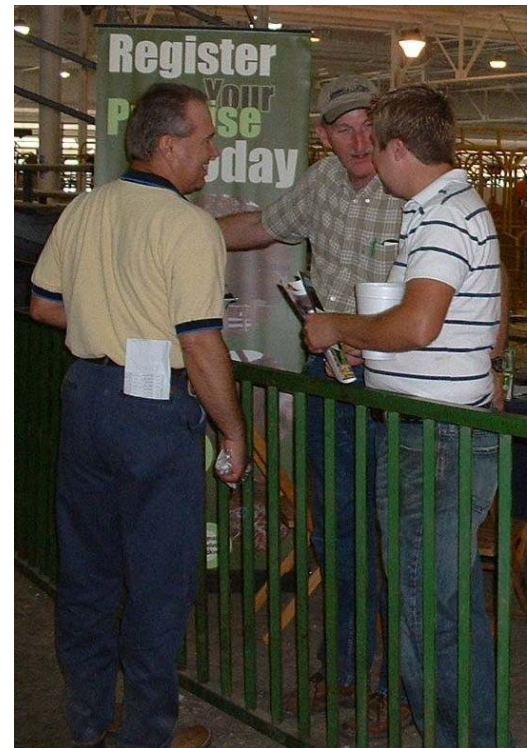
Indiana's Tactics

1. Printed materials, website
2. Local meetings
3. Trade shows
4. Ag partners
5. Media outreach
6. NASS mailing



If Only I Had Known...

- Strength of opposition/confusion
- Logistics of data entry
 - Manpower
 - Address verification issues
 - SPRS problems





Progress Report

- 23,300 eligible sites
 - Based on USDA-NASS estimates
- 14,250 premises registered

...and the mail keeps coming!



The Essence of Perseverance

“Follow your heart, hang on and don’t give up just because everyone else does. There is nobility in being the last one standing, because the persistent few are those who stretch boundaries, set brave new standards and secure the hope for a better tomorrow.”

-Michael McKee