CHRIS COLE Occupation: Retired News Director Age: 65

Lassen County is in crisis. We need bold changes to face our shared challenges. We have monetary issues, social issues, and most importantly public safety issues challenging our way of life, which we must preserve. But to do that, we must work together. We need to set aside our differences, and set our sights on securing Lassen County's future.

I've been fortunate to have a vast array of experiences that will help me be an effective Supervisor on your behalf. I've been successfully involved in the tourism business here, and as a former radio news director I have forged a strong relationship with our community.

I have a proven record of supporting local law enforcement, with whom I have an excellent relationship. I worked to help keep CCC open, and I garnered extensive media coverage in Lassen County to get the word out. I have fought against the cartels whose illegal marijuana grows are destroying our lands.

If elected, I'll work to better serve underserved communities like Westwood and Spaulding. I'll fight for our farmers and ranchers, and push the board to better utilize our golf course as an economic engine. I'd be honored to be elected as your Supervisor.