

February 9, 1990

Beverly King
P.O. Box 129
Clifton, Va. 22024

Dear Beverly:

Thanks for your letter outlining your feelings and the challenges set forth.

My communicate is too long to publish in the Terlingua Trails, therefore I am copying the Great Peppers and Directors.

The sequence of events that lead to two cookoffs are as follows:

In 1983 Glen Pepper and Carrol Shelby entered into an agreement to hold a chili cookoff at Villa De La Mina the first Saturday in November. C.A.S.I. found out about this agreement in May 1983. We (C.A.S.I.) asked for a meeting with Shelby and Pepper to determine the status of the World Championship Chili Cookoff site. Shelby explained to C.A.S.I. that they had formed the Terlingua Trust Fund and wanted to promote the cookoff to obtain more sponsors and spectators. They also wanted to insure longevity of the cookoff site. Each year Frank X. Tolbert would threaten to move the cookoff, because he did not want Pepper or anyone else to make money from the cookoff. This was strange when Frank was actively promoting sales of his book and doing television and radio commercials for a canned chili company on the West Coast. Shelby assured C.A.S.I. that C.A.S.I. would maintain complete control of the rules, qualifications of cooks and show teams as well as control of the cookoff. C.A.S.I. was informed by Shelby that Frank X. Tolbert agreed to this arrangement. All of the criteria that C.A.S.I. wanted was met, therefore C.A.S.I. agreed. Some time later Frank X. Tolbert decided that he would not participate.

It is noteworthy that Tolbert and Shelby had disagreements in the past as indicated by the enclosed copy of two letters that Tolbert wrote to C. V. Wood and Shelby. These letters motivated Shelby to form ICS and to trade mark World Championship Chili Cookoff.

Tolbert made the decision to form another cookoff without consulting C.A.S.I., for their opinion or participation. From these facts you can deduce that Frank X. Tolbert was responsible for ICS and Behind The Store.

Two open forums were held, and moderated by a neutral radio personality, to explore the possibilities and ramifications of combining the two cookoffs. The first one was held in

Dallas in September 1985. The second or follow up forum was held in Austin in 1986, after I had driven to Dallas for an exploratory meeting with Ray Shokley and Dick Wright. The conclusions were that they wanted me to sell the Great Peppers on having the cookoff behind the store. I informed them that I would not try to sell, but would poll the Great Peppers. Dick Wright called me approximately two weeks prior to the forum and I informed him that the majority of the Great Peppers rejected behind the store as the site. After receiving this information neither Ray Shokley or Dick Whight attended the second forum. They sent Bill Brown and Sam Lewis, both admitted that they had absolute no authority to negotiate. This in spite of the time and money that the Great Peppers and Directors spent to attend. The Great Peppers voted over two to one not to go behind the store, but would consider a third site. In addition to these meetings there were at least four meetings between C.A.S.I. Directors and the spokes persons for the Tolbert Group, they profess to have no officers, including one that I attended in Fort Worth between C.A.S.I. Directors and Frank jr., Kathleen Tolbert and their attorney. This meeting resulted in the special Great Pepper meeting in Austin. The meeting in Austin turned out to be "no negotiations" and purely a stage for them to present their case for the site with very little rebuttal allowed. The Great Peppers voted over four to one not to go behind the store and to have no further discussions unless the Tolbert Group approached C.A.S.I. with intent to honestly negotiate. The cost to the Great Peppers and Directors was extremely high when there was no apparent intent to negotiate from the Tolbert group.

According to the IRS, C.A.S.I. was reported by someone as a prime target for an audit, in 1984. Several thousand dollars later C.A.S.I. learned that a non profit State charter did not exempt it from federal income tax. Guess who reported C.A.S.I. to the IRS.

I wonder how many people know that a letter campaign was launched to get Chrysler, Levi Strauss, and Coleman to drop sponsorship of C.A.S.I. The bad part is that it worked, Ray Shokley also wrote Marion Laboratories a very negative letter, thank goodness that did not work.

I am enclosing copies of letters from their attorneys and our answers depicting a series of events in answer to C.A.S.I.'s offers. Please note that the cease and desist order was written after the two open forums. The October letter was written before the trial and evidently they thought their case was a shoo-in. The March letter was after the trial. I believe if you read the enclosed copies closely you will see that C.A.S.I. offered to share, but would not give up complete control of the Terlingua cookoff.

The realization that people were taking chili cooking very

serious occurred to me in 1977, and from that day forward I have tried to direct my energies toward fair rules and honest cookoffs. By the way the first cookoff was between a Texan and a person from Illinois (don't know what you call them), and probably as many people from California were in attendance as from Texas.

I do not feel that I am parochial in my views and will stand on my record of trying to expand cookoffs by publicity, spending my time and money, and supporting rules that favor the creation and continuing of new cookoffs and Pods in areas outside the Southwest.

I am sorry that several of your new cooks became disenchanted and do not chose to return to the C.A.S.I. Terlingua International Chili Championship. It is not our intentions to "turn off", but we sure try hard to "turn on". I seldom hear any politics at Terlingua, and when I do ~~its~~ internal C.A.S.I. politics. As for as I am concerned there is no "chili war". There is one organization run by the chili cooks through their Great Peppers and Directors.

I do not agree with the people that say "if Frank Tolbert were alive there would not be two cookoffs" anyone who knew Frank knew that he thrived on controversy, shucks he would probably would have started another one by now.

I am sending a complete copy to the Great Peppers and Directors. I have additional information if someone wants to be specific. C.A.S.I. does not pay for my correspondence or postage, therefore it would be prohibited for me to try and cover everything. I would be delighted to answer any questions that I am capable of answering and/or participate in any debate anytime, one on one or in front of a group.

Please advise if I may be of further assistance.

Yours truly,


A. Vann York

P.S. Just read your cover letter to the Great Peppers and I think it deserves an answer.

I assure you that C.A.S.I. Directors serve at the pleasure of the Great Peppers and are responsive to their wishes.

During the first forum C.A.S.I. offered to incorporate the name "Frank X. Tolbert-Wick Fowler Memorial" into the name of the cookoff if one cookoff was obtained. C.A.S.I. did not receive any concessions during either forum. As a matter of fact the only thing they offered was a cease and desist order to prevent the use of "Chili Appreciation Society

International" and its acronyms. I think you are completely off base asking C.A.S.I. to come forward and negotiate. It is documented that C.A.S.I. has offered and the one and only time the Tolbert Group offered any show of negotiations was after the trial. The trail cost C.A.S.I. \$40,000.00, break down enclosed. That offer was unacceptable.

The wall that you speak of is tumbling down because the democratic nations had faith and patience and the belief that they were right. I feel that C.A.S.I. is a democratic organization that has tried to be right and fair and it is not time to give up our patience. The cooks will realize that it is the only organization that belongs to them and the future of honest and fair cookoffs is with C.A.S.I. Then they will support C.A.S.I. by cooking in the C.A.S.I. Terlingua International Chili Championship cookoff.

I am enclosing a letter that Ray King prepared in 1984 to try and give all chiliheads the facts that they needed to make their decisions. Based on my association with chili cookoffs since 1974 and the efforts made to interview and research, I agree with the facts in Ray's letter.

Through C.A.S.I. the Terlingua Medics have received over \$2000.00 cash each year to use as they see fit.

I hope that this information sheds some light on the situation. Remember I will gladly debate anyone anytime.

Yours truly again,



A. Vann York