

MINUTES

**Joint Retail Committee Meeting
2009 Annual Cattle Industry Winter Convention
Convention Center — Phoenix, Arizona
January 30, 2009**

**Donald Stewart, Chairman
Helen Wiese, Vice Chairman**

Call to Order

Chairman Donald Stewart called the meeting to order at 10:30 a.m.

Approval of Agenda

A motion was made by Wayne Buck and seconded by Roy Copelan to approve the agenda as presented. **Motion carried.**

Approval of Minutes

Brett Morris moved and Jerry Holbrook seconded to approve the summer meeting minutes as presented. **Motion carried.**

Review of Joint Retail Committee Purpose and Guidelines

Helen Wiese reviewed the committee purpose and guidelines for new committee members.

FY2008 AR Summary and FY2009 AR Progress Report - NCBA

The NCBA Retail Marketing Team updated committee members on the following program areas: Retail Education and Meat Case, National Beef Promotions, Retailer and State Beef Council Outreach, Industry Trade Organization Partnerships and Trade Marketing and Communications. The 2008 Retail Beef Backer Award winners were also recognized.

FY2008 and FY2009 AR Progress Report – North East Beef Promotion Initiative

The Northeast Beef Promotion Initiative representative provided a wrap up of FY2008 and presented updates on promotions to be executed within the upcoming fiscal year.

FY2009 Strategy Discussion Implications

The committee reviewed and ranked the planning factor priorities. Based upon the direction provided by the committee, the retail marketing team will develop programs that best address these factors and report to the committee during summer conference.

Retail Marketing Projects presented to the Iowa Beef Industry Council (IBIC)

The Meat Case Innovation Initiative and the Hispanic Marketing Initiative, which were initiated by the IBIC, were presented to the committee. The committee unanimously agreed these programs should proceed as planned.

Federation & CBB Project Cuts

The committee was made aware of upcoming budget cuts from the CBB and Federation.

Adjournment

David Wright moved and Steve Orodienker seconded to adjourn the meeting. **Motion carried.** Chairman Donald Stewart adjourned the meeting at 2:27 p.m.

Joint Retail Committee

Committee Attendees

Donald Stewart, Chairman
Helen Wiese, Vice Chairman
Wayne Buck
David Colwell
Roy Copelan
Bill Dale
Justin Dauer
Raymond Erbele (*substitute for Jerry Schaefer*)
Margie Hande
Jerry Holbrook
Dianne Kirkbride
Kristy Lage
Brett Morris
Traci O'Donnell
Steve Orodoenker
Mac Pate
Tim Thatcher
Dave Wright

NCBA Staff

Trevor Amen
Shelley Bradway
Jim Henger
Randy Irion
Steve Leigh
Wendy Smith
Allison Wenter
Karli Freeman

NEBPI

Emilie Miller

Guests

Caroline Ahn
Michelle Baumhover
Carrie Bomgardner
Loretta Broderick
Andrew Brooks
Tony Catelci
Virgina Coehlo
Deana Foster
Chris Hauser
David Hess
Sharla Huseman
Steve Kuntz
Tony Meyers
Kyle Miller
Kelly Mortensen
Rob Noel
Jean O'Toole
Rich Popowitz
Susan Puentes
George Quackenbush
David Richards
Tally Ross
Jacob Schmidt
Allison Smith
Dan Unolt
Christie Van Egmond
Tom Wait
Brian Walton