

**DRAFT MINUTES**  
**Joint Producer Communications Committee Meeting**  
**San Antonio Convention Center Room 008 B**  
**Friday, Jan. 29, 2010**

**1. Call to Order**

Chairman Wesley Grau called the meeting to order at 12:30 p.m., reviewed the meeting purpose, and had committee approve the meeting agenda by consensus.

**2. Introductions**

Chairman Grau requested introductions of committee members and guests.

**Members Present**

Chairman Grau, Vice Chairman Hank Maxey, Frank Phelps, Linda Joy Stovall, Richard Nielson, Dick Nock, Rodney Gray, Mike Dee, Richard Wortham, Chris Burris, Bob Drake, Carol Gillis, Charles Hull, Kathleen Hawkins, Ross Garwood, Phyllis Snyder, Chuck Kiker, Larry Jeffcoat and Virginia Davis.

**Guests Present**

Brad Scott, Lisa Brass, Misty Martin, Kathy Cornett, Marcus Creasy, Audrey Blackmon, Ronni Yeargis, Kathy McCrummon, LeAnne Peters, Shannon Brown, Taylor Brown, Charlene Rich, Jim Handley, Jill Goodrich, Ron Eustice, Valerie Bass and Scott Stuart.

**Staff Present**

CBB: Lynn Heinze, Melissa Slagle, Rich Otley and Polly Ruhland

McCormick Company: Suzi Sutton-Vermeulen

NCBA: Janel Fisher

**3. Approve Minutes**

Frank Phelps moved to approve the minutes, Mike Dee seconded. Motion approved.

**4. Producer Communications Program Update**

Before starting the program update, Cattlemen's Beef Board staff member and committee liaison Lynn Heinze asked members if they were comfortable receiving the agenda and other meeting supporting documents prior to the meeting by e-mail. Members concurred the method had worked well for this meeting and should continue.

Heinze, Trade Media Manager Melissa Slagle and McCormick Company Account Executive Suzi Sutton-Vermeulen reviewed: critical success factors; MyBeefCheckoff.com statistics such as open rates and click-throughs; current direct media tactics and projects, such as e-newsletters, presentations and state beef council support; social media goals for producer communications; collaborative communications efforts with the issues management team; tradeshow activities; paid media plans and measurement through media-based efforts, such as *Farm Progress* and *Progressive Farmer* surveys, Readex studies, e-newsletter tracking and Producer Attitude Study; press and audio releases, feature articles, media webinars and radio interviews; and state service programs, including the QSBC Toolkit, ad resources, customized e-newsletters and newsfeed. The presenters then took questions from the committee.

Chairman Grau suggested the beef checkoff producer communications teams consider creating a talking points flip-book patterned after the dairy checkoff example presented during the (Jan. 28) dairy luncheon. Grau suggested two versions: one on beef issues and another on the beef checkoff.

Janel Fisher, National Cattlemen's Beef Association, reported on how Federation Services extends the national ad program to states, contributes to the *Checking In On The Checkoff* e-newsletter and has developed market cards, market posters and state annual reports.

## 5. QSBC-SHARE Program

Heinze introduced the state SHARE program, which received 10 requests for funding in FY10. The committee heard further explanation of several state SHARE programs. Charlene Rich, Montana Beef Council, gave an overview of their proposal and noted that their request was for just \$13,000, not the \$56,950 included in the summary to the committee. With this change to Montana's requested budget, the committee moved closer to the proposed \$100,000 budget for SHARE. Heinze indicated that if this portion of the producer communications program went over budget he was confident funding could be shifted from other areas to cover the overage.

Katlin Davis, Idaho Beef Council, Ron Eustice, Minnesota Beef Council, and Valerie Bass, Tennessee Beef Council, received questions about their proposals.

Richard Nielson moved, Virginia Davis seconded, to fund all 10 of the projects at the 60 percent level, for a total of \$109,877. Motion passed. Heinze noted that the Operating Committee granted an extension on FY10 SHARE programs until Dec. 31, 2010.

Heinze led the committee in a discussion about adjusting the application timeline, changing the review process for the SHARE program or even looking at a new method of executing the program to better fulfill the objective of giving small states additional producer communications support. The committee charged staff with reporting back to the committee during its July meeting with program alternatives.

## 6. Producer Attitude Research

Heinze presented the committee with topline results from the Aspen Producer Attitude Survey.

## 7. Planning and Prioritization

CBB Director of Evaluation Rich Otley gave the committee a report on the FY09 program evaluation: State beef council input is positive about the direction of the committee. Otley introduced Polly Ruhland, who will take over as Director of Evaluation after this meeting.

With great appreciation, Richard Nielson commended Rich Otley on the work he has done over the last 18 years and thanked him for his service to the beef industry.

Heinze led the group in a committee priorities discussion. Chuck Kiker moved, Mike Dee seconded, to approve the committee priorities as currently written. Motion passed.

Heinze has urged all committee members to attend the Joint Committee Priority Session.

## 8. Adjournment

Chuck Kiker moved the meeting be adjourned, Linda Joy Stovall seconded. Motion passed.

The meeting adjourned at 3:30 p.m.