

## MINUTES

**Joint Information Committee  
2011 Cattle Industry Summer Conference  
Orlando, Florida  
Gaylord Palms, Sun Ballroom D  
August 3, 2011**

Daniel Smith – Chair  
Sally Angell – Vice Chair

Joint Public Relations Subcommittee  
Joyce Bupp – Chair  
Jim Freeman – Vice Chair

Joint Issues Management Subcommittee  
Mike Stahly – Chair  
Richard Gebhart – Vice Chair

The meeting of the Joint Information Committee was called to order by Chairman Smith on August 3, 2011 at 2:59 p.m.

### **Attendance**

**Joint Information Committee members (32):** Daniel Smith, Sally Angell, Joyce Bupp, Jim Freeman, Mike Stahly, Richard Gebhart, Christopher Abbott, Chuck Adami, Elwood Barth, Peggy Biaggi, Brenda Black, Bryan Blinson, Daniel Cook, Linda Crumley, Nancy Degner, Jerry Effertz, Lori Fink, Linda Gilbert, Joe Guthrie, Terry Handke, Andrea Hutchison, Scott Jones, Paul Kent Jr., Tamara Lawson, Coleman Locke, Mike McCormick, Vaughn Meyer, Kent Pruismann, Judy Reece, Charles Rodgers Jr., Glenn Taylor, Keith York

**National Cattlemen’s Beef Association (NCBA) staff:** Ellen Gibson, Jacque Matsen, Karli Millspaugh, Julie Sodano, Season Solorio, Meredith Stevens, Daren Williams, Dave Zino

**Northeast Beef Promotion Initiative (NBPI) staff:** Laurie Bryant, Paul Slayton, Kristin Wilkins

**American National CattleWomen (ANCW) staff:** Sarah Bohnenkamp, Sherry Hill

**Guests (26):** Linda Bebee, Debbie Lyons Blythe, Sheryl Brewes, Linda Crowley, Daniel Dent, Drew Duiff, David Gazda, Katie Gazda, Paige Graham, AJ Harland, Kaity Holtman, Barbara Jackson, Tina Loeffler, Jennifer Matison, Geniece McCall, Stephen McCauley, Tammie McElroy, Julie Moore, Paige Nicholson, Ruby Poteet, Bev Rowe, Stephen Russell, Dave True, J Scott Vernon, Bonnie Watt, Jill Yefer

### **Welcome and Introductions**

Chair Smith welcomed co-chairs and meeting attendees and led self-introductions.

### **Approval of Agenda**

Chair Smith called for review and approval of the agenda. Judy Reece moved and Charles Rodgers seconded. The motion carried.

### **Approval of Minutes**

Chair Smith called for approval of the Joint Information Committee minutes from the 2011 Cattle Industry Annual Conference. Charles Rodgers moved and Paul Kent, Jr. seconded. The motion carried.

Vice Chair Sally Angell explained the process for voting on minutes and Authorization Requests (ARs).

Public Relations Subcommittee Chair Joyce Bupp called for approval of the Joint Public Relations Subcommittee minutes from the 2011 Cattle Industry Annual Conference. Scott Jones moved and Judy Reece seconded. The motion carried.

### **National Beef Ambassador Program Audit**

Dr. J. Scott Vernon shared results from the evaluation of the National Beef Ambassador program. His findings concluded that the program exceeded measureable objectives for Twitter and Facebook usage and number of Ambassador presentations. The consumer promotions objective was also exceeded. Dr. Vernon noted that ambassadors and state coordinators agree that the program is valuable. His recommendations include: targeting non-agricultural colleges, reviewing the website based on the target audience and additional content on the YouTube channel. He also noted that social media training is needed for the state coordinators and communication between the ambassadors and coordinators needs improvement.

### **Presentation: Public Relations FY2012 Authorization Requests**

Public Relations Subcommittee Chair Joyce Bupp outlined the ARs before the committee.

Authorization Requests (AR) were included in the Joint Public Opinion & Issues Management Group book that was available to all subcommittee members online in advance of Summer Conference.

### **Consumer Public Relations – National Cattlemen’s Beef Association (Total request: \$3,026,427)**

NCBA staff members Julie Sodano, Meredith Stevens and Karli Millspaugh presented the Food PR and the Nutrition PR tactics focusing on continued media outreach, influencer relationships and online activities to promote beef. NCBA staff member Daren Williams talked about the Cattlemen’s Stewardship Review (CSR) Outreach tactic, which will include targeted proactive communications to garner positive stories using trained spokespeople. Daren also presented the Masters of Beef Advocacy (MBA) tactic, which will take the network to the next level with tools, more planned and strategic engagement and result in greater message delivery by graduates.

### **Northeast Beef Promotion Initiative (Total request: \$160,000)**

Kristin Wilkins presented the NEBPI AR which will include event sponsorship during food conferences in the Northeast region. She noted that the request is the same as FY11.

### **Telling the Beef Story—American National CattleWomen (Total request: \$239,485)**

ANCW staff member, Sarah Bohnenkamp presented the AR which includes the National Beef Ambassador program, the former “Telling the Beef Story” and current youth programs in a multi-pronged approach. The ambassador program will work with the speakers bureau for success while a toolkit, messages and best practices will be developed for the CattleWomen participating in grassroots outreach.

**National Beef Cook-Off – American National CattleWomen (Total request: \$285,000)**

ANCW staff member Sherry Hill presented the Cook-Off AR for this off-year plan. The plan includes recipe promotions, food events, direct mail, and social media components. This plan also includes planning for the next year.

**Approval of Minutes**

Sub-Chair Mike Staley called for approval of the Joint Issues Management Subcommittee minutes from the 2011 Cattle Industry Annual Conference. Lori Fink moved and Elwood Barth seconded. The motion carried.

**Presentation: Issues Management FY2012 Authorization Requests**

**Issues and Reputation Management – National Cattlemen’s Beef Association (Total request: \$1,495,000)**

NCBA staff members Jacque Matsen and Season Solorio presented the Issues Management AR. The AR would challenge current perceptions about the environment and factory farming with a focus on influencers. Response programs such as an online issues dashboard, FYIs, MBA activation, and use of third party experts are included in the plan.

The AR includes a plan for crisis preparedness, both continuing work with the Cross-Species Foot and Mouth Disease Communicators group and broader preparation for other potential crises that could threaten consumer confidence. . Additionally, a second round of “explore beef work days” will extend the program with influencers at farms and ranches while building confidence in how beef is raised. The program will expand to ExploreBeef.org and a YouTube channel while toolkits will be created in partnership with ANCW for local events.

The AR also includes continued beef support of the multi-commodity effort, U.S. Farmers and Ranchers Alliance (USFRA). Beef checkoff resources would be applied to extending the message from a National Town Hall event in late September. The plan will also include proactive outreach to NGO’s or business influencers using data from the CSR report in order to build relationships and/or partnerships.

**Discussion: FY2012 Authorization Requests**

Chair Smith asked for discussion or questions about the presented ARs.

**Action: Approval of Authorization Requests**

Andrea Hutchinson moved and Joe Guthrie seconded the recommendation to approve for funding all of the presented ARs. The motion carried.

**Other Business**

**Attachment A: National Cattlemen’s Beef Association – Grilliance \$330,000**

NCBA staff members Julie Sodano and Daren Williams presented a brief proposal for “Grilliance” which is based on an idea planted with media this year. The proposed plan will kick off with a webinar for food bloggers as well as a Grilliance IQ test. The MBA program would develop a culinary course and a toolkit for MBA grads to extend their grilling skills through parties.

**Attachment A: MICA – Team Beef \$10,000**

NEBPI staff member Kristin Wilkins presented an idea for Boston Marathon which would include two new events as well as an annual survey with participants.

**Attachment A: NCBA—Crisis Readiness \$75,000**

NCBA staff member Season Solorio presented proposed increase to the Issues Management crisis preparedness tactic to include a full-scale crisis drill with staff and industry.

Chair Smith asked for a motion to approve the Attachment As for consideration by the OC. Jeffery Effertz so moved and Tamara Lawson seconded. Motion carried.

**Adjournment**

Chair Smith adjourned the meeting of the Joint Information Committee at approximately 6:00 p.m.