

**MINUTES  
EXECUTIVE COMMITTEE  
BEEF PROMOTION AND RESEARCH BOARD  
EMBASSY SUITES HOTEL  
DENVER, COLORADO  
September 20, 2011**

**Call to Order**

Executive Committee Chairman Weldon Wynn called the meeting to order at 11:00 a.m.

**Members Present**

Weldon Wynn, Chairman  
Laurie Bryant  
Jane Clifford  
Will Frazee  
Linda Gilbert

Wesley Grau  
Ted Greidanus  
Hank Maxey  
Dan Dierschke, Ex-Officio  
Roger West, Secretary/Treasurer

**Members Absent**

Dan Hinman

Daryl Berlier Owen

**Guests Present**

Paul Slayton, PABC  
Richard Gebhart, Federation  
Richard Wortham, TXBC  
Kristy Lage, CBB  
Wayne Buck, CBB  
Heather Buckmaster, OKBC  
Barbara Jackson, CBB  
Dina Chacon-Reitzel, NMBC  
Irv Petsch, Federation  
David Dick, Federation  
Kevin Thielen, KSBC  
Sid Viebrock, Federation  
J.D. Alexander, NCBA  
Becky Walth, Federation  
Craig Shackelford, USDA Liaison

Bridget Bingham, PABC  
John Schafer, CBB  
Chuck Kiker, CBB  
Nancy Degner, IABIC  
Fred Lombardi, COBC  
John Freitag, WIBC  
Ann Marie Bosshamer, NEBC  
Maralee Johnson, ILBC  
Craig Uden, Federation  
Bill Donald, NCBA  
Sally Angell, Federation  
Cevin Jones, Federation  
Danni Beer, CBB  
Joyce Bupp, CBB  
Wayne Watkinson, Legal Counsel

**Staff Present**

Dan Halstrom, USMEF  
Greg Hanes, USMEF  
Todd Johnson, NCBA  
Forrest Roberts, NCBA

Todd Johnson, NCBA  
Nancy Rudzek, NCBA  
Eric Moore, NCBA  
Doug Evans, NCBA

Michele P. Murray, NCBA  
Chad Smith, CBB  
Melissa Slagle, CBB  
Katherine Ayers, CBB  
Kevin Morales, CBB

Scott Stuart, NLPA  
Diane Henderson, CBB  
Courtney Kalous, CBB  
Polly Ruhland, CBB  
Charlotte Coates, CBB

### **Quorum**

Executive Committee Chairman Wynn declared a quorum was present to conduct business.

### **Agenda**

Wesley Grau moved and Ted Greidanus seconded to approve the agenda. Motion passed.

### **Minutes**

Jane Clifford moved and Laurie Bryant seconded approval of the August 2, 2011 meeting minutes. Motion passed.

### **Financial Report**

Roger West, CBB secretary/treasurer, reported that NCBA had repaid the entire \$2 million advance on expenditures. Mr. West presented the Beef Board's financial statements for the period ending August 2011 and reported that domestic revenue and interest income was up from the same period last year and import revenues were down from this same time last year.

The committee accepted the financial report.

### **Operating Committee Report**

Operating Committee Chairman, Wesley Grau, reported the committee met just prior to the Executive Committee meeting and funded the programs for FY 2012 and recommended a balanced budget to the full Beef Board.

Hank Maxey moved and Ted Greidanus seconded to ratify the actions of the Operating Committee. Motion passed.

### **Contractor Guidelines**

Katherine Ayers also presented the Guidelines for Contractor Expenditures Eligible for Reimbursement for FY 2012 and stated that only minor modifications were proposed to reflect actual practices.

Interim CEO Polly Ruhland reported that USDA said the contractor guidelines do not apply to the state beef councils and Federation funds are state beef council.

Craig Shackelford, USDA/AMS, stated that AMS is looking for additional input through some ongoing audits and AMS is holding back on ruling on the status of Federation funds.

Laurie Bryant recused himself from the discussion and the voting.

Linda Gilbert moved and Dan Dierschke seconded to approve the modifications to the Guidelines for Contractor Expenditures Eligible for Reimbursement for FY 2012. Motion passed.

### **Amendment to CBB's FY 2012 Detailed Administration Budget**

Katherine Ayers, CBB's CFO, presented the amendment to the detailed administration budget for FY 2012. Ms. Ayers stated the proposed decrease reflects the decrease in the administration budget resulting from the change in the FY 2012 projected revenues.

It was also reported that the cost to provide documents for the two FOIA requests that CBB has received do not need to come under the 5% administrative cap.

The Executive Committee asked CBB staff to get future convention dates, locations, and contracts and then compare the costs to Denver.

Dan Dierschke moved and Hank Maxey seconded to table the action on the amendment to CBB's FY 2012 Detailed Administration Budget. Motion passed.

### **Brand or Trade Name References**

Polly Ruhland presented partnership proposals which contained brand or trade name references for the following:

#### National Promotions

The Beef Checkoff Program requested approval for a partnership with SaveMart Supermarkets.

The Beef Checkoff Program requested approval for a partnership with Au Bon Pain.

#### State Promotions

The Minnesota Beef Council requested approval for a partnership with Schwan Food Company, No Name Quality Meats, Huisken Meats, Hormel Foods, Heritage Beef, Tyson Foods, and Von Hanson's Meats to showcase new product at the Minnesota State Fair.

The Idaho Beef Council requested approval for a partnership with Broulim's Supermarket and Ridley's Food and Drug.

The New Mexico Beef Council requested approval for a partnership with Advance Brands and Sadler's Smokehouse to showcase new product at the New Mexico State Fair.

The Georgia Beef Board requested approval for a partnership with Brasstown Beef. The Washington State Beef Commission requested approval for a partnership with Quality Food Centers.

Laurie Bryant moved and Jane Clifford seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

### **Status of State Marketing Plans**

Polly Ruhland reported all marketing plans were received on time and had been reviewed and were found to be in compliance with the Act & Order.

### **Status of State Audit Reports**

Kevin Morales indicated that all audit reports were received and had been reviewed and were found to be in compliance with the Act & Order.

### **Update on Bylaws and Agreements**

Polly Ruhland reported that the Bylaws Committee met several times via conference calls and planned to have a face-to-face meeting on Oct. 26-27, 2011 in Chicago.

CBB officers asked NCBA for a 30-day operational extension of the existing Administrative Services Agreement to allow for completion of the Joint Advisory Committee Coordination agreement, since one affects the other, and NCBA agreed to that extension. The officers will continue work on the Administrative Services Agreement after the Committee Coordination Agreement is finalized.

The Joint Advisory Committee Coordination Agreement also is under review by a special committee. The committee submitted a draft agreement to CBB officers. The CBB officers approved it and sent the agreement draft to the Federation of State Beef Council leadership for its review and discussion.

### **Other Business**

Barbara Jackson, CBB member from Arizona, suggested that the first meeting for newly appointed CBB members be the summer conference rather than winter convention. The summer meeting is smaller and less confusing for new members and it could also help reduce meeting costs.

Following discussion on the suggestion, by consensus the committee agreed to keep the current process in place.

### **Executive Session**

The Executive Committee went into Executive Session at 1:00 p.m.

Following the adjournment of the Executive Session the committee announced the hiring of Polly Ruhland as CEO of the Cattlemen's Beef Board.

### **Adjourn**

There being no further business, the meeting adjourned at 3:00 pm.