

**DRAFT MINUTES  
EXECUTIVE COMMITTEE  
BEEF PROMOTION AND RESEARCH BOARD  
DENVER AIRPORT EMBASSY SUITES HOTEL  
DENVER, COLORADO  
MARCH 18, 2010**

**Call to Order**

Executive Committee Chairman Tom Jones called the meeting to order at 12:50 p.m.

Chairman Jones asked the Executive Committee members to introduce themselves. The following new Executive Committee members were recognized:

Virginia Davis, IN, Will Frazee, IA, Wesley Grau, NM  
Kristy Lage, NE, Hank Maxey, VA and Sid Sumner, FL

**Members Present**

Tom Jones, Chairman	Wesley Grau
Virginia Coelho	Kristy Lage
Virginia Davis	Hank Maxey
Dan Dierschke	Daryl Berlier Owen
Robert Fountain, Treasurer	Sid Sumner
Will Frazee	Lucinda Williams, Ex-Officio

**Guests Present**

Glenda Flora, CBB	Al Pedigo, CBB
Sid Viebrock, Federation	Scott George, Federation
Ted Greidanus, CBB	Craig Shackelford, USDA
Wayne Watkinson, Legal Counsel	

**Staff present**

Courtney Kalous, CBB	Angie Olejnik, CBB
Polly Ruhland, CBB	Katherine Ayers, CBB
Melissa Slagle, CBB	Jackie Buehner, ANCW
Lynn Heinze, CBB	Tom Ramey, CBB
Charlotte Coates, CBB	

**Quorum**

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

## **Agenda**

Daryl Berlier Owen moved and Sid Sumner seconded a motion to approve the agenda as presented. Motion passed.

## **Minutes**

Kristy Lage moved and Lucinda Williams seconded approval of the January 27, 2010 meeting minutes as amended. Motion passed.

## **Financial Report**

Robert Fountain, CBB Secretary/Treasurer, presented the Beef Board's financial statements for the period ending February 2010. Mr. Fountain reported that assessment revenues were still down from last year and were projected to continue declining.

## **Operating Committee Report**

Operating Committee Chairman, Dan Dierschke, reported the committee had met just prior to the Executive Committee. The Operating Committee members approved a no-cost amendment to FM-12-2010 – Taiwan Promotional Campaign and heard and discussed the annual program planning process and the priorities for 2011 which are:

1. Educate Influencers on Beef and Beef Production
2. Reconnect Consumers with Beef Production
3. Develop and Expand International Markets
4. Make Beef an Easy Choice
5. Demonstrate Beef's Value (The Operating Committee requested that convenience be added to this priority.)
6. Implement Cohesive Safety Solutions
7. Capitalize on the Power of Lean

The next step will be for staff to begin developing FY 2011 plans with input from contractors and state beef councils

Dan Dierschke moved and Wesley Grau seconded to ratify the actions of the Operating Committee. Motion passed.

## **Status of State Marketing Plans**

Angie Olejnik described briefly the process of reviewing state marketing plans. She also reported that South Carolina's plan had been received since the mailing of the Executive Committee materials. All other marketing plans received had been reviewed and were found to be in compliance with the Act & Order.

## **Status of State Audit Reports**

Angie Olejnik described briefly the process of reviewing state audit reports and stated that all reports that were due had been received.

## **Brand or Trade Name References**

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

- Washington State Beef Commission promotion with Haggen/TOP Foods

Robert Fountain moved and Hank Maxey seconded to ratify the brand or trade name references for this promotion. Motion passed.

## **Acknowledgement Guidelines**

Lynn Heinze, Executive Director of Communications, talked about the Acknowledgement Guidelines (approved by the Executive Committee on 9-20-2007) and the “Best Practices for Building Trust and Ownership in the Beef Checkoff” (approved by the Executive Committee on 9-16-2009).

Chairman Jones asked Craig Shackelford, AMS/USDA, for USDA’s perspective on proper acknowledgement of checkoff funding. Mr. Shackelford stated that USDA has focused on proper acknowledgement and will continue to stay focused on proper acknowledgement of checkoff funding. He also stated that Operating and Executive Committee members have the opportunity and the obligation to ask questions or make comments regarding checkoff acknowledgement.

Mr. Shackelford also reported on the potential for new AMS guidelines for reviewing and approving checkoff documents for compliance with the Act and Order. These new guidelines may require that all documents be reviewed and approved by AMS.

Lynn Heinze also reported the receipt of a memo from Dr. Craig Morris, AMS/USDA, regarding checkoff-sponsored social media web sites which indicated messages placed on social media web sites must be approved in advance by AMS before they can be posted.

## **Producer Communications Update**

Lynn Heinze reported Producer Communications was working closely with BQA and the Issues Management area on several projects. PC was also making a small change in the ad campaign and asked the Executive Committee members to participate in a survey on the new ads.

### **Joint Appointments to Group Leadership**

Chairman Jones indicated the listing of CBB members who were recently appointed to leadership positions on committees and announced the group leadership positions recently appointed were in their meeting materials.

Daryl Berlier Owen moved and Wesley Grau seconded a motion to ratify the officer's recent appointments of Beef Board members to committee and group leadership positions. Motion passed.

### **Long Range Plan**

Chairman Jones reported the CBB and NCBA officers met on March 17 to choose persons to serve on the Long Range Plan. Eighteen persons were selected – 7 producers and 11 from industry and other segments.

### **Other Business**

Executive Committee Chairman Jones stated the future meetings of the Executive Committee would be May 20 in Denver, July 29 in Denver, and September 21 in Denver.

### **Executive Session**

The Committee went into Executive Session at 2:30 p.m.

### **Adjourn**

There being no further business, the meeting adjourned at 4:45 p.m.