

**ADMINISTRATION SUBCOMMITTEE  
BEEF PROMOTION AND RESEARCH BOARD  
HYATT REGENCY HOTEL  
PHOENIX, ARIZONA  
JANUARY 27, 2009**

**Members Attending**

Tom Jones, Chair  
Dianne Kirkbride, Vice Chair  
Virginia Davis  
Robert Fountain, Jr.

Don Hullman  
John Schafer  
Jenny Senn

**Guests Present**

Hughes Abell, CBB  
Dave Bateman, CBB Chairman  
Ann Marie Bosshamer, Nebraska Beef Council  
Laurie Bryant, CBB  
Jeff Clausen, CBB  
Wesley Grau, CBB  
Maralee Johnson, Illinois Beef Association  
Todd Johnson, Kansas Beef Council

Daryl Berlier Owen, CBB  
Dina Reitzel, New Mexico Beef Council  
Don Stewart, CBB  
Wayne Watkinson, Legal Counsel  
Darryl Williams, Massachusetts dairyman  
Lucinda Williams, CBB Vice Chairman  
Ann Wittmann, Wyoming Beef Council  
Chuck Zimmerman, Beef Board Blogger

**Staff Present**

Lynn Heinze, CBB  
Diane Henderson, CBB  
Courtney Kalous, CBB

Angie Olejnik, CBB  
Rich Otley, CBB  
Tom Ramey, CBB

**Call to Order**

Chairman Tom Jones called the meeting to order at 7:05 p.m. Chairman Jones asked for self-introductions.

**Agenda**

John Schafer moved and Don Hullman seconded approval of the agenda as mailed. Motion passed unanimously.

**Minutes**

Dianne Kirkbride moved and Jenny Senn seconded approval of the minutes of the October 17, 2008 subcommittee meeting and the October 24, 2008 subcommittee conference call, as mailed. Motion passed unanimously.

## **Update on Recommendations for Improving the Checkoff**

CBB Chairman Dave Bateman explained that the CBB Executive Committee received the recommendations for checkoff improvements from the Administration Subcommittee in November, then reviewed, made some adjustments, approved and circulated the recommendations to the full Beef Board and other organizations that commented about them throughout the process. He explained that the recommendations would go before the full Beef Board for discussion on January 29, 2009. Chairman Bateman thanked the Administration Subcommittee members for assimilating, reviewing and sorting the recommendations, and then presenting them to the Executive Committee.

John Schafer asked when the recommendations would be posted on a checkoff Web site for public viewing. CBB Director of Communications Lynn Heinze explained that the current recommendations already were posted under the “Publications” tab on the checkoff’s [www.MyBeefCheckoff.com](http://www.MyBeefCheckoff.com) Web site and would be updated according to any changes made by the full Board on January 29, 2009.

## **2009 Administration Budget**

CBB Controller Angie Olejnik explained that the Fiscal 2009 CBB Administration budget represents a \$50,000 decrease from Fiscal 2008, mostly from the CEO and officer travel segments, and is right on target for the year.

## **Discuss Summer Meeting Evaluations**

Chairman Jones announced that the Beef Board received 67 member responses to its 2008 Summer Conference evaluation requests – the highest level ever – and that the bulk of the comments were “pretty positive.” John Schafer pointed out that the evaluation of the hotel service was not very positive and that he hopes that can be worked out before the 2009 conference. Chairman Jones noted that the subcommittee needs to continue to ask CBB members to fill out the evaluations to help with planning of future meetings.

## **Other Business**

- Virginia Davis said it seems that many producers do not understand the process of the CBB for recommending changes to the checkoff. She said that because the recommendations do not match all suggestions that some organizations or individuals made during the process, some people seem to believe that the Administration Subcommittee “did not look at their ideas.” She said she hoped that it would become clear in further review that “we looked at them all.”
- Chairman Jones introduced Courtney Kalous to the subcommittee. Courtney is the newly hired Director of Collections Compliance on the Beef Board staff.

## **Adjourn**

There being no further business, Don Hullman moved and Jenny Senn seconded to adjourn the meeting. Motion passed. The meeting adjourned at 7:25 p.m.