

DRAFT MINUTES

**EXECUTIVE COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
MARRIOTT AIRPORT HOTEL
KANSAS CITY, MISSOURI
MARCH 19, 2009**

Call to Order

Executive Committee Chairman Dan Dierschke called the meeting to order at 12:55 p.m.

Members Present

Dan Dierschke, Chairman
Dave Bateman, Ex-Officio
Laurie Bryant
Virginia Coelho
Robert Fountain, Jr.
Tom Jones, Treasurer

Daryl Berlier Owen
Dan Petersen
Jenny Senn
Myron Williams
Weldon Wynn

Guests Present

John Schafer, CBB
Craig Uden, Federation
Jeff Clausen, CBB
Todd Johnson, KS Beef Council

David Dick, Federation
Scott George, Federation
Craig Shackelford, USDA
Richard Rossier, Legal Counsel

Staff present

Courtney Kalous, CBB
Rich Otley, CBB
Charlotte Coates, CBB

Angie Olejnik, CBB
Tom Ramey, CBB

Quorum

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

Agenda

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

Welcome and Orientation for New Executive Committee Members

Chairman Dierschke asked the Executive Committee members to introduce themselves.

The three new Executive Committee members were recognized:

Dan Petersen, IA, Jenny Senn, SC (Southeast Region), and Weldon Wynn, AR.

Mr. Dierschke asked that any changes or edits to the committee contact list be given to Charlotte Coates.

Tom Ramey reviewed the Board's current policies and procedures and explained the Executive Committee's primary responsibility was to act on behalf of the Beef Board between meetings of the full Board and within policies and guidelines established by the Beef Board. New Executive Committee members received a handbook containing the Executive Committee policies and procedures, and the returning members received updated materials to add to their handbook from the previous year.

Richard Rossier reviewed the fiduciary responsibilities of Executive Committee members, including disclosure of any potential conflicts of interest. Mr. Rossier reminded members that confidentiality of Executive Sessions of the Executive Committee should be observed rigorously.

Minutes

Laurie Bryant moved and Robert Fountain, Jr. seconded approval of the January 28, 2009 meeting minutes as amended. Motion passed.

Financial Report

Tom Jones, CBB Secretary/Treasurer, presented the Beef Board's financial statements for the period ending February 2009. Mr. Jones reported that assessment revenues were still down from last year and were projected to continue declining in line with previous projections.

Operating Committee Report

Operating Committee Chairman, Lucinda Williams, reported the committee had met just prior to the Executive Committee.

Status of State Marketing Plans

Angie Olejnik reported that Vermont had been granted extensions. 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 indicated that Delaware, Maine, Oklahoma, and Vermont had been granted extensions. All other financial statements had been received from the Qualified State Beef Councils for FY 2008.

Travel Expense Reimbursement Policy

Angie Olejnik presented the proposed amendments to the CBB travel expense reimbursement policy as follows:

- Change the person who will have the authority to approve expense reports from the Director of Collections Compliance to the Executive Director of Communications and change the titles of COO to CEO and CFO to Controller to reflect the current CBB positions.
- Amending CBB's policy to disallow reimbursement of alcoholic beverages to be responsive to lower checkoff revenues and checkoff investors' expectation that scarce checkoff resources will not be spent on alcohol.
- Suggesting general amendments under "General Documentation Policies" to make the policy more clear.

Tom Jones moved and Daryl Berlier Owen seconded approval of the amendments to the CBB Reimbursement Policy. Discussion. Motion passed. (Exhibit 1)

Brand or Trade Name References

Rich Otley presented partnership proposals which contained brand or trade name references for the following:

- Washington State Beef Commission promotion with Quality Food Centers
- Washington State Beef Commission promotion with Haggen/TOP Foods
- Pennsylvania Beef Council promotion with Foodmaster Supermarkets, Inc. and Cabot Creamery, and
- Idaho Beef Council promotion with ABC Foods and Oberto Sausage Company.

Myron Williams moved and Weldon Wynn seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Acknowledgement Issue

Rich Otley presented an exception to the Acknowledgement Guidelines from USMEF. USMEF indicated future acknowledgements would be corrected.

The Executive Committee approved the exception by consensus.

Producer Communications Update

Tom Ramey indicated the latest Producer Communications Progress Report was in the March 18-19, 2009 Operating Committee book. He also reported that Producer Communications had committed most of its funds for FY 2009.

Joint Appointments to Group Leadership

Chairman Dierschke 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 books.

Lucinda Williams moved and Tom Jones seconded a motion to ratify the officer's recent appointments of Beef Board members to committee and group leadership positions. Motion passed.

Other Business

Executive Committee Chairman Dierschke stated the future meetings of the Executive Committee would be May 14 in Denver, July 15 in Denver, and September 16 in Denver.

Executive Session

The Committee went into Executive Session at 2:00 p.m.

Adjourn

There being no further business, the meeting adjourned at 3:20 p.m.