

DRAFT MINUTES

EXECUTIVE COMMITTEE BEEF PROMOTION AND RESEARCH BOARD RENAISSANCE HOTEL DENVER, COLORADO MAY 14, 2009

Call to Order

Executive Committee Chairman Dan Dierschke called the meeting to order at 2:10 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
Lucinda Williams
Myron Williams
Weldon Wynn

Guests Present

John Schafer, CBB
Tamara Ogilvie, Federation
Glenda Flora, CBB
Dan Kniffen, CBB
Bruce Hafenfeld, NCBA

David Dick, Federation
Linda Joy Stovall, Federation
Merrill Karlen, CBB
Craig Shackelford, USDA

Staff present

Melissa Slagle, CBB
Courtney Kalous, CBB
Rich Otley, CBB
Charlotte Coates, CBB
Katherine Ayers, Contractor

Diane Henderson, CBB
Angie Olejnik, CBB
Tom Ramey, CBB
Lynn Heinze, CBB

Quorum

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

Agenda

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

Minutes

Myron Williams moved and Jenny Senn seconded a motion to approve the minutes as mailed. Motion passed.

Financial Report

Tom Jones, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending April 2009. Mr. Jones indicated that the budget summary showed the FY 2009 amended budget of \$41.7 million and CBB reserves of \$3 million. He indicated that FY 2010 amended revenue projections were on track and CBB staff would continue to closely monitor the revenue projections.

The Executive Committee asked Courtney Kalous, CBB director of collections compliance, to address the current herd losses and the impact these losses would have on FY 2010 revenues.

Operating Committee Report

Operating Committee Chairman, Lucinda Williams, reported the committee had met just prior to the Executive Committee and recommended the FY 2010 CBB Budget to the full Board for its approval.

Weldon Wynn moved and Robert Fountain, Jr. moved to ratify the actions of the Operating Committee. Motion passed.

Status of State Marketing Plans

Angie Olejnik reported that all 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 Florida and New Jersey had been granted extensions, and reports from California and Hawaii had been received since the printing of the Executive Committee book.

Brand or Trade Name References

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

National Promotions

- Northeast Beef Promotion Initiative with Villa Enterprises to introduce their new Coffee Spice Rubbed Boneless Chuck Roll Ribs at its restaurants.
- The Beef Checkoff Program with Amy Foods, Inc. launching their new Amy's Cheesesteak Eggrolls.
- The Beef Checkoff Program with Nolan Ryan's Guaranteed Tender Meats to promote five new products – Cheeseburger Express Rolls, Philly Cheese Steak Express Rolls, Pot Roast Express Rolls, BBQ Beef Express Rolls and the Italian Beef Meatball Express Rolls.

State Promotions

- Washington State Beef Commission with AB Foods featuring the Double R Ranch Northwest Foods at the “Taste Washington” event.
- Idaho Beef Council with AB Foods, LLC for radio ads featuring Double R Ranch Northwest Beef.
- Washington State Beef Commission with Yoke’s Fresh Markets promoting middle meat cuts.

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

Producer Communications Update

Lynn Heinze, CBB executive director of communications, reported that the communications area was conducting or planning to conduct the following surveys: A survey of the Livestock Marketing Association members about the beef checkoff, a survey of potential contractors to determine advertising opportunities, and with QSBCs requesting feedback on how the new website “MyBeefCheckoff.com” has helped their state programs.

Mr. Heinze also reported that CBB recently received an award from the National Agri-Marketing Association for the new CBB website – MyBeefCheckoff.com.

Other Business

Executive Committee Chairman Dierschke and several Executive Committee members reported hearing positive comments from producers on the Executive Committee’s decision to revise the Travel Reimbursement Policy to eliminate paying for alcoholic beverages.

Chairman Dierschke stated that it was again time for the Executive Committee to make their bi-annual calls to all the Beef Board members and the assigned Beef Board member names would be emailed to them. There would not be a list of questions to ask this time. He reiterated the importance of making the calls to Beef Board members as early as possible and that CBB members look forward to receiving a call from the Executive Committee members. The results of the calls will be reported at the next Executive Committee meeting.

Chairman Dierschke reported the next two meetings of the Executive Committee will be July 15 in Denver and September 16 in Denver.

Executive Session

The Committee went into Executive Session at 2:50 p.m.

Adjourn

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