

## **Joint Veal Committee**

**Ray Krones, Chair**  
**Richard Ayers, Vice Chair**

The Joint Veal Committee meeting was called to order by Chairman Ray Krones on Saturday, July 31, 2010 at 8:00 AM. He welcomed everyone following self introductions. Chairman Krones entertained a motion to approve the minutes of the prior meeting. Motion made by Jerry Groehler, seconded by Clayton Harnish. Motion carried unanimously.

Dean Conklin provided an update on the FY 2010 six month Beef Board evaluation update. Report / evaluation went very well. Ray thanked participating companies/organizations throughout the year for their support of the Checkoff and the veal industry.

Chairman Krones asked Dean Conklin to review the FY 2010 veal program updates. The Committee received updates from Veal Go to Market Strategy team members including Chris Marcocci in retail; Tom Houlton in foodservice; and Beth Anne Mumford (CMA via phone), Hinda Mitchell (CMA) and Charlie Arnot (CMA) in Veal Issues Management and Veal Quality Assurance programs. Each program manager within the Veal Go to Market Strategy team reported successes in retail marketing and foodservice partnerships.

Committee discussed the FY 2011 Authorization Request (AR). Proposed \$600,000 dollar budget – discussion included ‘Veal Big’ Idea Retail Conference which included cross promotion partnerships within the retail channel.

The Committee also discussed requesting an additional \$100,000 for social media expansion (built off of beef program) including YouTube, Facebook, Twitter, MBA program expansion, and other educational cutting videos, etc.

The 2011 AR as presented today was voted upon. Vote passed unanimously. Vice Chairman Richard Ayers closed the meeting with a prayer.

Dean reported that the outlined goals are on track to be completed prior to the end of FY 2010.

Motion was made to adjourn meeting by Jessica Mosner and was seconded by Jurian Bartlese. Meeting was adjourned at 12:10 PM.

Joint Veal Committee Attendees:

Ray Krones, Federation Director  
Richard Ayers, Federation Director  
Mike Lemler, Federation Director  
Jerry Groehler, Federation Director  
Clayton Harnish, Federation Director  
Dan Javor, Federation Director  
Jessica Mosner  
Jurian Bartlese  
Michael Lemler, Federation Director  
Andy Wick, CBB Director  
Elizabeth Dressler, Federation Director  
Arthur Batista, Federation Director  
David Hamilton, Global Consumer Marketing  
Staff/Agency Partners:  
Allison Wenthler, NCBA  
Dean Conklin, NCBA  
Daren Williams, NCBA  
Kim Essex, NCBA  
Tom Houlton, Thomas Marketing Group  
Chris Marcocci, Streetmarc Advertising & Marketing  
Beth Anne Mumford (CC) – CMA  
Hinda Mitchell (CMA)  
Charlie Arnot (CMA)