

July 13, 2011

Executive Committee Holds Teleconference

The Cattlemen's Beef Board Executive Committee held a conference call July 11. The committee heard an update from the Roles and Responsibilities special committee from Chairman Ted Greidanus. Details on the update appear below.

The committee discussed the recent resignation of CBB chair Tom Jones. The CBB bylaws state "in the event of death, resignation, or disqualification of an officer, a successor shall be elected by the Board from members as soon as practical to serve for the remainder of the unexpired term of office" (Article VI, Section 1.4). Vice chair Wesley Grau will serve as the chair until the first convened meeting of the Board at summer conference. During this meeting an election will be held to fill the chair position, as well as any other vacant position that may result from the chair being filled. Nominations will be accepted from the floor for this election. The bylaws also state "no officer may serve more than two consecutive one-year terms in the same office. Service in any office for a period of more than six months shall be considered the same as a one-year term" (Article VI, Section 1.4). Note that anyone elected to serve as chair from summer conference until annual meeting in 2012 will serve seven months, and that will be considered the same as a one-year term.

The committee discussed the proposed bylaw change regarding the nominating committee, which was forwarded to the Board on July 7. Wayne Watkinson, CBB legal counsel, noted that the proposed change would in fact be a bylaw addition, to come under Article IX, which addresses standing committees. The committee directed staff to prepare visual representation of how the nominating committee is currently appointed, and the regional representation of the 2011 committee juxtaposed with the suggested change, so that the Board may understand the current situation and the proposal clearly. The committee further directed staff to include the election of a chair, a discussion of the roles and responsibilities initiative and the proposed bylaw change regarding the nominating committee on the agenda for the business meeting at the CBB Update session, August 3.

Interim CEO Polly Ruhland reported that she and Forrest Roberts, CEO of NCBA, have crafted a memo to serve as an interim joint industry advisory committee coordination agreement. That document now is before the officers of each organization for review. If signed, the agreement would be in place until the roles and responsibilities initiative is concluded and action taken, at which time both organizations would engage in a renegotiation of the complete agreement for the future.

As they do prior to each Board meeting, the executive committee members will be calling each Board member to discuss issues. These calls will be occurring between now and summer conference.

The executive committee will hold another call July 18.

Roles And Responsibilities Special Committee Reports Progress

The special committee held a teleconference on the afternoon of July 11. Each committee member reported reviewing each input letter from industry organizations thoroughly. There were more than 50 letters submitted. Much of the committee discussion focused on recommendation #3. The committee agreed that checkoff committees should have both Federation and CBB representation and therefore

should remain joint committees. The committee believes that state beef councils who wish to submit committee candidates should do so through the Federation. The committee discussed how the chair and vice chair of the committees should be appointed, and agreed that Federation officers should choose Federation committee members and CBB officers should choose CBB members. The committee discussed the idea that the Operating Committee chair and vice chair may appoint the program committee chairs and vice chairs. The committee envisions that all program committee meetings will be open meetings, and an invitation to all industry participants should be issued before each meeting.

The committee discussed the idea that no person serving on the CBB or NCBA officer team, CBB or NCBA executive committee, Operating Committee, Joint Budget Committee, Joint Audit Committee or the Joint Evaluation Committee should serve on program committees.

The committee also discussed recommendation #7 and agreed that CBB and the Federation should work together, following the Industry Long Range Plan, to develop annual priorities. Input on annual priorities should always be solicited from state beef councils as well as all checkoff contractors and potential contractors prior to the beginning of the joint planning process.

The committee discussed the idea that the Joint Evaluation Committee should evaluate all national checkoff programs, and should offer evaluation services to the state beef councils at the invitation of a state beef council.

The committee will meet again July 14 and will report to the executive committee again July 18.

This summary is offered for informational purposes and does not take the place of the meeting minutes, which will be reviewed and acted upon in an upcoming executive committee meeting. Approved minutes of all Beef Board meetings are available at MyBeefCheckoffMeeting.com.