

## **MINUTES**

### **Joint Veal Committee 2008 Cattle Industry Summer Conference Denver, Colorado July 18, 2008**

**Pat Kilsdonk, Chairman  
Ray Krones, Vice Chairman**

#### **Call to Order**

The Joint Veal Committee meeting was called to order by Chairman Pat Kilsdonk at 11:30 a.m.

#### **Minutes and Agenda**

Following introductions, Pat Kilsdonk entertained a motion to approved the minutes of the February 8, 2008 Committee meeting. Action: motion made by Jerry Groehler, seconded by Richard Ayers. Motion: carried unanimously.

The agenda was approved with one additional item retail marketing initiative added by the Chairman.

#### **FY09 AR**

Dean Conklin presented the proposed FY 2009 Veal Marketing and Communications Authorization Request. An alternative approach was suggested by committee members.

Following considerable Committee discussion, the Committee voted to table the recommended FY 2009 Veal Marketing and Communications AR and let staff come back with a revised FY 2009 Veal Authorization Request to address market conditions. Action: Motion made by Michael Mosner, seconded by Joey Garrard, to table the proposed FY 2009 and allow staff time to present a Revised FY 2009 Veal AR. Motion: carried unanimously. Joint Veal Committee Conference Call would be held prior to the August 8, 2008 AR deadline.

#### **Close of Meeting**

Motion made to Adjourn.

**Joint Veal Committee Attendees:**

Pat Kilsdonk, Wisconsin Federation Director  
Ray Krones, Indiana Federation Director  
Dick Ayers, New York Federation Director  
Mike Lemler, California Federation Director  
Michael Mosner, New York Federation Director  
Jerry Groehler, Wisconsin Federation Director  
Clayton Harnish, Pennsylvania Federation Director  
Dan Javor, Michigan Federation Director(via speaker phone)  
Randy Meabon, Beef Board Director  
Sid Sumner, Beef Board Director  
Dan Kniffen, Beef Board Director  
Joey Garrard  
Ross Halkoski  
Junior Graff  
Dan Connor, Vermont Beef Council, Ex Officio  
Dale Bakke, AVA, Ex Officio  
Chip Lines-Burgess, AVA, Ex Officio

Veal Policy Director  
Kim Miller

Non Attendees:  
Jerry Spencer, Texas Federation Director

Staff Attendees:  
Kim Essex  
Rick Husted  
Rose Mosher  
Dean Conklin  
Rich Otley, Beef Board

Consultant/Agency Attendees  
Tom Houlton  
Bob Schafer (via speaker phone)  
Becky Paquette  
Gail Carter  
Eric Nally

Guests:

Steve Kauffman  
Arthur Batista  
Bob Wyands

David Colwell  
Dave Lamb  
Lynn Salimar  
Carol Gillis  
Jean O Toole  
John Freitag  
George Quackenbush  
Jerry White, Penton Publishing  
Eric Roth, R&I/Chain Leader  
Floyd Stoner, R&I/Chain Leader  
Rebecca Roberts, NRN  
Chris Keating, NRN