

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
June 7, 2017

Call to Order

Chairman Ruskamp called the conference call to order at 12:00 p.m. Central Daylight Time.

Members Present

Joan Ruskamp, Chairman
Jared Brackett
Barbara Jacques
Amelia Kent
Bill King

Brett Morris
Paul Moss
Gary Sharp
Don Smith
Richard Winter
Anne Anderson, Ex-Officio

Members Absent

Chuck Coffey

Guests/Staff Present

Mike Dinkel, USDA/AMS
Charlotte Coates, CBB
Paula Waggoner, CBB
Maggie Henton, CBB

Katherine Ayers, CBB
Polly Ruhland, CBB
Wayne Watkinson, Legal Counsel

Quorum

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

Agenda

Don Smith moved and Barbara Jacques seconded to approve the agenda as emailed. Motion approved.

Minutes

Gary Sharp moved and Richard Winter seconded approval of the May 1, 2017 conference call minutes as emailed. Motion approved.

Officer Travel Report

Brett Morris gave a brief report on his May visit to Japan and Korea with the USMEF trade team. He also reported on the May US Meat Export Federation Meetings in Arlington, VA.

Brand or Trade Name References

Chairman Ruskamp inquired if there were any questions regarding the following branded partnership proposal:

State Promotions

- The Washington State Beef Commission requested approval for a partnership with Rosauers Supermarkets.

Don Smith and Jared Brackett seconded a motion to ratify the brand or trade name reference for this promotion. Motion approved.

Revised Acknowledgement Guidelines

CEO Polly Ruhland presented the revisions to the Acknowledgement Guidelines for Executive Committee consideration. The guidelines are being revised for clarification purposes and were also sent to contractors for their input. Following input and approval by the Executive Committee, these guidelines will be sent to USDA for their review and approval. These guidelines are also part of the Operating Committee Agreement with contractors.

Gary Sharp moved and Don Smith seconded to approve the revisions to the Acknowledgement Guidelines. Motion passed.

Pre-Conference EC Calls to the Board

Chairman Ruskamp informed the committee that the call lists would be sent to committee members following today's call. The committee discussed topics for common questions that could be asked of each CBB member

Other Business

CBB legal counsel, Wayne Watkinson, updated the committee on the Montana and Utah lawsuits.

Chairman Ruskamp indicated that the next Executive Committee meeting would be on July 5, 2017, if needed. The next face-to-face meeting is scheduled for July 12, 2017 in Denver during the Summer Business Meeting.

Executive Session

The Committee went into Executive Session at 12:30 p.m. and adjourned into open session at 12:40 p.m.

Adjourn

Amelia Kent moved and Bill King seconded to adjourn at 12:40 p.m. Central Daylight Time.