

**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
PHOENIX CONVENTION CENTER  
PHOENIX, ARIZONA  
January 31, 2018**

**Call to Order**

Executive Committee Chairman Joan Ruskamp called the meeting to order at 4:30 p.m. and welcomed new CEO Scott Stuart.

**Members Present**

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

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

**Guests/Staff Present**

Mike Dinkel, USDA/AMS  
Katherine Ayers, CBB  
Dean Oyster, CBB  
Scott Stuart, CBB  
Paula Waggoner, CBB  
Chad Smith, CBB  
Angie Snyder, USDA/AMS

Kahl Sesker, USDA/AMS  
Charlotte Coates, CBB  
Wayne Watkinson, Legal Counsel  
Sara Burstein, Legal Counsel  
Maggie Henton, CBB  
Courtney Kalous, CBB

**Quorum**

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

**CBB Nominating Committee Report**

Beef Board Chairman Brett Morris reported the CBB Nominating Committee interviewed twenty-two candidates and commended the nominating committee members for their hard work. The nominating committee presents the following slate of candidates for 2018:

**CBB Chairman**

Joan Ruskamp, Nebraska

**CBB Vice Chairman**

Chuck Coffey, Oklahoma

**CBB Secretary/Treasurer**

Jared Brackett, Idaho

**CBB Executive Committee**

Amelia Kent, Louisiana  
Bill King, New Mexico  
Jana Malot, Pennsylvania

**CBB Operating Committee**

Tammy Basel, South Dakota  
Ken Blight, Michigan  
Rich Brown, New York

Paul Moss, Tennessee  
Jack Parent, Vermont  
Irv Petsch, Wyoming  
Don Smith, Texas  
Rob Von der Lieth, California

Bob Mitchell, Wisconsin  
Hugh Sanburg, Colorado  
Mike Smith, California  
Janna Stubbs, Texas

**Agenda**

Brett Morris moved and Gary Sharp seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Chuck Coffey moved and Barbara Jacques seconded approval of the December 11, 2017 meeting minutes as emailed. Motion approved.

**NCBA's Executive Committee Meeting**

Executive Committee Chairman Ruskamp reported that the officers attended the National Cattlemen's Executive Committee meeting on Jan. 30, 2018.

**Financial Report**

CBB Treasurer Chuck Coffey presented an overview of CBB's financial statements through December 2017. Mr. Coffey reported that year-to-date revenues in 2017 are slightly less than last year.

**FY 2018 Budget Amendment**

CBB Treasurer Chuck Coffey presented a proposed budget amendment to the FY 2018 CBB budget for an increase of \$350,000 to the USDA oversight category. The monies are proposed to be moved from the unappropriated funds into the USDA oversight fund category.

Chuck Coffey moved and Brett Morris seconded to recommend the FY 2018 budget amendment to the full Board for its approval. Discussion. Motion passed.

**Brand or Trade Name Reference Report**

Chairman Ruskamp presented partnership proposals that contained brand or trade name references for the following:

National Promotions

- The Beef Checkoff Program requested approval for a partnership with Frito Lay
- The Beef Checkoff Program requested approval for a partnership with Oberto

State Promotions

- The New York Beef Council requested approval for a partnership with Marcho Farm and Moyer Beef

- The South Dakota Beef Industry Council requested approval for a partnership with Jack Links

Jared Brackett moved and Paul Moss seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

### **Status of State Marketing Plans and Audit Reports**

Dean Oyster reported that all audit reports were received on time or had been granted time extensions. Those received have been reviewed and were found to be in compliance with the Act & Order. Mr. Oyster also reported that all state marketing plans were received, reviewed and found to be in compliance with the Act & Order.

### **Producer Attitude Survey Results**

Maggie Henton presented results of the most recent Producer Attitude Survey.

### **Executive Committee Calls to CBB Members**

Executive Committee members reported the results of their calls to CBB members.

### **Executive Session**

The Committee went into Executive Session at 5:25 p.m. and adjourned into open session at 6:15 p.m.

Chairman Ruskamp thanked all the Executive Committee members for a great year.

### **Adjourn**

There being no further business, the meeting adjourned at 6:15 p.m.

**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
CONFERENCE CALL  
March 8, 2018**

**Call to Order**

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

**Members Present**

Chuck Coffey, Chairman  
Amelia Kent  
Bill King  
Jana Malot  
Paul Moss

Jack Parent  
Irv Petsch  
Joan Ruskamp  
Don Smith  
Rob Von Der Lieth  
Brett Morris, Ex-Officio

**Members Absent**

Jared Brackett

**Guests/Staff Present**

Mike Dinkel, USDA/AMS  
Charlotte Coates, CBB  
Dean Oyster, CBB  
Sara Burstein, Legal Counsel

Katherine Ayers, CBB  
Scott Stuart, CBB  
Amy Jones, Legal Counsel

**Quorum**

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

**Agenda**

Don Smith moved and Amelia Kent seconded to approve the agenda as emailed. Motion approved.

**Officer/CEO Travel Report**

CEO Scott Stuart and Chairman Joan Ruskamp gave a brief report on their attendance at the 2018 Meat Conference in Nashville, TN.

Mr. Stuart also reported he visited the legal offices of Watkinson Miller and visited with several key personnel at USDA/AMS. He also stated he had attended the Beef Safety Summit.

**Litigation Update**

CBB legal counsel, Amy Jones, updated the committee on the Montana and Utah lawsuits.

**FOIA Update**

CBB legal counsel, Amy Jones, reported there was a status hearing scheduled for April 2 regarding the OCM Freedom of Information Act request.

**Executive Session**

The Committee went into Executive Session at 12:25 p.m. and adjourned into open session at 12:45 p.m.

**Adjourn**

Don Smith moved and Amelia Kent seconded to adjourn at 12:45 p.m. Central Time.

**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
EMBASSY SUITES HOTEL  
DENVER, COLORADO  
March 14, 2018**

**Call to Order**

Executive Committee Chairman Chuck Coffey called the meeting to order at 8:00 a.m.

**Members Present**

Chuck Coffey, Chairman  
Jared Brackett  
Bill King  
Jana Malot  
Brett Morris  
Paul Moss

Jack Parent  
Irv Petsch  
Joan Ruskamp  
Don Smith  
Rob Von Der Lieth

**Members Absent**

Amelia Kent

**Guests/Staff Present**

Mike Dinkel, USDA/AMS  
Katherine Ayers, CBB  
Chad Smith, CBB  
Scott Stuart, CBB  
Alex Menendez, Legal Counsel

Maggie Henton, CBB  
Paula Waggoner, CBB  
Charlotte Coates, CBB  
Dean Oyster, CBB

**Quorum**

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

**Agenda**

Brett Morris moved and Irv Petsch seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Bill King moved and Rob Von Der Lieth seconded approval of the January 31 meeting and the March 8, 2018 conference call minutes. Motion approved.

### **Operating Committee Report**

Operating Committee Chairman Joan Ruskamp reported the Operating Committee met prior to the Executive Committee. The Operating Committee ratified the minutes from the Evaluation Committee meeting and approved the FY 2019 AR format.

Jana Malot moved and Bill King seconded to ratify the actions of the Operating Committee. Motion approved.

### **Financial Report**

Jared Brackett, CBB secretary/treasurer, presented the Beef Board's financial statements for the period ending February 2018 and reported that the Board's assessment revenues for the first five months were slightly higher than the assessment revenues for the first five months of FY 2017.

### **Committee Assignments**

Beef Board Chairman Ruskamp reported that Torri Lienemann has been appointed as the CBB co-chair of the Nutrition & Health Committee to replace CBB Secretary Treasurer Jared Brackett. The officers appointed the following persons to the Budget & Audit Committee:

Rob Von Der Leith, Chairman, CA; Larry Cunningham, Vice Chairman, TN; Kent Bamford, CO; Dave Edmiston, TX; Jim Eschliman, NE; Bill King, NM; C.W. Senn, SC; and Norman Voyles, IN.

### **Brand or Trade Name References**

Chairman Coffey presented partnership proposals that contained brand or trade name references for the following:

#### National Promotions

- The Beef Checkoff Program requested approval for a partnership with Parker-Migliorini International
- The Beef Checkoff Program requested approval for a partnership with the Mushroom Council

#### State Promotions

- The Minnesota Beef Council requested approval for a partnership with No Name Steaks
- The Washington State Beef Commission requested approval for two partnerships - Haggen Beef and St. Helens Premium Angus Beef
- The New York Beef Council requested approval for a partnership with Strassburger Steaks

Don Smith moved and Irv Petsch seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

**Status of State Marketing Plans and Audit Reports**

Dean Oyster reported that all audit reports were received on time or had been granted time extensions. Those received have been reviewed and were found to be in compliance with the Act & Order. Mr. Oyster reported that all marketing plans were received, reviewed and found to be in compliance with the Act & Order.

**Winter Convention Debrief**

The Executive Committee discussed the Board survey results from the 2018 Winter Convention.

**Other Business**

Following a discussion of the importance of the Executive Committee being in frequent communication, the Executive Committee agreed to hold a conference call on the second Wednesday of each month, beginning in April.

**Executive Session**

Bill King moved and Irv Petsch seconded to move into Executive Session. The Committee went into Executive Session at 8:45 a.m. and adjourned into open session at 9:10 a.m.

**Adjourn**

There being no further business Rob Von Der Lieth moved and Paul Moss seconded to adjourn the meeting at 9:10 a.m.



**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
CONFERENCE CALL  
April 11, 2018**

**Call to Order**

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

**Members Present**

Chuck Coffey, Chairman  
Jared Brackett  
Amelia Kent  
Bill King  
Jana Malot  
Paul Moss

Jack Parent  
Irv Petsch  
Joan Ruskamp  
Don Smith  
Rob Von Der Lieth  
Brett Morris, Ex-Officio

**Guests/Staff Present**

Mike Dinkel, USDA/AMS  
Charlotte Coates, CBB  
Dean Oyster, CBB

Katherine Ayers, CBB  
Scott Stuart, CBB  
Deb Harshman, CBB

**Quorum**

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

**Agenda**

Brett Morris moved and Jana Malot seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Don Smith moved and Irv Petsch seconded approval of the March 14, 2018 meeting minutes as emailed. Motion approved.

**Introduction of New CFO**

CEO Scott Stuart introduced Deb Harshman as the new Chief Financial Officer, effective April 2, 2018.

**Officer/CEO Travel Report**

Chair Joan Ruskamp gave a brief report on her participation at the Veal Summit in Pennsylvania and the NIAA meeting in Atlanta, GA.

Executive Committee Chair Chuck Coffey and CEO Scott Stuart attended the USMEF Strategic Planning Session in Denver.

**Litigation Update**

Scott Stuart updated the committee on the Montana lawsuit.

**Next Meeting**

The next Executive Committee conference call is scheduled for May 1, immediately following the Operating Committee call.

**Executive Session**

Amelia Kent moved and Rob Von Der Lieth seconded to move into Executive Session. Motion approved.

The Committee went into Executive Session at 12:20 p.m. and adjourned into open session at 12:25 p.m.

**Adjourn**

Don Smith moved and Jana Malot seconded to adjourn at 12:25 p.m. Central Time.

**EXECUTIVE COMMITTEE MINUTES  
BEEF PROMOTION AND RESEARCH BOARD  
CONFERENCE CALL  
May 1, 2018**

**Call to Order**

Chairman Coffey called the conference call to order at 12:40 p.m. Central Time.

**Members Present**

Chuck Coffey, Chairman  
Jared Brackett  
Amelia Kent  
Bill King  
Paul Moss

Jack Parent  
Irv Petsch  
Joan Ruskamp  
Don Smith  
Brett Morris, Ex-Officio

**Members Absent**

Jana Malot

Rob Von Der Lieth

**Guests/Staff Present**

Kahl Sesker, USDA/AMS  
Charlotte Coates, CBB  
Dean Oyster, CBB  
Chad Smith, CBB

Paula Waggoner, CBB  
Scott Stuart, CBB  
Deb Harshman, CBB  
Wayne Watkinson, Legal Counsel

**Quorum**

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

**Agenda**

Don Smith moved and Jack Parent seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Amelia Kent moved and Irv Petsch seconded approval of the April 11, 2018 meeting minutes as emailed. Motion approved.

**Revenue Update**

Jared Brackett, CBB secretary/treasurer, stated that during its April meeting, the CBB Budget & Audit Committee recommended the projected budget for FY 2019 in the amount of \$41,852,000 which includes the FY 2019 program budget of \$38,998,900 and the USDA Oversight and Administration budgets in the amount of \$2,053,100 and \$800,000, respectively.

**Operating Committee Report**

Operating Committee Chairman Joan Ruskamp reported the Operating Committee had met prior to the Executive Committee and noted that most Executive Committee members were present on the Operating Committee call to hear the business conducted.

Joan Ruskamp moved and Jack Parent seconded to recommend a FY 2019 Cattlemen's Beef Board budget of \$41,852,000 including the program budget recommended by the Operating Committee of \$38,998,900, the administration budget of \$2,053,100 and USDA Oversight budget of \$800,000, to the full Board during summer conference. Motion approved.

Jared Brackett moved and Amelia Kent seconded to ratify the actions of the Operating Committee. Motion approved

**Next Meeting**

The next Executive Committee conference call is scheduled for June 13, 2018 at noon Central Time.

**Executive Session**

Amelia Kent moved and Jack Parent seconded to move into Executive Session. Motion approved.

The Committee went into Executive Session at 12:50 p.m. and adjourned into open session at 1:00 p.m.

**Adjourn**

Don Smith moved and Joan Ruskamp seconded to adjourn at 1:00 p.m. Central Time.

**DRAFT**  
**EXECUTIVE COMMITTEE MINUTES**  
**BEEF PROMOTION AND RESEARCH BOARD**  
**CONFERENCE CALL**  
**June 13, 2018**

**Call to Order**

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

**Members Present**

Chuck Coffey, Chairman  
Jared Brackett  
Amelia Kent  
Bill King  
Jana Malot  
Paul Moss

Jack Parent  
Irv Petsch  
Joan Ruskamp  
Don Smith  
Rob Von Der Lieth

**Members Absent**

Brett Morris, Ex-Officio

**Guests/Staff Present**

Hugh Sanburg, CBB  
Mike Dinkel & Kahl Sesker, USDA/AMS  
Charlotte Coates, CBB  
Dean Oyster, CBB  
Chad Smith, CBB

Maggie Henton, CBB  
Paula Waggoner, CBB  
Scott Stuart, CBB  
Deb Harshman, CBB  
Amy Jones, Legal Counsel

**Quorum**

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

**Agenda**

Rob Von Der Lieth moved and Irv Petsch seconded to approve the agenda as emailed. Motion approved.

**Minutes**

Don Smith moved and Rob Von Der Lieth seconded approval of the April 11, 2018 meeting minutes as emailed. Motion approved.

**Officer/CEO Travel Update**

Hugh Sanburg, Co-Chair of the Export Growth Committee, reported on the USMEF/World Meat Congress held in Dallas in late May.

CBB chairman Joan Ruskamp and CEO Scott Stuart reported on their recent overseas trip to Beijing and Tokyo and the LMA meeting in Iowa.

Chuck Coffey and Jared Brackett also attended the USMEF/World Meat Congress in Dallas along with Ms. Ruskamp and Mr. Stuart.

**Brand or Trade Name References**

Chairman Coffey presented partnership proposals that contained brand or trade name references for the following:

State Promotions

- The Wisconsin Beef Council requested approval for a partnership with JBS
- The Washington State Beef Commission requested approval for two partnerships – Certified Angus Beef and AB Foods

Jack Parent moved and Rob Von Der Lieth seconded a motion to ratify the brand or trade name references for these promotions. Motion approved.

**Producer Communications Update**

Communications Manager, Maggie Henton, reported that the Investor Relations Task Force had chosen Swanson Russel as the new agency to work on producer communications. Swanson Russell was selected from a pool of sixteen respondents to the Request for Proposal process.

**Pre-Conference EC Calls to the Board**

Chairman Coffey informed the committee that the call lists would be sent to committee members in early July. The committee discussed topics for common questions that could be asked of each CBB member

**Next Meeting**

The next Executive Committee conference call, if needed, is scheduled for July 11, 2018 at noon.

**Executive Session**

Bill King moved and Irv Petsch seconded to move into Executive Session. Motion approved.

The Committee went into Executive Session at 12:35 p.m. and adjourned into open session at 1:00 p.m.

**Adjourn**

Don Smith moved and Jana Malot seconded to adjourn at 1:00 p.m. Central Time.