

DRAFT
EXECUTIVE COMMITTEE MINUTES
BEEF PROMOTION AND RESEARCH BOARD
CONFERENCE CALL
December 19, 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
Brett Morris, Ex-Officio

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

Guests/Staff Present

Kahl Sesker, USDA/AMS
Charlotte Coates, CBB
Wayne Watkinson, Legal Counsel

Deb Harshman, CBB
Scott Stuart, CBB
Cyndi Heimerich, CBB

Quorum

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

Agenda

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

Minutes

Don Smith moved and Paul Moss seconded approval of the October 17, 2018 meeting minutes as emailed. Motion approved.

Officer/CEO Travel Update

CEO Scott Stuart reported he and other commodity board representatives met with several AMS/USDA and Office of General Council (OGC) personnel to discuss the proposed revised AMS Guidelines. Mr. Stuart reported he met with AMS and OGC representatives again this week.

CBB chairman Joan Ruskamp and immediate past chairman Brett Morris attended the Antibiotic Symposium in Overland Park, Kansas on Nov. 13-14. All of the CBB officers attended the Committee Co-Chair Leadership Summit in Denver on Dec. 11-12. CBB Vice Chairman Chuck

Coffey participated in the Sustainability Workshop in Denver on Oct. 22-23, and CBB Secretary Treasurer Jared Brackett did numerous interviews when he attended the National Association of Farm Broadcasters event in Kansas City on Nov. 7-8. Chairman Ruskamp, Vice Chairman Coffey, and immediate past chairman Brett Morris attended the USMF meeting in Long Beach, CA on Nov. 6-8. Chairman Ruskamp will be speaking at the American Farm Bureau convention in New Orleans on January 13, 2019.

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 Cargill Sterling Silver
- The Beef Checkoff Program requested approval for a partnership with High River Angus

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

Pre-Conference EC Calls to the Board

Chairman Coffey informed the committee that the call lists would be sent to committee members in early January.

Staff Updates

CEO Scott Stuart introduced Cyndi Heimerich, the newly hired Executive Assistant. Mr. Stuart stated that Sarah Metzler, newly hired Manager of Communications was working on rolling out the new checkoff campaign. And also reported that Jeff Lutz, Financial Compliance Manager, who started in late October, is training with Dean Oyster who is retiring in early 2019.

Legal Update

Wayne Watkinson updated the committee on the legal issues regarding the Montana Beef Council and that the Board was responding to discovery requests. Mr. Stuart stated the discovery process would be ongoing until March 2019.

Next Meeting

The next Executive Committee meeting is scheduled for Jan. 30, 2019 in New Orleans, LA.

Executive Session

Jana Malot moved and Amelia Kent 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 12:45 p.m.

Adjourn

Rob Von Der Lieth moved and Amelia Kent seconded to adjourn at 12:45 p.m. Central Time.