



Funded by the Beef Checkoff.

# INNOVATION COMMITTEE DRAFT MEETING MINUTES

## 2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom G

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

Ted Reichmann, Co-Chairman (C)

Buck Wehrbein, Co-Chairman (F)

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Purpose Statement:</b> | To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Attendees (##):</b>    | Ted Reichmann, Joan Ruskamp, Tammy Basel, Katie Cooper, Stephanie Dykshorn, Dan Ehrlich, Raymond Erbele, Jim Eschliman, Cindy Greiman, Steve Hobbs, Bruce Jackson, Dwain Johnson, Bill King, Kristy Lage, Richard McElhaneyl, Beth Patterson, Tim Pennell, Jenni Peters, Herbert Rhodes, C W Senn Jr, Rob Williams, Buck Wehrbein, Scott Barao, Valerie Bass, Nancy Jo Bateman, Erin Beasley, Bridget Bingham, Chip Morgan, Dale Sandlin, Brent Tanner, Jeff Johnson, Joe Horstman, Dean Black, Larry Jones, Kyra O'Brien, John Thompson, Dale Oeschger, Keith Baxter, Andy Kellom, Steve Hanson, Jamie Graham, Becca McMillan, Mark Pendleton, Katie Brenny, Steve Walker, Sallie Miller, Laurie Johnson, Bryan Forester, Mark Gwin, Arin Crooks |
| <b>NCBA Staff (##):</b>   | Shenoa French, Season Solorio, Meghan Pusey, Laura Hagen, Bridget Wasser, Rick Husted, Taelor Burhoe, Alison Krebs, Jason Jerome, Hillary Makens, Steve Wald, Ashley Russell (VML agency), Tanner Rogers-Goode (VML agency),                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

### Checkoff Committee Meetings – Part I

#### Welcome/Call to Order/Introductions

Call to order by Buck Wehrbein and Co Chair Ted Reichmann. Committee introductions from the group

#### Approve Agenda and Minutes

Ted asked for motion to approve the agenda, motion by Katie Brenny, second Steve Hanson. Motion passed.

Ted called for the motion to approve the minutes from Annual Meeting, motion made by Jim Eschilman, second by Bruce Jackson. Motion passed.

#### Review Purpose and Ground Rules/Today's Goal

#### Review AR Process and Tactic Scoring and Desired Outcome

#### Contractors Present FY2019 ARs

Rick Husted - NCBA

1911-F Channel Intelligence



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1911-G Foundational Market Research

1911-H Key Topics

Took questions from the audience

Season Solorio-NCBA

Research Tactic C - Product Quality and technical Expertise

Research Tactic D - Culinary

Promotion Tactic A - “Beef. Its what’s for Dinner” marketing

Promotion Tactic B - Social media

Consumer Information Tactic A-

Consumer Information Tactic B- Supply Chain Outreach and Engagement

Took questions from the audience

NAMI presented on the following tactics - Eric

1900-P Processed beef

1901-P Veal

Took questions from the audience

## **Wrap Up and Next Steps**

Ted asked that all green sheets are handed in, keep blue for questions.

## **Adjourn**

Motion to Adjourn made by Steve Hanson, Second by Katie Brinny. Motion passed.

## **Checkoff Committee Meetings – Part II**

### **Welcome/Call to Order**

Meeting was called to order by Buck

### **Committee’s Comments for Operating Committee**

To possible include the budgets within the Ars more clearly

### **Engage Contractors for Additional Information Specific to ARs**

Had questions and comments for NCBA - Rick Husted and Seasons Solorio. Had questions and comments for NAMI - Eric

### **AR Tactic Scoring Alignment**

All tactics scored, and comments were reached on a consensus basis buy the committee

## **Wrap-up and Next Steps**

## **Adjourn**

Motion to adjourn made by John Thompson, second by Bruck Jackson. Motion passed.