

**Draft**  
**EXECUTIVE COMMITTEE MINUTES**  
**BEEF PROMOTION AND RESEARCH BOARD**  
**ERNEST N. MORIAL CONVENTION CENTER**  
**NEW ORLEANS, LOUISIANA**  
**Wednesday, January 30, 2019**

**Call to Order**

Executive Committee Chairman Chuck Coffey called the meeting to order at 4:06 p.m. and introduced guests.

**Members Present**

Brett Morris  
Jared Brackett  
Chuck Coffey, Chairman  
Amelia Kent  
Bill King

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

**Members Absent**

Jana Malot

Paul Moss

**Guests/Staff Present**

Kahl Sesker, USDA/AMS  
Wayne Watkinson, Legal Counsel  
Dean Oyster, CBB  
Scott Stuart, CBB  
Jeff Lutz, CBB  
Chad Smith, CBB  
Charlotte Coates, CBB

Cyndi Heimerich, CBB  
Sarah Metzler, CBB  
Jennifer Porter, USDA/AMS  
Melissa Bailey, USDA/AMS

**Quorum**

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

**Agenda**

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

## **Minutes**

Don Smith moved and Jack Parent seconded approval of the December 19, 2018 meeting minutes as emailed. Motion approved.

## **Financial Report**

CBB Treasurer Jared Brackett presented an overview of CBB's financial statements through December 2018.

## **NCBA's Executive Committee Meeting**

Jared Brackett reported that the officers attended the National Cattlemen's Executive Committee meeting on January 29, 2019.

## **Affirm Immediate Past CBB Chairman's Ex-Officio Status**

Bill King moved and Amelia Kent seconded to accept the recommendation to invite immediate past CBB Chairman Joan Ruskamp to participate in all 2019 Executive Committee meetings in an advisory, non-voting capacity. Motion passed.

## **Brand or Trade Name Reference Report**

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 Jack Links

### State Promotions

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

Jack Parent moved and Irv Petsch 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. 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**

Sarah Metzler 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.

### **Other Business**

Wayne Watkinson provided a legal update and noted no pending FOIA's at this time.

EC Conference calls will begin in April on the 2<sup>nd</sup> Wednesday of each month. Executive & Operating Committee orientation/meetings will be March 12-13, 2019 in Denver. New Member orientation is March 13-14, 2019 in Denver.

### **Executive Session**

The Committee went into Executive Session at 5:30 p.m. and adjourned into open session at 6:20 p.m.

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

### **Adjourn**

There being no further business, the meeting adjourned at 6:20 p.m.