

Draft Minutes
Investor Relations Working Group Minutes
Thursday, January 31, 2019
4:30 p.m. – 6:00 p.m.
New Orleans, Louisiana

Members Present

Brian Malaer, Co-Chair	Glenn Payne, Co-Chair
Valerie Bass	Dean Black
Jamie Graham	Larry Jefcoat
Amelia Kent	Nathan Martin
Kiley Martinell	Wally Schulthess
Jo Stanko	Kevin Thielen
Richard Wortham	

Committee staff

Chad Smith, CBB

Call to order

Brian Malaer called the meeting to order at 4:30 p.m. Introductions were made.

Approval of Agenda

Brian asked the committee for any edits to the agenda. A request for correction to change item 5 on the agenda to read FY2020 Strategic Direction Discussion. Nathan Martin moved to approve the agenda with the correction to item 5. Jo Stanko seconded. Motion passed.

Approval of Minutes

Glenn Payne asked for any edits to the summer conference minutes. Dean Black moved to approve the minutes as presented. Nathan Martin seconded. Motion passed.

Review Purpose Statement

Brian and Glenn presented the working group's current purpose statement for review and discussion. After discussion, no changes were requested.

FY2020 Strategic Direction Setting

Glenn reviewed the priority setting process. The role of the committee is to set strategic direction to guide contractors in the creation of Authorization Requests (ARs) under the working group's purview. A list of strategic initiatives from the Long Range Plan and the Beef Checkoff committees was shared.

Producer Attitude Survey

Brian introduced Sarah Metzler, CBB Director of Organizational Communications, to share the results of the recent Producer Attitude Survey. Brian thanked Sarah for her presentation.

Producer Communications Program Update

Glenn introduced Sarah Metzler, CBB Director of Organizational Communications, to share Producer Communications Program Updates.

Other Business

No other business came before the committee.

Adjourn

The meeting of the Investor Relations Working Group adjourned at 5:55 p.m.