



Funded by the Beef Checkoff.

INVESTOR RELATIONS WORKING GROUP DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Capitol Ballroom 5-6

Friday, August 3, 2018 • 12:30 PM – 3:00 PM

Jo Stanko: Co-Chairman (C)

Kristin Larson: Co-Chairman (F)

Purpose Statement:	Develop strategies that communicate checkoff-funded program results, educate, and build relationships with checkoff investors to gain a better understanding of the Beef Checkoff Program.
Attendance:	Members Present: Jo Stanko, Co-Chairman, Valerie Bass, Joel Beverly, Dean Black, Suzanne Geppert, Jamie Graham, Larry Jefcoat, Amelia Kent, Brian Malaer, Nathan Martin, Paul Moss, Glenn Payne, Wally Schulthess, Kevin Thielen, Richard Wortham Members Absent: Kristin Larson, Co-Chairman
Staff Liaison:	Courtney Kalous, CBB

Call to Order/Welcome/Introductions

Jo Stanko called the meeting to order at 12:30 p.m. and led introductions.

Approval of Agenda

Jo presented the agenda for approval. Nathan Martin moved to approve the agenda as presented. Brian Malaer seconded. Motion passed.

Approval of Minutes

Jo presented the minutes from the meeting on February 2, 2018. Brian Malaer moved to approve the minutes as presented. Wally Schulthess seconded. Motion passed.

Producer Communications Program Review Report Overview – *David Rockland, Ph. D, Sarah Dutton & Emily Peet*

Jo introduced David Rockland, Ph. D, Sarah Dutton, and Emily Peet from Rockland Dutton Research & Consulting to present the review of the Producer Communications Program commissioned by the Evaluation Advisory Committee. There was various discussion after the presentation.

Presentation of Proposed Producer Communications FY 2019 AR

Jo introduced Maggie Henton, CBB Communications Manager, to present the proposed fiscal 2019 Producer Communications Authorization Request (AR). There were questions and discussion.

Discussion and Committee Score Card Exercise

Jo shared an overview of the scoring process. After the votes were tallied, the average score for each of the three tactics presented was announced. The working group members discussed comments for each tactic and general comments for the overall AR. Jamie Graham moved to approve the average scores and comments as presented on screen. Amelia Kent seconded. Motion passed.

Other Business

No other business came before the working group.

Adjourn

The meeting adjourned at 2:59 p.m.