

Draft Minutes
Investor Relations Working Group Webinar
January 24, 2017

1. Call to Order/Welcome

Co-chairman Jo Stanko called the meeting to order at 10:29 a.m. MTN

A. Introductions

Co-Chair Stanko requested brief introductions of Working Group members, communication staff and Sandbox members

Members Present

- Jo Stanko, CBB
- Kristin Larson, Federation
- Paul Looney, CBB
- Paul Moss, CBB
- Wally Schulthess, CBB
- Dean Black, Federation
- Dan Hinman, Federation
- Nathan Martin, Federation
- Valerie Bass, SBC Executive
- Richard Wortham, SBC Executive
- Kevin Thielen, SBC Executive
- Amelia Kent, CBB

Producer Communication Staff Present

- Diane Henderson
- Polly Ruhland
- Maggie Henton
- Suzi Sutton-Vermeulen
- Dal Grooms
- Melissa Jackson

Members Absent

- Larry Jefcoat, CBB
- Betts Berry, Federation
- Glenn Payne, Federation
- Suzanne Geppert, SBC Executive

B. Approve Agenda

Nathan Martin motioned to approve the agenda, second by Paul Moss. Motion passed.

C. Approve Minutes

Nathan Martin motioned to approve the minutes from July 15, 2016 summer conference meeting. Second by Paul Moss. Motion passed.

2. Review Purpose Statement

Co-chair Larson reviewed the purpose statement with the working group. No additional discussion or requested revisions.

3. Homework Review

Co-chairs Larson and Stanko requested that members provide feedback to a two-part homework assignment.

- Part I: Please list three questions or misconceptions about the Beef Checkoff Program that you have heard most often in your recent dealings or discussions with other beef producers.
- Part II: Please write the answer to the three questions you've presented above.

Homework results were compiled into a concise summary and discussed.

4. 2016 Evaluation Report

Co-chair Larson introduced CBB Chief Executive Officer Polly Ruhland, who discussed the results of the 2016 Evaluation Report, provided a review of the PC AR, and provided an update of the 2017 Producer Attitude Survey (PAS). The results of the PAS will be made available to the public at the 2017 Winter Convention.

5. Update on 2017 PC Efforts

Co-chair Stanko introduced Sandbox Representative Suzi Sutton-Vermeulen, who provided an update on the efforts of the 2017 PC AR.

6. IRWG Leading Checkoff Engagement

Co-chair Larson introduced CBB Communications Manager Diane Henderson, who provided commentary on how the members of this working group can lead checkoff engagement.

7. Homework Part II

Co-chair Stanko reviewed the second part of the working group's homework responsibilities. During Winter Convention in Nashville group members are to seek out common misconceptions about the checkoff with other producers.

8. Reconvene Meeting

Next meeting date will be Feb. 21, 2017.

9. Meeting Adjourned

Dean Black motioned to adjourn the meeting until 2/21/17, second by Paul Looney. Motion Passes.

Draft Minutes
Investor Relations Working Group Webinar
February 21, 2017

1. Call to Order/Welcome

Co-chair Stanko called the meeting to order at 9:12 a.m. MTN

A. Introductions

Co-chair Stanko requested brief introductions of Working Group members, communication staff and Sandbox members

Members Present

- Jo Stanko, CBB
- Larry Jefcoat, CBB
- Wally Schulthess, CBB
- Dan Hinman, Federation
- Valerie Bass, SBC Executive
- Kevin Thielen, SBC Executive
- Amelia Kent, CBB

Producer Communication Staff Present

- Polly Ruhland
- Maggie Henton
- Suzi Sutton-Vermeulen
- Dal Grooms
- Melissa Jackson
- Lynn Heinze

Members Absent

- Betts Berry, Federation
- Glenn Payne, Federation
- Suzanne Geppert, SBC Executive
- Kristin Larson, Federation
- Paul Looney, CBB
- Paul Moss, CBB
- Dean Black, Federation
- Nathan Martin, Federation
- Richard Wortham, SBC Executive

Meeting did not make quorum, no voting was allowed. Group available agreed to hold an email vote about proposed group priorities for FY18.

On May 15, 2017, an email request was sent for a vote in favor of the FY18 proposed priorities:

- An integrated communication program that delivers more relevant information and calls-to-action to targeted producer segments

- Industry organizations and their leadership motivated and equipped to serve as conduits of checkoff information
- National PC team and state beef councils seamlessly delivering consistent, cohesive communications to checkoff investors

Vote passes with nine votes in favor of the proposed priorities, three absent votes.