

Innovation Committee Minutes

2017 Cattle Industry Summer Business Meeting
Hyatt Regency at the Colorado Convention Center
Denver, Colorado
July 13, 2017 2:00 pm – 6:00 pm

Sarah Childs, Co-Chairman
Buck Wehrbein, Co-Chairman

Mission Statement:	To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.
Members (32):	Sarah Childs, Buck Wehrbein, Angie Meyer, Barbara Jacques, Beth Patterson, Bill King, Bill McDonald, Brent Tanner, Bridget Bingham, Bryan Forester, C.W. Senn, Jr., Cindy Greiman, Dale Oeschger, Dan Hinman, Dean Black, Dianne Kirkbride, Dick McElhaney, Herbert Rhodes, Jack Parent, Jana Malot, Jim Eschliman, Jocelyn Carlson, Joe Horstman, Katie Brenny, Kiley Martinell, Laurie Johnson, Mark Russell, Paul Looney, Sara Prescott, Sherry Vinton, Steve Hanson, Tammy Basel
Staff (18):	NCBA: Alison Krebs, Becca Seymour, Ben Petuchowski, Brandi Frobrose, Bridget Wasser, Dave Zino, John Lundeen, Laura Hagen, Martin Roth, Meghan Pusey, Michelle Rossman, Season Solorio, Shelley Bradway, Shenoa French, Steve Wald. NAMI: Susan Backus. CBB: Joan Ruskamp, Chad Smith
Guests (18):	Jennifer Dibbern, Debbie Gill, John Stika, Amber Miller, Kim Essex, Taylor Tuttle, Susan Backus, Debbie Wedel, Andrew Uden, Molly Morrow, Chris Marcocci, Russ Uselton, Linda Bebee, Mike Dinkel, Deb Richards, Laurie Munns, Ashley Pryor, Mark Wagner

Part I

Welcome/Call to Order- 2:00 pm

Motion was made to approve the minutes from winter convention by Bill King

Second: C.W. Senn Jr.

Motion passed

Motion was made to approve the agenda by Tammy Basal

Second: Jim Eschliman

Motion Passed

Sarah Childs shared the ground rules as well as the committee purpose statement

Buck Wehrbein shared the committee meeting flow

Contractor Presentations

NCBA

Season Solorio presented all AR's for NCBA:

AR 1800-P: NCBA, Tactic 1A: The NEW "Beef. It's What's For Dinner." Marketing

AR 1800-P: NCBA, Tactic 1B: Social Media and Digital Advertising
AR-1810-R: NCBA, Tactic 3A: Product Quality Research and Technical Expertise
AR-1810-R: NCBA, Tactic 3B: Culinary
AR-1810-R: NCBA, Tactic 3C: Channel Intelligence
AR-1810-R: NCBA, Tactic 3D: Foundational Market Research
AR-1810-R: NCBA, Tactic 3E: Key Topic Market Research
AR-1822-CI: NCBA, Tactic 2B: Supply Chain Outreach and Engagement

NAMI

Susan Backus presented the AR for NAMI

AR-1802-P: NAMI, Tactic 3A: Integrated Consumer and Channel Marketing

Next Steps

Sarah Childs covered next steps with the committee

Motion to adjourn made by Dianne Kirkbride

Second: Katie Brenny

Motion passed and the committee adjourned at 4:26 pm.

Innovation Committee Meeting Part II

July 14, 2015 9:15 am – 12:00 pm

Sarah Childs, Co-Chairman

Buck Wehrbein, Co-Chairman

Welcome/Call to Order- 9:17 am

Sarah Childs shared an explanation of agenda and next steps

Q&A with contractors

The committee members had the opportunity to ask the contractors clarifying questions from the previous day.

Tactic Average Scores and Comments Exercise

NCBA

Tactic 1A: The NEW “Beef. It’s What’s For Dinner.” Marketing Avg. Score: 4.8

Tactic 1B: Social Media and Digital Advertising Avg. Score: 4.7

Tactic 3A: Product Quality Research and Technical Expertise Avg. Score: 4.5

Tactic 3B: Culinary Avg. Score: 4.5

Tactic 3C: Channel Intelligence Avg. Score: 4.3

Tactic 3D: Foundational Market Research Avg. Score: 4.4

Tactic 3E: Key Topic Market Research Avg. Score: 4.2

Tactic 2B: Supply Chain Outreach and Engagement Avg. Score: 4.5

NAMI

Tactic 3A: Integrated Consumer and Channel Marketing Avg. Score: 4.1

Committee reviewed the average score from the previous day
The committee shared comments to help contractors reach a score of a “5”.

Adjournment

Motion to adjourn made by Katie Brenny

Second: Dianne Kirkbride

Motion passed and the committee adjourned at 11:59 am.

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