

Draft Minutes  
**Investor Relations Working Group**  
Friday, July 14, 2017  
12:30-2:30  
Hyatt Regency Hotel – Agate Room  
*Denver, Colorado*

**Investor Relations Working Group Mission: 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.**

Co-chairs: Jo Stanko & Kristin Larson

**July 14, 2017**

**1. Call to Order/Welcome**

Co-chairman Jo Stanko called the meeting to order at 12:32 MTN

**A. Introductions**

Co-Chair Stanko requested brief introductions of Working Group 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
- Larry Jefcoat, CBB
- Glenn Payne, Federation
- Suzanne Geppert, SBC Executive

**Producer Communication Staff Present**

- Polly Ruhland
- Maggie Henton
- Suzi Sutton-Vermeulen
- Dal Grooms
- Melissa Jackson
- Suzanne Levy

**Members Absent**

- Joel Beverly

**B. Approve Meeting Agenda**

Kevin Thielen motions to approve the agenda, second by Dean Black. Motion passed.

**C. Approve Minutes**

Dean Black motions to approve the minutes, second by Larry Jefcoat. Motion passes.

**2. Staff and Agency Update**

Co-chair Larson introduced CBB Chief Executive Officer, Polly Ruhland, who discussed CBB staff updates as well as Sandbox agency updates.

**3. Presentation of Proposed Producer Communications FY 2018 AR**

Co-chair Stanko introduced Sandbox staff, Suzi Sutton-Vermeulen, Melissa Jackson, Dal Grooms, who presented the FY2018 AR

**4. Discussion and Committee Score Card Exercise**

Co-chair Larson lead the scoring and discussion exercise for the two tactics presented in the FY18 AR.

After the scoring exercise, the presented score for Tactic 5A was 4.4. Presented score for Tactic 5B was 4.7.

After discussion **Amelia Kent motioned to include “It supports our purpose statement and we really like the fresh new concepts” as the committee comment reported back to contractors and OC for Tactic 5A. Dean Black seconds the motion, motion passes.**

**Dean Black motions to include “Producer Attitude Survey should allow for regional heavy ups” as the committee comment reported back to contractors and OC for Tactic 5B. Dan Hinman seconds the motion, motion passes.**

**5. Other Business**

Co-chair Larson discussed the importance of advocating for the checkoff in public. Larson stressed that the communications staff is available to assist with any needs one may have. Committee also discussed the importance of personalizing the key messages of the checkoff to ensure that the listener doesn't just assume you are a mouthpiece for the checkoff.

Amelia Kent emphasized that for every negative impression it takes four positive ones to counter it.

**6. Adjourn**

**Amelia Kent motions to adjourn meeting, Paul Looney seconds, motion passes.**