

Innovation Committee DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room Willow Lake 4-5

Part I – Tuesday, July 30, 2019 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 31, 2019 • 9:15 AM – 12:00 PM

Katie Cooper, Co-Chairman (C)

Buck Wehrbein, Co-Chairman (F)

Laura Hinton, Staff Liaison

Purpose Statement:	To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.
Attendees:	Katie Cooper, Buck Wehrbein, Valerie Bass, Nancy Jo Bateman, Erin Beasley, Bridget Bingham, Nicole Galase, Brent Tanner, Dana Ehrlich, Raymond Erbele, Steve Hobbs, Bruce Jackson, Bilynn Johnson, Dwain Johnson, Bill King, Kristina McKee, Beth Patterson, Tim Pennell, Herbert Rhodes, CW Senn Jr, Keith Baxter, Andy Bishop, Dean Black, Arin Crooks, Jay Dalton, Dan Gattis, Joe Horstman, Jeff Johnson, Laurie Johnson, Larry Jones, Andy Kellom, Becca McMillan, Sallie Miller, Kyra O'Brien, Gloria Payne, Mark Pendleton, James Ramm, Steve Walker, Joan Ruskamp, Sarah Metzler
Staff:	Laura Hinton, Beejan Mehrabani

Checkoff Committee Meetings – Part I

2:05 PM - Welcome/Call to Order/Introductions

Meeting was called to order by Co-Chairs Buck Wehrbein and Katie Cooper. All committee members introduced themselves around the room.

2:15 PM - Approve Agenda and Minutes

A motion was made to approve the Summer Business Meeting agenda and the Annual Convention minutes. Motion passed.

Co-Chair Katie Cooper reviewed the items in the committee folders that were at each committee member's seat.

2:18 PM - Committee Agenda Overview: Review Purpose, Ground Rules, and Day 1 Goals

Co-Chair Katie Cooper reviewed the committee purpose statement and Buck reviewed the meeting ground rules, voters versus non-voters in the room, and the main goals for the day.

2:20 PM - Review AR Process, Tactic Scoring, and Desired Outcome

Co-Chair Buck Wehrbein reminded the group of the importance of the committee's comments/feedback for Beef Promotion Operating Committee.

Co-Chair Katie Cooper reviewed objectives and desired outcomes for the day, including scoring process, score sheets and comment sheet, as well as how tactics will be presented. Co-Chair Buck Wehrbein reminded the group of strategic initiatives important to the Innovation Committee.





Funded by the Beef Checkoff.

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2:23 PM - Contractors Present FY2020 Tactics

North American Meat Institute (NAMI) – Eric Mittenthal; Chris Marcocci

Tactic#: 2000-A: Key Opinion Leader Outreach, Contractor: NAMI (Eric Mittenthal)

Tactic#: 2000-B: Channel Marketer Outreach, Contractor: NAMI (Eric Mittenthal)

Tactic#: 2000-C: Consumer Outreach, Contractor: NAMI (Eric Mittenthal)

Tactic#: 2001-A: Integrated Consumer and Channel Marketing, Contractor: NAMI (Chris Marcocci)

NAMI Staff took questions & comments from audience.

United States Cattlemen's Association (USCA) – Glynn Tonsor; Lia Biondo

Tactic#: 2012-A: Meat Demand Monitor, Contractor: USCA (Glynn Tonsor), Subcontractor: Kansas State University

USCA & Kansas State Staff took questions & comments from audience.

National Cattlemen's Beef Association (NCBA) – Season Solorio; Rick Husted

Tactic#: 2002-A: Beef. It's What's For Dinner. Marketing, Contractor: NCBA (Season Solorio)

Tactic#: 2002-B: Social Media and Digital Advertising, Contractor: NCBA (Season Solorio)

Tactic#: 2011-C: Product Quality Research and Technical Expertise, Contractor: NCBA (Season Solorio)

Tactic#: 2011-D: Culinary Research and Technical Expertise, Contractor: NCBA (Season Solorio)

Tactic#: 2011-F: Channel Intelligence, Contractor: NCBA (Rick Husted)

Tactic#: 2011-G: Foundational Market Research, Contractor: NCBA (Rick Husted)

Tactic#: 2022-A: Key Opinion Leader Engagement, Contractor: NCBA (Season Solorio)

Tactic#: 2022-B: Supply Chain Outreach and Engagement, Contractor: NCBA (Season Solorio)

NCBA took questions & comments from audience.

5:57 PM - Wrap Up and Next Steps

Co-Chair Katie Cooper asked that all green sheets be handed in, keep blue sheet with comments for Day 2 questions, then thanked committee members for their work and gave a quick preview of Day 2.

6 PM - Adjourn

Meeting was Adjourned.

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Checkoff Committee Meetings – Part II

9:15 AM - Welcome/Call to Order

Meeting was called to order by Co-Chair Katie Cooper.

9:18 AM - Committee Agenda, Overview, and Goals

Co-Chair Buck Wehrbein reviewed the Day 2 agenda and reminded committee members to gather comments for the Beef Promotion Operating Committee, along with tactic scores from Day 1.

Co-Chair Katie Cooper reviewed Day 1 actions and reviewed the process for Day 2, including asking contractors any additional questions, sharing scores, and then working as tables on comments for each tactic assigned to each table. Tables then presented to entire committee, to align tactic comments to be presented to Beef Promotion Operating Committee.

9:40 AM - Engage Contractors for Additional Information Specific to Tactics

Co-Chair Buck Wehrbein walked the committee and contractors through the question process. Committee members asked questions to the contractors.

11:00 AM - Tactic Scoring Alignment

All tactic scores were presented.

Tables were assigned 1-2 tactics each to review together and compile comments to share. They were also invited to cover any other tactic they felt strongly about supplying comments for.

All tables then shared all comments, the committee then had discussions, and revised/aligned all comments for each tactic. Tactic comments were captured to present to Beef Promotion Operating Committee.

11:50 AM - Wrap-up and Next Steps

Co-Chair Katie Cooper thanked the committee for their work and shared that the meeting evaluation survey would be coming via email from NCBA's Laura Hinton (staff liaison). She also reminded the group that grab n' go lunches were available, then asked for motion to adjourn.

12 PM - Adjourn

Meeting was adjourned.