

South Dakota Beef Industry Council
BOARD OF DIRECTORS MEETING
Ramkota Inn & Conference Center
Pierre, SD
November 24, 2014

President Pazour called the meeting to order at 1:00 PM CST.

SDBIC board members present were as follows:

Karla Pazour, President	SD Cattlewomen
Kodi Blotsky	SD Cattlewomen
Erin Yost	SD Cattlewomen
Justin Tupper	SD Livestock Auction Market Association
Steve Hellwig	SD Livestock Auction Market Association
Ernie Mertz	SD Stockgrowers Association
Gary Deering	SD Stockgrowers Association
Scott Jones	SD Cattlemen's Association
Becky Walth	SD Cattlemen's Association
VeaBea Thomas	SD Beef Breeds Council
Craig Bieber	SD Beef Breeds Council
John Symens	SD Beef Breeds Council
Eric Sumption	SD Farmers Union
Mike Maher	SD Farmers Union
Mary Ellen Cammack	SD Farmers Union
Mike Gebhart	SD Farm Bureau Federation
Stacy Hadrick	SD Farm Bureau Federation
Sarah Caslin	SD Cattlemen's Auxiliary
Kari Sanders	SD Cattlemen's Auxiliary

SDBIC board members absent were as follows:

Wayne Tupper	SD Livestock Auction Market Association
Randy Volmer	SD Stockgrowers Association
Todd Mortenson	SD Cattlemen's Association
Georgia Talsma	SD Farm Bureau Federation
Laurie Johnson	SD Cattlemen's Auxiliary

SDBIC staff and guests present were Ron Frederick, Executive Director; Holly Swee, Director of Nutrition and Consumer Information; Teri Heninger, Finance Officer; Tracey Walsh, Director of Industry Relations; and Pam Geppert, Dakota Farm Talk. Absent was Briana Burgers, Nutrition Assistant/Director of Online Communications.

Pazour thanked the directors for attending and asked each person to introduce themselves for the benefit of new members and guests.

Pazour entertained a motion to adopt the Agenda. Tupper so moved, seconded by Gebhart. **Agenda adopted.**

Pazour entertained a motion to approve the minutes of the September 20, 2014 meeting as printed. Sumption so moved, seconded by Deering. **Motion carried.**

FINANCIAL REPORT

Heninger presented the financial report. A current Profit and Loss and Balance Sheet were provided. Heninger summarized the comparative balances to the income side of the budget from last fiscal year. She noted Miscellaneous Income showed excess revenue due to FY 2014 unexpended promotional funds from Pennsylvania Beef Council (\$880.57), Northeast Beef Initiative (\$1575.11), and SD Cattlewomen (\$786.83). In addition, New York Beef Council will return \$3,443.00 sometime in December. Heninger next highlighted the expense side of the budget providing a brief summary of the major expenses in each category. Bieber so moved, seconded by Sumption to direct the unexpended funds to Acct 5160 - Promotion – Special Projects (\$6,685.51). **Motion carried.** J. Tupper so moved, seconded by Walth to approve the Financial Report. **Motion carried.**

DIRECTOR OF NUTRITION AND CONSUMER INFORMATION REPORT

Swee presented the Director of Nutrition report. A summary of her written report includes her attendance at the SD Association for Healthcare Organizations/SD Academy of Nutrition and Dietetics Association Annual Meeting and Expo. The SDBIC sponsored Dr. Heather Leidy, Assistant Professor for University of Missouri Department of Nutrition. Leidy presented “Real or Not Real: Exploring the Myth That Increased Eating Frequency Improves Appetite Control and Weight Management”. Her research focuses on the importance of eating high quality protein as a weight management solution.

Swee shared the positive feedback she has received from the FACS and ProStart Beef Programs. This is the seventh year the SDBIC has offered funding and resource materials for these programs and this year 49 schools participated, impacting approximately 4,000 Middle and High School aged students. To enhance the programs and further engage students, a beef video cooking contest was developed in cooperation with Family, Career, Community Leaders of America (FCCLA) and Plum’s Kitchen of Sioux Falls.

The SDBIC had a presence at the Association of Nutrition and Foodservice Professionals Conference in Rapid City. Swee’s presentation showcased beef’s value cuts and versatility as well as menu ideas.

Swee highlighted the American Heart Association’s *National Eating Healthy Day* sponsorship. The SDBIC hosted cooking demonstrations showcased at the Fire House Wine Cellar in Rapid City and Creative Spirits in Sioux Falls on November 7th. The events focused on lean cuts of

beef as part of a heart-healthy diet. In addition to the numerous online, digital, radio and TV promotional efforts leading up to the events, the promotion is being extended into the holiday season by encouraging attendees to post their roast beef creations using the hashtag “ToastToRoast”.

The USDA Dietary Guidelines are being reviewed. Swee noted Checkoff funded Beef Research and Nutrition information is being shared with the 2015 Dietary Guidelines Advisory Committee. Federation Director Walth noted the committee is pushing for plant based protein.

Upcoming events for Swee include various holiday roast promotions, MTI Value Cuts Workshop, SD Academy of Family Physicians conference and AHA’s Go Red For Women and Rapid City Heart Ball events.

NUTRITION ASSISTANT/DIRECTOR OF ONLINE COMMUNICATIONS REPORT

It was noted that Burgers was unable to be present for the meeting; however, a written report of her recent activities was provided. Frederick noted Burgers will expand her role into the retail area.

DIRECTOR OF INDUSTRY RELATIONS REPORT

Walsh presented the Director of Industry Relations report. A summary of her written report includes BQA trainings in Mitchell, Lakeview and Miller. She noted approximately 107 producers went through the animal care and handling training and became certified.

Walsh announced the large packers will require Feedlot BQA certification in the near future. She stated the National BQA Program is working with state coordinators to ensure feedlots are certified in their respective states as well as maintain a national database for feedlot information.

EXECUTIVE DIRECTOR REPORT

Frederick summarized his written report by highlighting his attendance at the SD Stockgrowers Convention. He noted Federation Services Vice President Todd Johnson gave a Checkoff presentation.

Frederick, Swee and Burgers recently attended the Partnerships In Action conference in Denver, CO. Frederick noted a weakness was identified on the retail end and major grocers are requesting marketing assistance from State Beef Councils to assist in moving higher-end beef products. In addition to the state sharing sessions, Frederick attended the State Beef Council Executive Roundtable where he received an update on the Checkoff Enhancement Working Group.

The board next updated their Director Manuals with the most current material provided. Frederick encouraged directors to read through the manual and highlighted specific areas of importance in the Bylaws and Policy Manual including the SDBIC’s conflict of interest policy.

All board directors and staff were asked to complete and sign the Conflict of Interest forms for FY 2015.

The board recessed for a 10 minute break at 2:15 PM.

PRESIDENT'S REPORT

President Pazour addressed the board. She briefed the board on our investment in the Federation and explained the funds are used to support programs on the national level.

Pazour announced the Cattle Industry Winter Convention will be held February 4-7, 2015 in San Antonio, TX. One member from each organization and the officers are allowed to attend one national meeting per year.

Pazour shared her committee assignments. The Executive and Budget committees are comprised of the same directors. She noted the continuation of the Evaluation Committee for FY 2015.

PROMOTION COMMITTEE REPORT

J. Tupper presented the Promotion Committee report. The committee met earlier in the day and reviewed four proposals as well as Final Project reports. Tupper moved, seconded by Thomas to approve the following Promotion Committee recommendations. **Motion carried.**

- Keloland.com banner advertising - \$6,000 (\$3,000 for December/January ads and \$3,000 for May/June ads) – this is budgeted from 5130.1
- Various holiday radio advertising at the discretion of staff - \$2,000 – this is budgeted from 5130.1
- 2nd Annual Burger Bash, Sioux Falls - \$1,500

EXECUTIVE COMMITTEE REPORT

President Pazour presented the Executive Committee report. The committee met earlier in the day to review employee evaluations as well as consider revision to Burger's current job description. Pazour noted the committee recommended Frederick move forward with the revised job description which will be reevaluated at the March board meeting.

Title: Director of Marketing and Retail

Reports to: Executive Director and SDBIC Board of Directors

Job Description:

Under the direction of the Director of Nutrition & Consumer Information, the Director of Marketing and Retail will assist in the promotion and outreach of beef programs to health professionals, consumers, media, retail and foodservice sectors.

The Director of Marketing and Retail will be the primary retail contact. They will be responsible for building relationships with targeted channel partners, developing and executing promotional partnerships and providing educational programs to help retailers promote beef to increase beef sales.

The Director of Marketing and Retail will develop, guide, and maintain the strategy for online-communications regarding the SDBIC website, blog, social media, advertising and program marketing messages consistent to the SDBIC mission statement and priorities.

Responsibilities:

1. Serve and represent the SDBIC in all aspects involving beef promotion including consumer, health and nutrition influencers, youth and teacher education, media, retail and foodservice.
2. Develop online marketing strategies and advertisements for beef promotions and programs.
3. Work with targeted retail store managers and meat department managers to provide beef merchandising materials, training, education and promotion opportunities.
4. Work with the National Cattlemen's Beef Association's Integrated Communications Team to extend national messages and initiatives.
5. Help the SDBIC evaluate and monitor the online environment in South Dakota to identify critical issues and attitudes about the use of beef.
6. Develop, implement and maintain the placement of online content including SDBIC's website, blog and social media endeavors.
7. Assist SDBIC program staff in development, execution and evaluation of the state marketing plan to promote beef and extend national programs and objectives.
8. Attend workshops and skill development sessions applicable to the responsibilities and duties of the position.
9. Other related tasks as assigned by the Executive Director or Board of Directors including assisting other staff with SDBIC events and activities as needed.

Pazour continued with her report by noting the Executive Committee granted staff holiday leave Christmas Eve day through New Year's day.

Pazour so moved, seconded by Caslin to approve the Executive Committee report. **Motion carried.**

President Pazour declared Executive Session at 2:42 P.M. The board reconvened at 3:00 P.M.

NATIONAL REPORTS

USMEF Directors Gebhart and Symens summarized their recent attendance of the USMEF Strategic Planning Conference held November 5-7, 2014 in Arlington, VA. They reiterated the importance of exports to producer's profitability.

The next SDBIC Board Meeting is scheduled for Monday, March 9, 2015. There being no further business Pazour adjourned the meeting at 3:20 P.M.