



National Cattlemen's  
Beef Association

# NCBA REGION II MEETING MINUTES

2018 Cattle Industry Convention

Phoenix, AZ

Phoenix Convention Center • 127

February 1 • 10-11:00am

*Mark Pendleton, Regional Vice President – Federation Division*

*Don Quincey, Regional Vice President – Policy Division*

*Will Mayfield, Regional Young Beef Leader Representative*

- I. Call to Order**
  - a. Don Quincey called the meeting to order at 10:00 am.
  
- II. Welcome & Purpose of the Meeting**
  - a. The Purpose of the meeting is to bring convention attendees together from our respective parts of the country to hear updates regarding NCBA and the Federation, and talk about any issues that may be impacting the region.
  
- III. Introductions**
  - a. Meeting attendees introduced themselves.
  
- IV. Regional Vice President Updates**
  - a. Federation Division
    - Mark Pendleton talked about the Beef. It's What's for Dinner campaign and talked about the lawsuits.
  - b. Policy Division
    - New Policy Committee sign-in process
    - Don Quincey invited Joe to give a D.C. updated and Don also encouraged member to get involved.
  
- V. Young Beef Leader Program Update**
  - a. Will Mayfield, TN – YBL Advisory Group Representative gave an update on the YBL events.
  
- VI. Introduce Regional Environmental Stewardship Award Winner**
  - a. Blue Lake Farm- SC
  
- VII. State Beef Council Discussion**
  - a. The group talked about law suits, Beef. It's What's for Dinner campaign, and fake meat.
  
- VIII. State Affiliate Discussion**
  - a. The group talked about ELD, working on membership, and dealer trust.
  
- IX. Regional Discussion**
  - a. The group talked about having a regional conference (appointed committee Bryan, Jim, Mark, Erin).
  
- X. Elections**
  - a. Policy Vice President – Don Quincey, FL retiring
  - b. NCBA Nominating Committee
    - Jimmy Haliman- Erin Beasley (Next Policy VP)
    - Jacob McGhee- Andy Berry
  
- XI. Open Q & A – None presented**
  
- XII. Adjourn**