



National Cattlemen's
Beef Association

NCBA REGION IV MEETING MINUTES

2018 Cattle Industry Convention

Phoenix, AZ

Phoenix Convention Center • 124

February 1 • 10-11:00am

Weldon Wynn, Regional Vice President – Federation Division

Jon Means, Regional Vice President – Policy Division

Zac Pogue, Regional Young Beef Leader Representative

- I. **Call to Order** – Weldon Wynn called the meeting to order at 10:00am.
- II. **Welcome & Purpose of the Meeting** – Jon Means made introductory remarks.
- III. **Introductions** – Because of the size of the meeting, introductions of each participant was eliminated.
- IV. **Regional Vice President Updates**
 - a. Federation Division – Weldon Wynn invited everyone to the Checkoff meetings and reported on accomplishments of the Checkoff since the last meeting, including the relaunch of Beef. It's What's for Dinner and the Rethink the Ranch campaign.
 - b. Policy Division – Jon Means gave a brief policy update, which included the 2018 Policy priorities passed by NCBA's Executive Committee earlier in the week. The top five priorities are: 2018 Farm Bill, Regulatory Reform, Trade and Market Access, Fake Meat, and Antimicrobial Use.
 - New Policy Committee sign-in process
 - c. NCBA DC Staff member Danielle Beck gave an update on the latest information regarding the recent Tax Reform legislation.
- V. **Young Beef Leader Program Update**
 - a. Zac Pogue, OK – YBL Advisory Group Representative updated the group on the latest YBL activities and invited any young producers to attend the special events at the convention.
- VI. **Introduce Regional Environmental Stewardship Award Winner** – Sterling Cattle Company, Jimmy and Theresa Sterling, Coahoma, Texas
- VII. **State Beef Council Discussion** – none
- VIII. **State Affiliate Discussion** – none
- IX. **Regional Discussion** – none
- X. **Elections**
 - a. Federation Vice President – Weldon Wynn, AR – retiring
 - It was announced Ryan Moorhouse from the Texas Beef Council will be the new Region IV Vice President.
- XI. **Open Q & A**
- XII. **Adjourn** – 10:40am