



National Cattlemen's  
Beef Association

# NCBA REGION VI MEETING MINUTES

2018 Cattle Industry Convention

Phoenix, AZ

Phoenix Convention Center • 126

February 1 • 10-11:00am

*Lucy Rechel, Regional Vice President – Federation Division*

*Colby Pace, Regional Vice President – Policy Division*

*Jason Small, Regional Young Beef Leader Representative*

- I. **Call to Order** – Lucy Rechel called the meeting to order and introduced herself.
- II. **Welcome & Purpose of the Meeting** – Updates and issues are to be discussed. Reconnect and visit.
- III. **Introductions** – Colby Pace, Jason Small, and Jerry Effertz led introductions. All present introduced themselves. Representative of Asian market visited and invited folks to sell product into the Asian market.
- IV. **Regional Vice President Updates**
  - a. Federation Division
    - New BIWFD Website - Critical to bring in the ideas and perspectives of beef industry members that are in region VI.
    - Laurie Munns will now be a part of the Executive Committee.
    - The Federation is the Checkoff side of NCBA - a true partnership of the state beef councils (SBC) and a division that contracts with the Cattlemen's Beef Board (CBB) to execute programs.
    - Spring Director's orientation for state beef councils.
    - Partnerships In Action conference is in the fall.
    - "Rethink the Rach" video was created featuring Region VI's Kevin Kester.
    - Checkoff Update Session will be at 2:00pm. Federation Forum will be at 4:30pm.
    - Checkoff committees will provide direction for program planning for FY19.
  - b. Policy Division
    - New Policy committee sign-in process. State execs have the voting cards.
    - International trade is on a positive trend, tax reform has provided some relieve, but working toward more permanent policy. Immigration policy is a positive.
    - Farm Bill is coming – maintaining research funding, regulatory reform, transportation issues, WOTUS, EPA reform (20 regs went away – this is a positive), range reform program, wildfire reform.
    - Where is NAFTA going to go?
    - Protect export markets.
    - Fake meat program – beef industry need to protect against this.
    - Continued use of technologies in providing a safe food supply.
- V. **Young Beef Leader Program Update**
  - a. Jason Small – YBL Advisory Group Representative
    - Helping to increase NCBA membership. YBL has produced three new THC members. Met with Canadian Young Producers in Denver. Great information sharing with them. Went to the NWSS. YBL is providing webinar series on an ongoing basis. This is Jason's last year as the YBL Representative.
- VI. **Introduce Regional Environmental Stewardship Award Winner**

Jim O'Haco Cattle Company of Winslow, Arizona, was introduced as the winner of the 2017 Environmental Stewardship Award Program (ESAP). Jim and Jeanne O'Haco where introduced and shared a bit about their operation.

**VII. State Beef Council Discussion**

Brent Tanner provided an update on the (Checkoff) lawsuit in Utah. Suit was filed against the state of Utah and the USDA. The plaintiff has now moved to focus against the state Checkoff only. Brent had to give an 8.5 hour deposition and the very next day, a settlement agreement was filed with the state. UBC only has two employees that had to gather the information. Things got uglier as politicians got involved wanting to mitigate future issues. Some legislators want to eliminate the state Checkoff, others wanted to have total control. All documentation is needed at all beef councils – **keep your house in order!**

- Who filed the lawsuit? A very small ranch, owned by a lawyer, filed the suit.
- Will the brand inspection still be the point of collections?
- Other states need to know what to do if this happens. Please be sensitive to your state staff and what they are going through, if this does happen in your state.

**VIII. State Affiliate Discussion**

PAC update? No numbers yet from the Wed. evening PAC live auction. The NCBA D.C. office is a great resource.

**IX. Regional Discussion**

- Elections to be held at Summer Business Meeting (August – 2018), Denver
- Nominating Committee – Federation – Don Anderson, UT – Term ended Tuesday. Explanation of the nominating procedures leading up to summer business meeting was reviewed.
- Young Beef Leader – Jason Small, HI – Term ends following Summer Business Meeting
- Kevin Kester, NCBA President Elect and incoming President, was introduced. His celebration reception is this week. Kevin asked for everyone's support of all NCBA officers. Lots of issues will need to be addressed. Please go the D.C. update. Come see Kevin if you have any questions or concerns.

**X. Open Q & A**

Attendees asked if we needed to have the minutes from the last meeting approved. Chairs said no, as there were no action items taken or votes taken.

**XI. Adjourn**