



Washington State Beef Commission
BOARD OF DIRECTORS
REGULAR BOARD MEETING & STRATEGIC PLANNING

March 26-27, 2025
Four Points by Sheraton
Bellingham, WA

Tentative Agenda

Wednesday, March 26, 2025:

- 11:45 AM Buffet Lunch will be available for all attendees in meeting room
- 12:00 PM REGULAR BOARD MEETING
 Call to Order
 Welcome and Introductions
 Establish Quorum
 Approve Agenda
 Approve January Board Meeting Minutes
 Public Comments
- 12:15 PM Chair's Report – *Will Derting*
 Treasurer's Report – *Jeff Cromer*
 Review Financial Statements & Revenue Report
 Executive Director/Administration Report – *Jackie Madill*
 WSBC Programming Big Wins – *Tessa Taylor*
 Other Business
- 1:00 PM *Break/Flex Time*
- 1:15 PM STRATEGIC PLANNING – *Todd Johnson, Sr. VP Federation Services, NCBA*
 Setting the Stage: The Runway to a Strategic Plan
 Why Strategic Planning Matters
 Forecasting the WSBC's Financial Landscape
 Defining Strategic Priorities Versus Marketing Plan Programs
 Looking Long Range (3 Year Projections)
- 2:15 PM CattleFax: Beef Industry Forecast & Beef Demand Update – *Randy Blach, Chief Executive Officer, CattleFax*



2:45 PM *Break/Flex Time*

3:00 PM MARKET RESEARCH

Today's Beef Consumer – *Dr. Mandy Carr Johnson, Sr. Executive Director
Scientific Affairs, NCBA*

WA Consumer Dashboard Trends – *Mackenzie Schoen, Associate Director
Market Research, NCBA*

4:30 PM Leveraging the Power of the Federation of State Beef Councils in WA – *Todd
Johnson*

ADJOURN FOR DINNER (The Newsroom Pub, Lynden at 6:00 PM)

Thursday, March 27, 2025:

8:00 AM Breakfast will be available for all attendees in meeting room

8:30 AM Call to Order
Re-establish Quorum

8:30 AM INDUSTRY PROPOSALS
USMEF Update & 2025-25 Proposal
WCW Update & 2025-26 Proposal

9:00 AM STRATEGIC PLANNING – *Todd Johnson*
Reviewing WSBC's Authorities Versus Limitations
Getting in Gear: How We Drive / Enhance / Foster / Grow / Serve

10:00 AM *Break/Flex Time*

10:15 AM Our Flight Plan: Mission Statement and Priority Review & Adoption
Identifying Blue Sky Opportunities
Compass for Success: Long Range Plan

12:00 PM Other Business
ADJOURN

12:00 PM Box Lunch will be available for all attendees to grab and go