

WASHINGTON STATE BEEF COMMISSION

Strategic Planning Meeting

March 29-30, 2023

Best Western Plus Lake Front Hotel

Moses Lake, WA 98837

TENTATIVE AGENDA

Wednesday, March 29, 2023:

9:00 AM WSBC REGULAR MEETING

Call to Order – Kale McGuinness, Chair
Welcome & Introductions
Establish a Quorum

9:15 AM Public Comment Period

Chair's Report – Kale McGuinness, Chair
Approval of the January 19, 2023, Meeting Minutes
Review of the February 2023 Financial Statements – Will Derting, Vice Chair
Administration Update – Patti Brumbach, Executive Director
Other Business

10:30 AM STRATEGIC PLANNING SESSION

Setting the Stage for Planning – Todd Johnson, Senior VP, Federation Services

- Why Plan?
- Washington's Planning Cycle
- The Federation – Understanding the Importance of State and National Coordination
- What the Beef Checkoff Can and Cannot Do

The Year in Review – WSBC Staff

12:00 PM LUNCH – (RSVP required)

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Wednesday, March 29, 2023:

1:00 PM

Assessment of the Producer Investor Environment:

- **A Review of WCA Producer Survey** – Chelsea Hajny, Executive Vice President, Washington Cattlemen’s Association
- **State Auditor’s Performance Survey** – Patti Brumbach

Key Takeaways from Producer Research (Small Group Discussion)

- What stood out for you during these presentations?
- What action items should the WSBC consider?

2:30 PM

Assessment of the Consumer Environment:

A Review of Checkoff-funded Research – Mandy Carr, VP of Research, NCBA

- Checkoff Funded Research Update
- Washington State Dashboard
- National Consumer Research

Key Takeaways from Consumer Research (Small Group Discussion)

- What stood out for you during these presentations?
- What action items should the WSBC consider?

6:00 PM

DINNER – Enzo’s Italian Restaurant (RSVP Required)

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Thursday, March 30, 2023:

7:00 AM BREAKFAST (for overnight hotel guests in restaurant)

8:00 AM Assessment of the Business Environment:

- **Domestic** - Kevin Good, Analyst, CattleFax
- **Exports** – NW Beef Promotion Initiative – Dan Halstrom, President, CEO, US Meat Export Federation

Key Takeaways from Business Environment – (Round Table Discussion)

- What stood out for you during these presentations?
- What action items should the WSBC consider?

Review of Budget Scenarios and Industry Proposals

\$1.50 or \$3.00 Checkoff? (Show Budget Scenarios and Investment Chart) – Patti Brumbach

What Changes? SWOTS Analysis and Priorities

12:00 PM LUNCH

Administration Planning:

TENTATIVE NEXT STEPS – Two Options Presented at Budget Meeting on May 4, 2023

- \$1.50 – Budget and Marketing Plan
- \$3.00 – Budget

3:00 PM ADJOURN

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