



Mission: *To expand global and domestic consumer demand for beef.*
Vision: *To enhance the profitability of the Idaho beef industry through investments in strategic initiatives.*

BOARD OF DIRECTORS MEETING

POSTING AGENDA

May 12, 2025

Homewood Suites by Hilton Boise
 7957 W Spectrum St, Boise, ID 83709
 208-375-8500 | Conference Room

Monday, May 12, 2025

- 9:00 a.m. Meeting Called to Order *Action Item(s)*
 Introductions
 Meeting Agenda Approval
 February 26-27, 2025 Meeting Minutes Approval

Chairman’s remarks – Steven Taylor
- 9:30 a.m. Executive Session - [Idaho Code 74-206(1)(a)]
- 11:00 a.m. **UI Update** - Dean Parella
UI Beef Endowment Update - Dr. Phil Bass
- 11:45 a.m. Lunch
- 12:30 p.m. **ADMINISTRATIVE Update** – Shari Gullede
- 1:30 p.m. **FY26 Planning** – TK Kuwahara
- 3:00 p.m. IBC Board Elections
 Annual BOD Form Submissions
- 4:00 p.m. Meeting Adjourned (targeted)



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Meeting Resources:

Beef Industry Long Range Plan

Idaho Beef Council Strategic Plan

FY25 Marketing Plan

FY25 KPI Scorecard

FY25 Calendar

May 2023 BOD meeting presentation: Mission, Vision, Strategic Objectives, Key Performance Indicators

IBC Board of Directors: Background, Descriptions, Elections Information

Idaho Beef Council Rules: IDAPA 51.01.01

Idaho Beef Council Statutes: Title 29 Chapter 25

Succession Planning: Director Terms

Executive Committee

- Steven Taylor Chairman
- JW Wood Vice-Chairman
- Jodie Mink Secretary-Treasurer

BQA State Coordinators

- Sarah Baker
- Meranda Small

BQA Certified Trainers

- Kelton Hatch – Zoetis
 - Blas Thacker – Superior
 - Carmen Willmore – UI
 - Sierra Crisp – Simplot
 - Harry Smith – Simplot
 - Kip Wills – Deseret Ranches *
 - Joseph Sagers – UI *
 - Noe Figueuroa – Agri Beef *
- * Will be certified in this FY

Program Contractors

- Cade Fields-Gardner, The Cutting Edge
- Sterling Rice Group (SRG)

Ex-Officio Board Member (Non-Voting)

- Bill Lickley

Federation of State Beef Councils

- Steven Taylor
- JW Wood
- Jodie Mink

USMEF Rep

- Lynn Bachman
- Jared Brackett

Cattlemen’s Beef Board

- Trish Dowton
- Tucker Shaw
- Gwenna Prescott

NCBA Budget Committee

- Bill Lickley