

# NORTH DAKOTA BEEF COMMISSION MINUTES

August 27, 2025  
*Virtual Conference Call*

## ***Call to Order***

North Dakota Beef Commission (NDBC) Chair Joy Patten called the meeting to order at 8:00 am.

Directors present: Joy Patten, Jess Nehl, Brian Amundson, Jason Zahn, Denise Rohweder, Val Wagner, Carmel Miller, Lane Marshall and Austin Henderson. Ex-Officio director: Travis Maddock

Staff present: Nicole Wardner, Wendy Masset, Jessi Hummel

Guests present: Fred Helbling, Julie Ellingson - ND Stockmen's Association Exec VP.

Patten called for any conflicts of interest to be declared, none were disclosed.

**A motion was made to approve the agenda by Wagner, seconded by Henderson. Motion approved.**

## ***Minutes***

**A motion was made to approve the minutes of the June 20, 2025 board meeting by Marshall, seconded by Amundson. Motion approved.**

## ***Financial Report***

Secretary/Treasurer Nehl reported on the June 2025 month, fiscal year end financials, and July 2025 financials. **Nehl moved to receive and file the June and July financial reports, seconded by Miller. Motion approved.**

## ***New Hire***

Wardner announced Jenna Paul has been hired as the Outreach and Engagement Specialist. Her start date is Tuesday, September 2<sup>nd</sup>, 2025.

## ***National/International Items***

Mid-Summer Conference – Patten, Amundson, Nehl, Marshall, Miller and Maddock gave reports from Federation Checkoff Committee meetings in San Diego. Maddock reported on the National promotion at the Little League World Series.

## ***Events/Issues/Updates:***

The Northeast Beef Promotion Initiative submitted a proposal for consideration. A \$15,000 investment in the Massachusetts Interscholastic Athletic Association. **Zahn moved to approve the proposal, including the Powered By Beef brand, second by Amundson. Motion approved.**

Military Appreciation Day –Patten, Marshall and Zahn reported on the Military Appreciation Event at the ND State Fair. An event record of about 2000 Military family members attended. NDSA will provide a report soon.

NDBC has the following tailgating dates scheduled: at NDSU on Sept 13, 27, Oct 11, at UND September 20, DSU Sept 20 and University of Jamestown Oct 4. Board members are needed to help with these events and interact with consumers. Please reach out to Wardner if you can participate.

## ***Other Business***

Patten announced the committee assignments for the 25/26 fiscal year.

Policy – Rohweder, Maddock, and Henderson

Budget - Nehl, Amundson, Rohweder and Miller

Audit - Nehl, Wagner, Miller, and Marshall  
Personnel –Patten, Zahn, Wagner, and Marshall  
Marketing - Amundson, Patten, Zahn, and Henderson

Operating Committee meets September 3-4 in Denver- Maddock, Amundson and Wardner will be attending. Meetings will be available to attend online. Board members interested in attending online should contact Wardner to register.

Stockmen's Convention is on Sept 24-26 in Minot. Patten is scheduled to speak at lunch on Friday. Amundson, is presenting to the Research and Education Committee on the USMEF trip. NDBC will have a booth at the tradeshow staff will man.

IBAND Convention is scheduled for October 4, 2025 in Bismarck. Wardner will be attending. New director orientation is scheduled for October 23-24 in Denver. Those who need to attend should contact Wardner about participating. Amundson will be attending the USMEF Fall meeting in Indianapolis Nov 12-14. The national convention is scheduled for February 3-5 in Nashville, directors planning on attending should contact Wardner for registration.

***Three things to share with stakeholders:***

1. Sharing the investment opportunities at NEBPI.
2. Messaging on the value of beef over the price of beef, including the change in earned income vs the purchasing power of beef at the meat counter.
3. The positive impact ND is having on Checkoff investments on a national level through participation in national meetings and committees.

***Next meetings:***

Sept 16, 2025 - Board workshop – NDBC Board Room 10am-6pm

Sept 17, 2025 – NDBC Conference Room—start at 8am

**A motion was made to adjourn by Nehl, second by Rohweder. Motion Approved. Meeting adjourned at 8:58 am.**