



## **AMERICAN PECAN COUNCIL FULL COUNCIL MEETING**

October 23, 2023

10:00 a.m. CT

By Zoom

### **MINUTES**

#### **I. CALL TO ORDER**

Chairman Womack called the meeting to order at 10:01 a.m. CT.

##### **A. ROLL CALL**

Mr. Mason called the roll. The following members were present:

Trent Mason  
Justin Jones  
Brent Brinkley  
Lenny Wells  
Molly Willis  
Shannon Ivey  
Lalo Medina  
Mike Spradling  
Randy Stephens  
Larry D. Womack  
Louis Salopek  
Kortney Chase  
Frank Salopek  
Deborah W. Ralls  
Phillip Arnold  
John Heuler  
Jeff Worn  
Alex Wilson  
Steve Zaffarano  
Evo Soria  
Blake Houston  
Will Easterlin  
Ron Hays

The following guests were in attendance:

Anne Warden – APC  
Kristi Mosquera – APC  
Alexis Ard – APC

Emma Garner – APC  
Lesley ONeal – APPB  
Steve Kauffman – USDA  
Jamilah Cassagnol – USDA  
Samantha McCloud  
Eric Miller  
Dan Zedan  
Catherine Clark  
Alison McMillon  
Becky Carol

**B. ESTABLISH QUORUM**

A quorum was established a 10:10 a.m.

**C. APPROVAL OF PREVIOUS MINUTES**

Mr. Womack asked for review of the Minutes from July 25, 2023, Council Meeting. Mr. L. Salopek moved to approve the minutes, seconded by Mr. Arnold. The Council approved the July 25, 2023, Minutes as presented. (MOTION 10/23/2023 #1)

**II. CHAIRMAN REPORT**

Mr. Womack welcomed Ms. Warden and thanks her for all the time and effort she has put in thus far for the American Pecan Council.

**III. CEO Report**

Ms. Warden presented a report on her 30-60-90 day plans as CEO, a framework for an annual plan and recommendations for delivering plan to board and industry.

Ms. Warden led the Board in a discussion of their comments on the 30-60-90 day plan.

**IV. COMMITTEE REPORTS**

**A. GOVERNANCE COMMITTEE**

Mr. Womack reported that the Governance Committee met Monday 10.16.23 and approved proposals by Ms. Warden to employ new contractors to oversee marketing, finance and legal, respectively.

Mr. Womack reported that the Governance Committee approved the commencement of compliance audits by the American Pecan Promotion Board (APPB) of Pecan Industry Leaders, including past and present members of the Council. In addition, the Council will begin audits of all current and former Council and APPB current and former members to ensure they are compliance with the marketing order governing the Council.

## **B. GRADES, STANDARDS & RESEARCH COMMITTEE**

Mr. Mason updated the council that the research library project is continuing through the APPB and staff are simultaneously beginning a project for literature review to develop potential claims, improve current promotion messaging and recommend a multi-year research pipeline.

Mr. Mason reported that the USDA rule on voluntary Grades & Standards is open for comments.

Mr. Mason reported that the Committee is pausing progress on a Quality Assurance Program until it can be further evaluated.

## **C. INTERNATIONAL COMMITTEE**

Mr. Easterlin reported that the committee met on October 16, 2023.

Mr. Warden provided further updates on programs underway in Germany, India and United Kingdom, and efforts to consider continuing the program in China.

## **D. INDUSTRY RELATIONS COMMITTEE**

Mr. Jones reported that the Committee on October 18, 2023, to discuss changes to industry relations efforts by the Council, including presence at state and regional conference meetings in 2024 and a potential Pecan Congress in 2025.

## **E. MARKETING COMMITTEE**

Ms. Warden reported that they committee would be meeting later in year to discuss its jurisdiction in relation to the International Committee and the work of the APPB.

## **V. NEW BUSINESS**

Mr. Womak requested that the Council reimburse Ms. Warden for personal expenses associated with work conducted prior to her start date and at the request of the Council

Mr. Mason moved to approve Ms. Warden's personal expenses for travel to the National Pecan Shellers Association meeting not to exceed \$1,500, and the motion was seconded by Mr. L. Salopek. The Council approved the motion.  
(MOTION 10/23/2023 #2)

**VI. ADJOURNMENT**

With no further business, Mr. Womack adjourned the meeting at 11:10 a.m.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Trent Mason", is written over a horizontal line.

Trent Mason, Secretary

Approved after review of the Council and USDA:

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Larry Don Womack, Chairman