



The American Pecan Council – Phone Conference Meeting

Meeting Minutes – October 13, 2017

Phone Council meeting was called to Order by Chairman Adams at 10:06 am CST.

Roll called by Emma Garner

<u>Seat</u>	<u>Member</u>		<u>Alternate</u>	
	Buck Paulk	Present	Angie S Ellis	Present
Eastern Growers	Trent Mason (Secretary)	Present	Randy Hudson	Not Present
	Molly Willis	Present	Claire Powell	Not Present
	Mike Adams (Chairman)	Present	Jennifer Ivey	Not Present
Central Growers	Michael L Spradling	Present	Lalo Medina	Present
	Billy Scott Landgraf	Present	Mike Montgomery	Present
	Louie J Salopek	Not Present	Frank P Salopek	Present
Western Growers	GL Straley (Treasurer)	Present	Leslie L Daviet, II	Present
	Phillip Arnold	Present	John Heuler	Not Present
		Not Present		Present – seated for Jeff Worn
Eastern Shellers	Jeff Worn	Present 10:17 am	M. Brandon Harrell	Unseated at 10:17
	Lawrence Willson	Not Present	Kenny Tarver	Not Present
Central Shellers	Daniel J Zedan	Present	Ronald Hayes	Present
	William D York, Jr	Present	Rickey Jones	Present
Western Shellers	Bruce Caris (Vice Chairman)	Present	Deborah Walden-Ralls	Present
Accumulator	Sonja Roeder	Present	Blake Houston	Not Present
	J B Easterlin	Present	Chad Selman	Present
Public	Donna Volz	Present	Ron Hayes	Present

Also present on the call Byron Gossett (APC), Karen Crow (APC), Emma Garner (APC), Christian Nissen (USDA SEMFO), Samantha McLeod (GPGA).

Bruce explained the Scope of Work (SOW) for Weber Shandwick (WS) is the third phase of the Scope of Work. Bruce explained: Byron Gossett, Karen Crow, Bruce Caris and several WS personnel met on a phone conference and WS provided a breakdown of their intended work in the third phase. After the meeting, the breakdown was sent to the Council and specifically the Marketing Committee with request for questions and feedback. Prior to this call, Bruce stated he had received feedback from everyone except one person, and it was unanimous of the Committee to go forward with this phase and WS's defined SOW. Byron added a question was presented asking if the marketing line item was committed to and the response was these phases are commitment steps. Byron explained WS felt the momentum is

good and should not be stopped or floated at this time and it will be important to get the branding done the first quarter of the year. Bruce added intent of more communication and stated WS is going to host a quarterly call with the full Council, monthly report, in addition to a weekly update email blast. Byron explained a large, tangible intent with this SOW is for branding, similar to other campaigns. The goal is to take information from the upcoming focus groups and other events to finalize a solid brand for the industry. Byron also added the continued focus on social media. Bruce stated the upcoming focus groups in Chicago and Dallas will be looking specifically at consumer reactions to six different branding messages (narrowed from nearly thirty). WS is also working with influencers and bloggers directly for promotion of the industry. Chairman Adams asked for an explanation on the line item regarding matrix. Bruce explained the matrix of measuring the deliverables included in the line item will be to determine the successes of the WS. Bruce explained the Marketing Committee has four groups, and one is for setting up the metrics of evaluating effectiveness of the marketing and advertisement. Lalo Medina expressed the intent is to acquire feedback, define what is and is not measurable by working with other boards/councils, and discussing further with WS. Once it has been established, the Committee will identify a way to share and disseminating those metrics. Jeff Worn pointed out the process of identifying what works and does not work; it becomes easier to become pointed.

Frank Salopek moved to approve the SOW expenditure by WS as recommended by the Marketing Committee; seconded by Brandon Harrell. No discussion; vote unanimously carried.

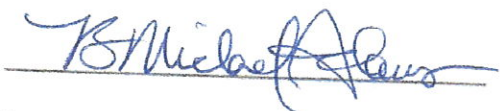
Bruce reminded the Council to funnel their communication with WS through the Marketing Committee and APC staff.

Mike Spradling inquired if WS will be targeting efforts in marketing to particular cultural groups. Byron identified there have been targeting for culinary groups. Karen added cultural targeting has been discussed, but it would come later. Lalo Medina added some of his own cultural and regional research and findings.


No new business.

Trent Mason moved to adjourn; seconded by Scott Landgraf. No discussion; vote unanimously carried.

Meeting Adjourned 10:30 am CST



B. Michael Adams
American Pecan Council, Chairman



Trent Mason
American Pecan Council, Secretary

Minutes prepared by: Karen Crow