



AMERICAN PECAN COUNCIL FULL COUNCIL

**TUESDAY
MARCH 21, 2023
10:15 a.m. Central Time**

**HILTON DFW LAKES EXECUTIVE CONFERENCE CENTER
1800 Highway 25E
Grapevine, TX 76051-9641
(817) 481-8444**

MINUTES

I. CALL TO ORDER – Larry Don Womack, Chairman at 11:22 a.m.

A. ROLL CALL

Trent MASON called the roll. The following Council members were present:

Eastern Region Growers

Seat	Member		Alternate	
1	Trent Mason (GA)	X	Angie Ellis (GA)	X
2	Justin Jones (GA)	X	Brent Brinkley (GA)	X
3	Lenny Wells (GA)	X	Molly Willis	

Central Region Growers

Seat	Member		Alternate	
1	Shannon F. Ivey (TX)	X	Lalo Medina (TX)	X
2	Mike Spradling (OK)	X	Randy Stephens (TX)	X
3	Larry D. Womack (TX)	X	Billy Scott Landgraf (OK)	

Western Region Growers

Seat	Member		Alternate	
1	Louis J. Salopek (NM)	X	Kortney Chase (NM)	X
2	Frank P. Salopek (NM)		Deborah W. Ralls (AZ)	X
3	Phillip Arnold (NM)	X	John L. Heuler (CA)	X

Eastern Region Shellers

Seat	Member		Alternate	
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1	Jeff Worn (GA)	X	Vacancy
2	Alex Willson	X	John D. Taylor

Central Region Shellers

Seat	Member		Alternate
1	Steve Zaffarano (TX)	X	Pending
2	Jared Miller	X	Vacancy

Western Region Shellers

Seat	Member		Alternate
1	Pending		Vacancy
2	Vacancy		Vacancy

Accumulator

Seat	Member		Alternate
1	Will Easterlin (GA)	X	Mark Hamilton (OK)X

Public Member

Seat	Member		Alternate
1	Ron Hays (OK)	X	Dr. Steve BLIZZARD (TX)

STAFF:

Alexander OTT	American Pecan Council
Jeff SMUTNY	American Pecan Council
Deborah BARNETT	American Pecan Council
Kristi MOSQUERO	American Pecan Council
Alexis ARD	American Pecan Council
Emma GARNER	American Pecan Council

OVERSIGHT:

Sue COLEMAN	USDA
Abigail MAHARAJ	USDA
Matthew	USDA
Alec CARYL	USDA

Deborah W. RALLS agreed to perform as a voting member for Frank SALOPEK who is absent.

B. ESTABLISH QUORUM

A quorum was established at 11:24 a.m.

C. CHAIRMAN UPDATE & EXECUTIVE DIRECTOR UPDATE

Chairman WOMACK thanked everyone for attending. He also thanked the COUNCIL and staff members for all the hard work and time committed to the

pecan industry. Chairman WOMACK also announced that Executive Director, Alexander J. OTT, Director of Marketing and Regulatory Affairs, Jeff SMUTNY and Operations Manager, Deborah BARNETT will not be renewing their contracts.

The Executive Director informed the Council and the Board that he will not pursue a renewal of his contract for the 2023-2024 season and his last day will be September 30, 2023. The Executive Director is willing to assist in his replacement to ensure that the transition is as smooth as possible.

D. APPROVAL OF PREVIOUS MINUTES

MOVED by Louie SALOPEK, duly seconded by Shannon IVEY, and unanimously carried THAT the Council approve the minutes of February 22, 2023, as presented. **(MOTION 3/21/2023 #1)**

II. GOVERNANCE COMMITTEE

A. FMO 101

Abigail MAHARAJ presented an overview of how a Federal Marketing Order functions.

MOVED by Louie SAPLOPEK, duly seconded by Deborah W. RALLS, and unanimously carried THAT the APC amend the FMO to have handlers serve as at large elected positions instead of regional positions. **(MOTION 3/21/2023 #2)**

B. FINANCIALS

Lalo MEDINA presented the financial update.

C. WORKING GROUP UPDATES

Dan ZEDAN gave an overview of the Grades and Standards working group.

D. RFP ON VENDOR ANALYSIS UPDATE

Chairman WOMACK informed everyone that a Vender Analysis was not needed at this time.

III. INTERNATIONAL COMMITTEE

Will EASTERLIN gave an overview of the International Committee's activities.

A. MAP & EMP DOLLARS

B. CHINA MARKETING

C. GERMANY MARKETING

D. INDIA

IV. INDUSTRY RELATIONS COMMITTEE

Justin JONES gave an overview of the Industry Relations Committee's activities.

A. ELECTRONIC REPORTING & ENFORCEMENT

Emma GARNER gave an update on the status of the portal and elections.

B. ASSOCIATION MEETINGS

V. **MARKETING COMMITTEE**

Steve ZAFFRANO presented an overview of the Marketing Committee's activities.

C. AMERICAN PECAN MARKETING PROJECTS

1) Eat Well

Jeff SMUTNY presented the Eat Well marketing program.

2) Aspire IQ

Alexis ARD presented.

3) IRI

Jeff SMUTNY explained that IRI will be postponed till next fiscal year due to the way the contract is calendared. The contract needs to begin on October 1, 2023, and run for a year.

VI. **GRADES, STANDARDS & RESEARCH COMMITTEE**

Tent MASON gave an overview of Grades and Standards, and the division is causes in the industry. Also, the current process presented needs to be simplified.

D. QUALITY ASSURANCE PROGRAM

E. GRADES AND STANDARDS SUBMISSION TO USDA UPDATE

VII. **EXECUTIVE SESSION**

VIII. **NEW BUSINESS**

MOVED by Louie SALOPEK, duly seconded by Ron HAYS and unanimously carried THAT a budget amendment be made to allow up to \$150,000.00 to be used for hiring a headhunter for a new Executive Director. **(MOTION 3/21/2023 #3)**

MOVED by Louie SALOPEK, duly seconded by Kortney CHASE, and unanimously carried THAT a committee be appointed to oversee the hiring process. The following members were appointed:

Larry Don WOMACK
Deborah W. RALLS
Lalo MEDINA
Will EASTERLIN
Steve ZAFFRANO

Justin JONES
Trent MASON
Mary Ann BROWN
(MOTION 3/21/2023 #4)

Louie SALOPEK shared information regarding the Billy Salopek Foundation.
Please contact Louie Salopek for further information.

ADJOURNMENT

MOVED by Louie SALOPEK, duly seconded by John HEULER, and unanimously carried THAT the APC meeting be adjourned in memory of Billy Salopek. **(MOTION 3/21/2023 #5)**

Respectfully submitted,

Deborah Barnett

Deborah Barnett
APC Operations Manager

Approved after review of the Council and USDA.

Alexander J. Ott
American Pecan Council
Executive Director

ACTION ITEM SUMMARY

MOTION 3/21/2023 #1

MOVED by Louie SALOPEK, duly seconded by Shannon IVEY, and unanimously carried THAT the Council approve the minutes of February 22, 2023, as presented.

MOTION 3/21/2023 #2

MOVED by Louie SAPLOPEK, duly seconded by Deborah W. RALLS, and unanimously carried THAT a rule ?????

(MOTION 3/21/2023 #3)

MOVED by Louie SALOPEK, duly seconded by Ron HAYS and unanimously carried THAT a budget amendment be made to allow up to \$150,000.00 to be used for hiring a headhunter for a new Executive Director.

MOTION 3/21/2023 #4

MOVED by Louie SALOPEK, duly seconded by Kortney CHASE, and unanimously carried THAT a committee be appointed to oversee the hiring process. The following members were appointed:

Larry Don WOMACK
Deborah W. RALLS
Lalo MEDINA
Will EASTERLIN
Steve ZAFFRANO
Justin JONES
Trent MASON
Mary Ann BROWN

MOTION 3/21/2023 #5

MOVED by Louie SALOPEK, duly seconded by John HEULER, and unanimously carried THAT the APC meeting be adjourned in memory of Billy Salopek.