



March 13, 2012

MINUTES of the Regular meeting held at 2219 Carey Avenue, Cheyenne, WY

The meeting was called to order by Chairman Theron Anderson at 10:05 am. Present were Chairman Anderson, Vice-chairman John Watson, Tom May, and Casey Madsen. Also present were Executive Director Keith Kennedy, and Doug Miyamoto, *ex-officio* member representing Wyoming Department of Agriculture. Muff Parker, WDA, and Mark Hodges, Plains Grains, were also present.

The Chairman asked if there were any changes to the agenda. Watson moved, with Madsen's second, to approve the agenda, with the addition of attending a bill signing by Governor Mead at 4 pm. Motion carried.

Watson moved, with Madsen's second, to approve the minutes of the meetings on December 6, 2011 and January 12, 2012. Motion carried.

Kennedy discussed the financial report. Financial reports were available for the biennium through February 2012. Kennedy also reported that the B11 request for the balance of the biennium had been approved, and that the additional appropriation for the Commission's standard budget request had been approved. Madsen moved, with Watson's second to accept the financial report. Motion carried.

Discussion ensued regarding additional research requests that could be assisted through the mechanism of the recently passed Applied Agriculture Research bill. Kennedy was instructed to contact Sandberg Implement regarding a weighing cart for the Collaborative on Farm wheat trials, set to begin this fall.

Cindy Garretson-Weibel reported that a budget had been submitted for travel for export development by the Commission to the Latin American Buyers Conference in late June 2012. She is waiting for approval of the travel budget by Small Business Administration personnel.

The Strategic Plan was reviewed with several changes made. These changes are incorporated in Appendix A of these minutes. Madsen moved, with May's second, to approve the changes to the Strategic Plan. Motion carried.

Due to finishing prior agenda items early, Mark Hodges then presented a history and current operations of Plains Grains; he also showed those in attendance use of the quality mapping and data available via the website <http://www.plainsgrains.org>. Hodges also mentioned that the fees are expected to decline for the upcoming harvest evaluation; the fees for Wyoming will likely be \$1311 for the 2012 harvest. The MOU with Plains Grains should be available by late April. Hodges also offered the use of the mobile baking equipment; the Commission will notify of Hodges of the date for the WWGA Convention for a trial run, and also hope to use the equipment during the 2013 State Legislature.

2219 Carey Avenue, Cheyenne, Wyoming 82002

[www.wyomingwheat.com](http://www.wyomingwheat.com)

**"Expanding and maintaining wheat markets for Wyoming's producers"**

Jessie Dafoe, with Wyoming Ag In the Classroom (WAIC) then presented a report on this year's activities on behalf of the Commission, and presented the response to the Commission's RFP for Young Consumer Education. The Commission took the response under advisement, with further discussion to take place during the budget discussion.

Chairman Theron Anderson recessed the meeting at 12:40 pm for lunch. The meeting was called back to order by the Chairman at 1:30 pm. Kennedy delivered the report of the executive director. Kennedy has spoken recently with officials from Nebraska, first regarding continuing the relationship with University of Nebraska wheat breeding program, where the discussion was abbreviated, due to Dr. Baenziger leaving for work in Mexico late last week. Kennedy also reported on discussion with Royce Shaneman, Executive Director of the Nebraska Wheat Board, regarding NWB state legislation that would change the Nebraska assessment to 0.4% of value, with authority to increase to 0.5%. Shaneman believes that the legislation will pass near its current form.

Kennedy mentioned several bills from the recent Wyoming legislature, including the Applied Ag Research bill, which provides \$200,000 to be allocated by the WY Department of Agriculture, two bills which will affect the Commission regarding public records and public meetings (present in meeting packet), a bill altering procedures for general permits from DEQ, and redistricting of the state legislature.

Kennedy has received email notice from Farm Service Agency that Tim Anderson will continue to be allowed to serve on the U.S. Wheat Associates board of directors while serving on the state FSA committee. Regarding U.S. Wheat Associates, at the January meeting the board approved a one-time assessment increase for the member states of five percent. Wyoming will likely receive the Fiscal Year 2013 agreement with USWA in early June.

Kennedy asked for authorization to attend state wheat commission executive's meeting in late March in Sacramento, CA, and the summer USWA board meeting in Spokane, WA in early July.

**Madsen moved, with May's second, to approve travel for the executive director to Sacramento, CA for the annual meeting of state commission executives March 29-30, 2012, and to pay for this travel in an amount not to exceed \$750. Motion carried. Watson moved, with Madsen's second, to approve travel for the executive director to Spokane, WA for the USWA Summer Board meeting, and to pay for this travel in an amount not to exceed \$1,750. Motion carried.**

**Watson moved, with May's second, to approve travel to the Latin American Buyers Conference in Bogota, Columbia, June 26-30, 2012, to be paid for by the Wyoming Business Council via a grant. Motion carried.** All required travel approvals are to be processed via the Wyoming Business Council.

Discussion of the budget for BY2013 took place, while no final budget was adopted, the figures discussed are presented in the right-hand column of Appendix B to these minutes. Watson moved, with Madsen's second, to finalize the BY2013 Commission budget at the meeting to be held June 18, 2012. Motion carried.

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Kennedy is to ascertain what charges would be for FY2014 by WAIC, and for further detail from WAIC regarding implementation and review of lesson plans. **Watson moved, with Madsen's second, that WDA personnel draft a contract with WAIC for FY2013, with possible extension for FY2014, for consideration by the Commission at the June 18, 2012 meeting. Motion carried.**

The meeting was recessed by Chairman Anderson at 3:45 pm, to be called back to order by the Chairman during the joint meeting with the Growers Association Board at Sanford's later today. Chairman Anderson called the meeting back to order at 6:20 pm. All members of the Commission noted as present at the earlier session were also present.

**Watson moved, with May's second, to approve payment of \$1,500 to the Wyoming Wheat Growers Association for the upcoming scholarship(s), with payment to be made immediately upon invoice and signature of appropriate Commissioner. Motion carried.**

Ken Tremain, President of WWGA, delivered the semiannual report on behalf of WWGA, detailing activities regarding the Farm Bill and the recently concluded Commodity Classic. **Madsen, with Watson's second, moved to approve the WWGA report as fulfilling all conditions of the FY2012 contract with WWGA, and to authorize payment of the WWGA invoice for the second half of the fiscal year, in the amount of \$3,900, immediately upon invoice and signature of appropriate Commissioner. Motion carried.**

**May moved, with Madsen's second, to approve payment of \$4,500 to WWGA under the approved FY2013 contract on or after July 1, 2012, upon receipt and approval of the semi-annual report by WWGA, and signature of the appropriate Commissioner. Motion carried.**

Watson moved, with May's second, to hold a regular conference call meeting on the second Monday of each month at 8 am, if no action by the Commission is necessary, the presiding officer will adjourn the meeting without action. Motion carried. Hearing no further business, Chairman Anderson adjourned the meeting at 6:32 pm.



Signed, Theron Anderson, Chairman

**Wyoming Wheat Marketing Commission  
Strategic Plan  
Revised, March 2012**

**VISION STATEMENT:**

Expand and maintain wheat markets for Wyoming's producers.

**MISSION STATEMENT:**

Promote markets, producer education, research, and consumer awareness of Wyoming's wheat.

**CORE BELIEFS (ALSO VALUES):**

- The Wyoming Wheat Commission strives to develop and maintain wheat markets for Wyoming's wheat producers.
- The Wyoming Wheat Commission promotes education and research to enhance appreciation of Wyoming's wheat products.
- The Wyoming Wheat Commission maintains sound fiscal policies and wise stewardship of its resources.

**GOALS:**

**Goal 1.1      Develop and maintain wheat markets**

- Strategies:*
- 1.1(a) Partner with NAWG, U.S. Wheat, etc., in national and global marketing of wheat.  
Timeframe: ongoing  
Responsible party: Commission  
Evaluation: Viability of partnerships reviewed annually by Commission
  - 1.1(b) Support local sampling and quality testing.  
Timeframe: ongoing  
Responsible party: Commission in partnership with regional commissions  
Evaluation: Executive Director will chart the numbers of tests/participants
  - 1.1(c) Promote varieties that meet customer demand (e.g., quality milling).  
Timeframe: ongoing  
Responsible party: Commission  
Evaluation: Executive Director will chart the numbers of tests/participants

- 1.1(d) Develop regional clearinghouse of buyers and aggregators (e.g., CO, NE).  
Timeframe: New (no time limit on development or maintenance)  
Responsible party: Executive Director of Commission  
Evaluation: Executive Director's semi-annual report to Commission, monitoring of hits

**Goal 2.1     Producer education and research**

- Strategies:*
- 2.1(a) Develop premier web portal for wheat research information and education  
Timeframe: New (no time limit on development or maintenance)  
Responsible party: WY Wheat Growers Executive Secretary and Commission Executive Director  
Evaluation: number of hits; number of times the Wheat Commission's link is linked to other websites
- 2.1(b) Grow communication efforts with producers, agencies, and other entities involved with wheat production (newsletter, web, joint meetings with WY Wheat Commission)  
Timeframe: Ongoing  
Responsible party: Commission  
Evaluation: Feedback from producers; monitor sales volumes and contact numbers
- 2.1(c) Offer workshops and seminars on producer opportunities and consumer education  
Timeframe: Ongoing  
Responsible party: WY Wheat Growers, Commission and Executives  
Evaluation: Attendance figures as well as use of evaluation instrument, semi-annual report to Commission
- 2.1(d) Educate producer on check-off (what it does, why it is important)  
Timeframe: Ongoing  
Responsible party: Commission  
Evaluation: Monitor percentages and gross dollars of receipts
- 2.1(e) Build numbers of WY youth in agriculture (through existing entities such as WAIC, Board of Agriculture, 4-H, FFA, funding of scholarship(s) with WWGA).  
Timeframe: Ongoing  
Responsible party: Commission  
Evaluation: Feedback from teachers, parents, producers

**Goal 3.1     Sound fiscal policies and wise stewardship of resources**

- Strategies:**
- 3.1(a) Collect check-off funds and minimize refunds.  
Timeframe: Ongoing  
Responsible party: WDA collects refunds; Commission will minimize refunds  
Evaluation: Monitor percentages and gross dollars of receipts
  - 3.1(b) Create annual work plan for Commission and Executive Director.  
Timeframe: Ongoing  
Responsible party: Commission and Executive Director  
Evaluation: Improved business processes for the Commission and the Executive Director; improved accountability to producers
  - 3.1(c) Revise awarding process for research grants and build prioritization and evaluation system for grants.  
Timeframe: Ongoing  
Responsible party: Executive Director  
Evaluation: Improved accountability for dollars which can be tracked by Commission
  - 3.1(d) Prioritize Commission's financial commitments to other wheat organizations  
Timeframe: May 2006 deadline and ongoing after that  
Responsible party: Commission and Executive Director  
Evaluation: Possible redirection of resources as an outcome
  - 3.1(e) Research and solicit new funding sources.  
Timeframe: New  
Responsible party: Executive Director  
Evaluation: Growth in budget dollars to spend on Commission initiatives
  - 3.1(f) Create Commission handbook, and standard operating procedures for new member orientation.  
Timeframe: Orientation reviewed at Oct/Nov 2010 meeting, Annual review  
Responsible party: Commission and Executive Director  
Evaluation: Improved efficiency of Commission and Executive Director
  - 3.1(g) Annually review Commission's strategic plan.  
Timeframe: Ongoing  
Responsible party: Commission and Executive Director  
Evaluation: Improved efficiency of Commission and Executive Director

- 3.1(h) Annually evaluate Executive Director and contract
  - Timeframe: Annual meeting in March
  - Responsible party: Commission and Executive Director
  - Evaluation: Improved efficiency of Commission and Executive Director
  
- 3.1(i) Evaluate WY Statutes governing Commission
  - Timeframe: Annually during November/December meeting
  - Responsible party: Commission and Executive Director
  - Evaluation: Improved services (if the Commission is enlarged to include other producers such as barley)

Figures in <b>BOLD</b> are projected	BY 2009		BY 2011		BY 2013	
	Budgeted	Actual	Budgeted	Actual	Budgeted	Discussion
Supportive Services						3/13/2012
Conference Calls	100.00	-	\$ 50.00	\$ 20.00	50.00	\$ -
Central Mail / Postage	300.00	252.47	\$ 300.00	\$ 94.77	150.00	\$ 150.00
Communications (postage & freight)	50.00	361.01	\$ 50.00	\$ 10.00	50.00	\$ 300.00
Advertising			\$ -	\$ 93.87	100.00	\$ 200.00
Board Travel - In-state	5,000.00	3,062.99	\$ 3,000.00	\$ 1,367.44	3,000.00	\$ 3,000.00
Board Travel - Out of State	18,000.00	8,182.39	\$ 10,000.00	\$ 9,899.15	10,000.00	\$ 12,500.00
Newsletter - Printing	2,000.00	1,544.17	\$ 0.00	\$ -	-	\$ -
Office Supplies	500.00	-	\$ 250.00	\$ 189.99	250.00	\$ 250.00
Copier costs	100.00	50.69	\$ 100.00	\$ 26.67	100.00	\$ 100.00
Assessments - WIBC			\$ -	\$ 500.00	1,000.00	\$ 1,000.00
<b>Total Supportive Services</b>	<b>26,050.00</b>	<b>13,953.72</b>	<b>\$ 13,750.00</b>	<b>\$ 12,201.89</b>	<b>\$ 14,700.00</b>	<b>\$ 17,500.00</b>
Cost Allocation						
Cost Allocation	500.00	500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Data Processing Charges						
Phone Card Charges/Leaderphone	-	35.36	\$ 50.00	\$ 49.83	\$ 100.00	\$ 250.00
Grants & Aid Payments						
AG in the Classroom	2,000.00	3,700.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 10,000.00
Crop Research Foundation			\$ 18,000.00	\$ 13,000.00	\$ 25,000.00	\$ 30,000.00
University of Wyoming	9,000.00	9,805.00	\$ 9,000.00	\$ 8,999.94	\$ -	\$ -
Scholarship	500.00	1,000.00	\$ 2,000.00	\$ 2,618.19	\$ 3,000.00	\$ 3,000.00
<b>Total Grants and Aid Payment</b>	<b>11,500.00</b>	<b>14,505.00</b>	<b>\$ 36,500.00</b>	<b>\$ 32,118.13</b>	<b>\$ 35,500.00</b>	<b>\$ 43,000.00</b>
Non-Operating Expenses						
Refunds requested by Growers	6,000.00	5,219.32	\$ 10,000.00	\$ 7,199.69	\$ 10,000.00	\$ 10,000.00
Contractual Services						
Agrimind - services	28,800.00	28,800.00	\$ 30,000.00	\$ 28,700.00	\$ 31,200.00	\$ 31,200.00
Agrimind - travel	10,000.00	10,497.77	\$ 22,100.00	\$ 13,303.39	\$ 26,000.00	\$ 26,000.00
Agrimind - newsletter	6,336.00	1,382.13	\$ 2,800.00	\$ 1,789.94	\$ 500.00	\$ 500.00
Quality Testing	3,000.00	2,354.01	\$ 2,800.00	\$ 2,765.67	\$ 3,000.00	\$ 4,000.00
Wyoming Wheat Growers Assn	15,600.00	15,600.00	\$ 25,600.00	\$ 26,570.00	\$ 20,000.00	\$ 20,000.00
US Wheat Association	24,000.00	22,401.00	\$ 23,900.00	\$ 23,900.00	\$ 26,000.00	\$ 27,050.00
<b>Total Contractual Services</b>	<b>87,736.00</b>	<b>80,534.91</b>	<b>\$ 107,200.00</b>	<b>\$ 97,029.00</b>	<b>\$ 106,700.00</b>	<b>\$ 108,750.00</b>
<b>Total Expended</b>	<b>131,786.00</b>	<b>114,748.31</b>	<b>\$ 168,000.00</b>	<b>\$ 149,098.54</b>	<b>\$ 167,500.00</b>	<b>\$ 180,000.00</b>
Beginning Cash Balance		146,915.14		123,249.31	144,897.35	
Ending Cash Balance		123,249.31		144,897.35	148,397.35	
Revenue						
First FY Assessment		34,935.33		89,153.52	79,500.00	
First FY Interest		5,744.73		5,674.02	6,000.00	
Second FY Assessment		54,025.32		71,018.00	79,500.00	
Second FY Interest		7,332.10		6,000.00	6,000.00	