



USHBC Vision

USHBC empowers the industry to make blueberries the world's favorite fruit

Industry Engagement Committee

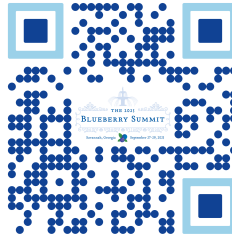
Thursday, September 28, 2023

10 - 11:30 a.m. ET

The DeSoto

15 East Liberty Street

Savannah, GA 31401



Committee Members

Bo Slack, Chair	Bryan Sakuma
Ken Patterson, Vice Chair	Felipe Silva
Mark Adams	Darren Sinn
Doug Kraher	Denny Vander Kooi
Bonnie Lundblad	Luis Miguel Vegas
Andrew Maiman	

USHBC Chairman – Shelly Hartmann (ex-officio)

AGENDA

- | | |
|--|----------------|
| 1. Call to Order/ Roll Call | Bo Slack |
| 2. Chair Welcome and Remarks | Bo Slack |
| 3. Consent Agenda Approval | Bo Slack |
| • Current Agenda | |
| • Minutes from August 10, 2023 meeting | |
| • 2024 Officers Recommendation | |
| 4. IE Program Updates | Amanda Griffin |
| 5. 2024 Budget Recommendation | Ross Peterson |
| 6. USHBC 2024 Council Election Update | Julie Fogarty |
| 7. Other Business | Bo Slack |

8. Question and Answer

Bo Slack

9. Scheduling of Next Meeting

Bo Slack

10. Adjourn

Bo slack

AGENDA ITEM #3 - Consent Agenda Approval

- Current Agenda
- Minutes from Aug. 10, 2023
- Recommended Officers for 2024



Industry Engagement Committee

Thursday, August 10, 2023

11 a.m. -12:30 p.m. PT

Videoconference

Bo Slack, chair, presiding

MINUTES

Call to order

The meeting was called to order by Bo Slack at 11:02 a.m. on August 10, 2023.

Committee Members Present: Bo Slack, Ken Patterson, Mark Adams, Doug Krahmer, Bonnie Lundblad, Bryan Sakuma, Felipe Silva, Darren Sinn, Denny Vander Kooi, Luis Migel Vagas and USHBC Chair Shelly Hartmann

Committee Members Absent: Andrew Maiman

QUORUM PRESENT

USDA/AMS Representative: Jeanette Palmer

Staff Members Present: Kasey Cronquist, Amanda Griffin, Julie Fogarty and Melinda Kern

Approval of Agenda

ACTION 1: Motion made by Bonnie Lundblad to approve the agenda for August 10, 2023.

Motion seconded by Ken Patterson.

Motion carried unanimously.

Approval of Minutes

ACTION 2: Motion made by Denny Vander Kooi to approve the minutes from April 27, 2023.

Motion seconded by Bonnie Lunblad.

Motion passed unanimously.

President's report

Kasey Cronquist reported that the Promotion Committee will be meeting at the Avocados From Mexico office in Dallas, Texas, for its annual in-person planning session. The new USHBC/NABC VP of Global Marketing and Communications will be in attendance as well.

Cronquist highlighted foodservice projects in Washington state and Canada, as well as the upcoming town hall meetings in Georgia. Cronquist shared the challenges the industry is facing with the 2023 crop forecast and incoming harvest numbers.

IEC Program Updates

Amanda Griffin reviewed the goals of the Industry Engagement Committee and reported on the successful USHBC Leadership Development Program's trip to Mexico. Griffin noted the leadership class is working on its capstone project, a USDA dietary guideline for the berry category. She also shared that the second leadership class interviews are underway. The final leadership development coaching session and program graduation will occur at The Blueberry Summit.

Griffin provided an update on the Destination Peru itinerary, highlighted plans for Field Days for the BerrySmart program, and discussed Women in Blueberries opportunities. Griffin also reported on The Blueberry Summit registration activity and announced that The Blueberry Convention will take place in Tucson, Arizona, next February.

Next Call for Volunteers & Election Update

Julie Fogarty reported on the upcoming call for volunteers for committee positions with terms ending December 31, 2023. Fogarty also reported on the upcoming council elections for the member and alternate positions for Regions 1-4, as well as Exporter #1, #3 and #4, whose term dates end December 31, 2024, and will launch in the fall. USDA is requesting that the council set a deadline of April 1, 2024 to submit completed documentation.

The committee discussed the renewal of the current officers for another term for 2024.

ACTION 3: Motion made by Doug Krahmer to recommend the council move forward with the current officers for an additional term ending 12/31/2024.

Motion seconded by Ken Patterson.

Motion passed unanimously.

Next Meeting Schedules

The next meeting will be at The Blueberry Summit in Savannah.

Adjournment

The meeting was adjourned on Thursday, August 10, 2023, at 12:17 p.m. PT.

RECOMMENDED 2024 USHBC OFFICERS

CHAIRMAN: *SHELLY HARTMANN*

REGION 2 (Midwest): Member (2nd Term ends 12/31/24)

VICE CHAIRMAN: **BRYAN SAKUMA**

WASHINGTON: Member – Bryan Sakuma (2nd Term ends 12/31/25)

TREASURER: *J.C. CLINARD*

IMPORTER #2: Member – JC Clinard (2nd Term ends 12/31/25)

SECRETARY: *JOE BARSII*

IMPORTER #4: Member – Joe Barsi (1st Term ends 12/31/25)

MEMBER AT LARGE: **DANIEL BUSTAMONTE**

EXPORTER 3: Member – Daniel Bustamante (1st Term ends 12/31/24)

PAST CHAIRMAN: *ART GALLETTA*

AGENDA ITEM # 5

2024 Budget Recommendation

2024 Proposed Industry Relations Budget

	2023 Approved Annual Budget	2024 Proposed Annual Budget	Increase/ (Decrease)	% Change
Industry Communications	\$174,000	\$208,000	\$34,000	19.5%
Election Material Prep & Dist.	\$15,000	\$15,000	-	-
Association Memberships	\$35,000	\$35,000	-	-
Industry Leadership Development	\$149,000	\$150,000	\$1,000	.8%
Assessment Collection Expenses	\$50,000	\$50,000	-	-
Association Management System	\$40,000	\$35,000	(\$5,000)	(12.5%)
Vision & Strategic Planning	\$82,000	\$82,000	-	-
Industry Relations Unallocated	\$25,000	-	(\$25,000)	(100%)
Total	\$570,000	\$575,000	\$5,000	.9%

AGENDA ITEM # 6

USHBC Council Election Update

USHBC Members & Alternates

August 2023

CALIFORNIA:	Member – Doug LaCroix Alternate – Bill Steed	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
FLORIDA:	Member – Brittany Lee Alternate – Michael Hill	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
GEORGIA:	Member – Tammy Brannen Alternate –	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
MICHIGAN:	Member – Dennis Vander Kooi Alternate – George Fritz, Jr.	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
NEW JERSEY:	Member – Paul Macrie III Alternate – Chelsea Consalo	(2 nd Term ends 12/31/25) (1 st Term ends 12/31/25)
NORTH CAROLINA:	Member – Jimmy Horrell Alternate – Kristen Johnson-Brinkley	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
OREGON:	Member – Doug Krahmer Alternate – Ellie Norris	(2 nd Term ends 12/31/25) (1 st Term ends 12/31/25)
WASHINGTON:	Member – Bryan Sakuma (Vice Chair) Alternate – Leif Olsen	(2 nd Term ends 12/31/25) (1 st Term ends 12/31/25)
REGION 1 (West):	Member – Nathan Sakuma Alternate – Anne Krahmer-Steinkamp	(1 st Term ends 12/31/24) (1 st Term ends 12/31/24)
REGION 2 (Midwest):	Member – Shelly Hartmann (Chair) Alternate – Katelyn Craig	(2 nd Term ends 12/31/24) (1 st Term ends 12/31/24)
REGION 3 (Northeast):	Member – Dave Arena Alternate – Art Galletta (Past Chair)	(2 nd Term ends 12/31/24) (2 nd Term ends 12/31/24)
REGION 4 (South):	Member – Jody McPherson Alternate – Michael Thomas	(1 st Term ends 12/31/24) (1 st Term ends 12/31/24)
IMPORTER #1:	Member – Bonnie Lundblad Alternate –	(1 st Term ends 12/31/24)
IMPORTER #2:	Member – JC Clinard (Treasurer) Alternate – Guy Cotton	(2 nd Term ends 12/31/25) (2 nd Term ends 12/31/25)
IMPORTER #3:	Member – Ryan Lockman Alternate – Andrew Maiman	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
IMPORTER #4:	Member – Joe Barsi (Secretary) Alternate – Bo Slack	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
EXPORTER 1: (Chile)	Member – Felipe Silva Alternate – Sebastian Carmona	(1 st Term ends 12/31/24) (1 st Term ends 12/31/24)
EXPORTER 2: (Canada)	Member – Mark Adams Alternate – Ray Biln	(1 st Term ends 12/31/25) (1 st Term ends 12/31/25)
EXPORTER 3: (Peru) 2-year term	Member – Daniel Bustamante (Mbr @ Large) Alternate – Jose Antonio Castro	(1 st Term ends 12/31/24) (1 st Term ends 12/31/24)
EXPORTER 4: (Mexico) 2-year term	Member – Jose Luis Bustamante Alternate – Jose Guillermo Romo	(1 st Term ends 12/31/24) (1 st Term ends 12/31/24)
PUBLIC MEMBER:	Member – Amy Howell Alternate – Bill Cline	(2 nd Term ends 12/31/24) (2 nd Term ends 12/31/24)

AGENDA ITEM #9

Next Meeting

SAVE THE DATE!



BLUEBERRY CONVENTION

FEBRUARY 28 - MARCH 1, 2024
TUCSON, ARIZONA





**EL CONQUISTADOR
TUCSON**
A HILTON RESORT

