

ODI BOARD MEETING
Tuesday, January 19, 2010
Oregon Dairy Center, Portland, Oregon

In attendance: Reitha McCabe, Lisbeth Goddik, Floyd Bodyfelt, Nancy Hamren, Marc Bates, Matt Andrews, Hank Thun, Steve Jackson, Carri Matthieu, Greg Pothier, Joe Newland, Tom Hughes, Jim Duyn

Absent: Michele Olsen

The meeting was called to order by Nancy Hamren, ODI President, at 9:30 am.

Approval of minutes from last ODI Board Meeting –

Matt moved to approve the minutes as distributed to all in attendance. Lisbeth seconded the motion. The motion passed.

Treasurer's Report-Matt Andrews

The Profit and Loss and Balance Sheets were handed out to all in attendance. This year's numbers were compared to 2008's. Current balances are:

Checking	31319.92
Scholarship Fund	4946.96
OSU Foundation	1591.72
Cheese Vat	1277.77
Petty Cash	111.59
CD	11550.40

Hank Thun moved to accept the Treasurer's Report and Marc Bates seconded. The motion passed.

Membership Report - Hank Thun

Currently paid Dairy Plants	25 paid
Unpaid Dairy Plants	23 unpaid
Paid Suppliers	40
Unpaid Suppliers	32
Government Paid	3
Government Unpaid	2
Life Members	

2nd notices have been mailed out. People will also receive a Membership flyer in their conference mailing and if they have not renewed, there will be an asterisk by their company name on the membership list.

Progress of 2010 ODI Conference

Review of Program

Lisbeth passed out the 99th Annual Conference Program to review. Allen Sayler will be doing a SQF short course on Monday and stay to speak on Tuesday. We have two popular speakers for the Wednesday afternoon slot before the awards program. We are going to have a wine talk immediately preceding the cheese tray to highlight the wine portion of the cheese tray

event. In exchange for using the speaker, we will be committed to purchase their wine, which is more expensive. Lisbeth suggested we find a sponsor to help pay for the extra expense of the wine purchase. It was suggested we have a producer (dairy farmer) panel as the last talk on Tuesday. Tom Hughes thought it would be good to help connect processors with the producers. Nancy suggested the Bansens from McMinnville, Chuck Eggert at Pacific Natural Foods knows of a couple organic dairies. Breakout session suggestion, Life Cycle analysis (carbon footprint contribution) was made by Lisbeth. It as agreed that a topic like that would be good.

Review Cover Sheet, Registration Form, Hotel Lodging Reservation form, Membership flyer

Exhibit Show Progress – Steve Jackson

Steve will try to get with Lee Trautman and give an update about the Exhibit Show progress. We currently have 4 spots sold out of 25.

Marketing Committee Report – Lee Trautman and Tom Hughes

Conference Promotion Ideas

We are booked at the same time as Quality Chek'd this year and we need to market our program.

Newsletter

Lee would prefer to have an electronic newsletter sent out, rather than a paper one. The Golf Outing utilized it this year, but it is the phone calling that really gets people to sign up. The electronic version gets the word out fast and is forwardable. For the Golf Outing they got verbal commitments and sent them an invoice. The ads for the newsletter are all sold out. Cheese vat story, 100 year story, ODI Headline speaker, Golf Save the date reminder, block for new member features welcome. Lee questioned if there has been a budget set. There has not yet.

Lisbeth was going to ask ODPC, and suggested that Nancy send it out, asking for \$10,000 contribution for the 100th year anniversary.

Exhibit Show

Also exhibitors need a reminder. Steve will talk to him to have Lee do that.

Auction and Product Sponsorship

The proceeds would go toward 100th Anniversary expenses rather than scholarships. Lee also suggested that we get people to donate product or services that can be auctioned at the cheese auction. Hank said we need to think it through because of the manpower needed to make it happen. Maybe start small at first. Sponsor the cheeses – with "donated by" sign on the table by the cheese.

Raffle

Inn at Seventh Mt. raft trip was suggested to be raffled. Bandon Dunes weekend Super Bowl weekend. 32" flat screen TV, Blue Ray player. Sell raffle tickets for \$5. Let Hank or Lisbeth know if you have something to donate for raffle. Lisbeth will create a flyer with information about the raffle.

Sponsorship – With the focus on increasing sponsorship and revenue we should concentrate on speakers that are less sales talk, and more technical and informational. Steve suggested there be a way for suppliers to present an outline and paper of their proposed talk that is devoid of their company promotion or sales talk but generic informational talks. It was suggested that anyone who sponsors be given time in a break out session to present.

It was decided to make the first break out session be available for sponsors to present 20 minute talks, Life cycle Analysis be break out session 2, and Lisbeth's talk will be break out session 3.

Do we want to market the Gary Hirshberg Stonyfield Yogurt talk to the sustainability companies with a 1 day registration? Yes.

Expanded Program Descriptions

Also, add more information as far as describing in the talk under the title on the program or have an expanded talk description sheet to include in the registration mailing and available at the registration table. Lisbeth will get more information from speakers and redo the program agenda with expanded bullet points under each talk.

New web address and site management – www.oregondairy.org and www.oregondairyindustries.org

Because OSU has gone to a fee for services system and the lowering availability of Debby Yacas to do ODIs web site updates and flyers (her funding from Extension has been cut), Reitha moved the web hosting to GoDaddy. Her son, Matt McCabe is going to assist in keeping items posted to the site until Reitha can learn how to do it. The web addresses have changed as listed above.

100th Anniversary ODI Committee – Floyd Bodyfelt

"The cow is the wet-nurse of prosperity" is a quote from Withycombe that might be a sub title for the 100th Anniversary Conference. "Life begins at 40o F" Paul Elliker.

Floyd handed out two handouts. The chronological development of ODI and an outline of discussed topics in the planning of the 100th Anniversary conference. Floyd said the 100th Anniversary Committee was rethinking about NOT doing a banquet. It was thought that we could combine the awards ceremony with the cheese tray or make trophy presentations more special.

Floyd made a motion to not conduct a banquet. Matt seconded. Motion passed.

Hank questioned when we would have the "old timers" talk to the ODI members. It was suggested that they be asked to give a word of advice that can be written down and projected on multiple screens, including screens in the hallway.

The initial cost of producing the DVD is projected to be \$9,000. Floyd plans to email Christine Hyatt several things to "ponder" on the heels of Feb. 1, when she indicated she was going to start "digging in" on the ODI Story, per production of the ~25-30 minute length DVD. She has referred to the production as -- recognizing and featuring "ODI's Milestones over this Past Century". The Items sent include 2 presentations by a combination of Orville Young (@ 50 years) and Roy Stein (@ 75 years) on their respective takes of the respective ODI "mile markers"; and Floyd had prepared a 1-pager at ODI's 90 years-point (2000). Floyd also plans to

send her a CD copy of the ODI Pictures Collection --April, 2002; as well as his year- 2002 PowerPoint presentation -- "The ODI Story" (54 slides); as well as the chronological OR dairy processing industry time frame, we came up with last June 25 in the Corvallis meeting.

The toughest part of tracking the forerunner of ODI's earlier years is 'this organizations name changes over the decades'. Hence, Floyd has an assignment for Kathy and Les Todd when Les "feels up to it"; namely to try to chart this Organization's name changes, with the advent of years/decades progression from 1910 to 1953? (when the ODI-moniker initially surfaced ?)

Here are Floyd's best guesses:

1910 -- Oregon Buttermaker's Association

1916 (may be?!) Oregon Butter and Cheesemakers Ass'n. (per several contest ribbons from Raven's Cry; via Lyle Hammack (i.e. either, OR State Fair, the P.I.L.E., or the Pan American Exhibition, SFO.-

~1924 -- confusingly, Floyd has noted some reference(s) to the Oregon Butter and Ice Cream Makers Ass'n. name.

~1936 -- May have become the -- Oregon Dairy Manufacturer's Ass'n.; may have been several years later, however.

1953 -- as best recalled -- the initial year that the organization was renamed as -- Oregon Dairy Industries.

The Board Members in attendance at the Annual Conference are asked to meet on Monday, April 12th at 5:00 pm at the Salem Conference Center to tour the rooms and look at the possibility of moving the cheese tray event for the 100th Anniversary Conference from the lower Santiam rooms to the other half of the Willamette Ballroom in anticipation of having something more special about that event next year, like expanded appetizers beforehand.

Reitha was asked to check with SCC about the possibility and cost to project what is being shown inside the main session room screen onto the hallway screens and if it includes audio in the case of the DVD clips that will be shown.

Dairy Product Evaluation – Lisbeth Goddik

The DPE went well and had a good attendance of judges.

Dairy Story – Flavio DeCastilhos, Tumalo Farm and it will be on Wednesday morning.

Cheese auction – Hank Thun

The cheese tray committee is planning to get together and purchase the cheeses from DPI.

Approval of Special 2010 Award Winners

ODI Life Members – Donna Lomnicki from Safeway, Jim Watkins from Ecolab, and ??? _____ from Sunshine Dairy.

ODI Hall of Fame

Deceased members

Hanna Emerson

Renewal of Reitha's contract

Reitha's contract was renewed and she was given a raise to \$14,000 per year.

The next Board Meeting will be May 18th, following the Annual Conference.

Respectfully submitted,
Reitha McCabe, Executive Secretary