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CONVENTION AGENDA

Friday, November 17, 2017 | Waikoloa Beach Marriott Resort & Spa
Cattlemen's College

Building Value – Using Genetics, Production Practices & Consumer Preferences to Enhance Your Operation

- 7:00 am **Registration**
- 7:45 am **Call To Order, Welcome, and Introductions** Lisa Wood | Sara Moore
- 8:00 am **Genetic Strategy for the Grass-fed or Feed-lot System**
Lorna Marshall, Vice President of Beef Genetic Programs | Select Sires
- 8:45 am **Committee Reports**
Animal Health & Well Being Committee Dr. Jason Moniz
Governance Committee Pono von Holt
- 9:00 am **Break / Exhibitors**
- 9:15 am **Advancement to Improve Reproductive Performance - Tools For Effective Bull Selection**
Lorna Marshall, Vice President of Beef Genetic Programs | Select Sires
- 10:00 am **Committee Reports**
Government Affairs Committee Alan Gottlieb
Land & Water Issues Committee Taylor Kellerman
- 10:15 am **Break / Exhibitors**
- 10:30 am **The Big Picture for Beef: Must Our Industry Evolve to Meet Evolving Consumer Expectations?**
Cameron Bruett, Head of Corporate Affairs | JBS USA
- 11:15 am **Committee Reports**
Marketing Committee Jeri Moniz
Membership Committee Kristin Mack
- 11:30 am **Lunch**
- 12:30 pm **The Big Picture for Beef Part 2: Sustainability: Fad or Trend; Threat or Opportunity?**
Cameron Bruett, Head of Corporate Affairs | JBS USA
- 1:15 pm **Committee Reports**
Transportation Committee Darrell Bueno
Beef Checkoff Update Brent Buckley
- 2:00 pm **Break / Exhibitors**
- 2:15 pm **Cowherd Economics: Early Breed-Up, Proper Heifer Development, & Optimal Herd Health Management**
Dr. Che Trejo | Zoetis Beef Technical Services
- 3:15 pm **Break / Exhibitors**
- 3:30 pm **Industry Panel Discussion – Building Synergies Through Partnerships – An Emerging Model On Maui**
(Tentative List/Subject To Change)
Jimmy Gomes – Ulupalakua Ranch Alex Franco – Maui Cattle Company
Jacob Tavares – Kulolio Ranch Rick Volner – HC&S
- 4:30pm **Adjourn**

CONVENTION AGENDA

Friday, November 17, 2017 Evening Activities

- 5:30 pm **Cocktails**
Live Music by: Keoni Thompson
- 6:30 pm **Banquet**
- 7:15 pm **Awards & Announcements**
"Cattleman of the Year Award" – Sponsored by: Farm Credit Services, Linus Tavares
- 7:45 pm **Live Auction**
Bud Gibson, Auctioneer
-

Saturday, November 19, 2016 | Waikoloa Beach Marriott Resort & Spa HCC Annual Membership Meeting | HCA Semi-Annual Meeting

- 7:00 am **Registration and Continental Breakfast**
- 8:00 am **Call To Order, Welcome, and Introduction of Special Guests** Lisa Wood | Sara Moore
- 8:15 am **Review & Approval of HCC Annual Meeting Minutes** Lisa Wood
- 8:30 am **National Cattle Industry Update**
Craig Uden – President, National Cattlemen's Beef Association
Kendal Frazier – CEO, National Cattlemen's Beef Association
- 9:30 am **Break**
- 9:45 am **Hawaii Processing Infrastructure & CIP Project Update**
Scott Enright - Hawaii Department of Agriculture
- 10:30 am **Break**
- 10:45 am **Association President's Addresses**
Hawaii Cattlemen's Association Sara Moore
Kauai Cattlemen's Association Bobby Farias, Jr.
Oahu Cattlemen's Association Darrell Bueno
Maui Cattlemen's Association William Jacintho
- 11:30 am **New Business**
Financial Planning Subcommittee Final Recommendations Chris English
Bylaws Change Lisa Wood
- 11:45 am **Open Membership Forum**
- 12:00 pm **Adjournment**
- 12:30 pm **Paniolo Hall Of Fame Program & Luncheon (Separate Registration Required)**

MAHALO TO OUR SPONSORS

Cattlemen's College



ALEXANDER & BALDWIN, INC.

MONSANTO HAWAII



College Breaks



Cattlemen's Luncheon



Banquet & Auction



McCandless Land & Cattle Co

HAWAII CATTLEMEN'S ASSOCIATION



Annual Meeting & Breakfast



Cocktail Reception



Registration



CONVENTION AGENDA

PANIOLO HALL OF FAME HAWAII

Banquet Immediately Following Annual Membership Meeting

SEPARATE REGISTRATION REQUIRED

2017 INDUCTEES



**Henry "Harry"
Alexander Baldwin**
Haleakala Ranch



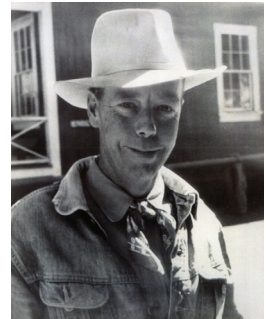
**Henry Perrine (H.P.)
Baldwin**
Haleakala Ranch



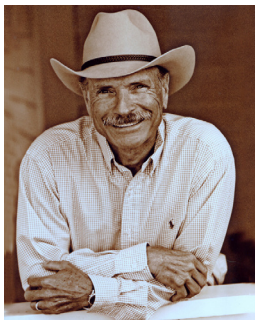
**Samuel Alexander
"Sam" Baldwin**
Haleakala Ranch



**Arthur Morgan
Brown, III**
Kahua Ranch, Keauhou
Ranch, A Lazy B Ranch



**Leonard Radcliffe
"Rally" Greenwell**
Parker Ranch, Kahua Ranch



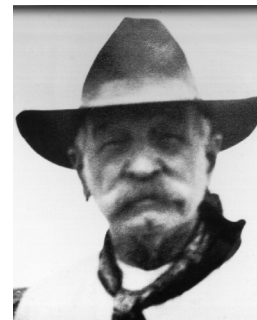
**Robert "Robby"
Leighton**
Ulumaheihei Hind, III
Pu'uwa'awa'a Ranch,
McCandless Ranch, Parker
Ranch, Daleico Ranch



**Jacquelyn Pacheco,
nee Benlehr**
PuuOhu Ranch, SC Ranch



Henry F. Rice
Kaonoulu Ranch, Molokai
Ranch



**William Herbert
Shipman**
Kapapala, Keauhou, Ainahou,
Keaau, Kapoho, Puuoo,
Puaakala

BIOGRAPHIES

Cattlemen's College Speakers



Lorna Marshall

VP of Beef Programs | Select Sires

A native Kansan, Lorna grew up on a small Simmental operation near Valley Center, Kansas. Lorna attended Colby Community College where she served as student body president and competed on the livestock judging team. She then transferred to Kansas State to complete her Bachelor's degree and eventually completed her Master's at Colorado State University. Lorna has presented to hundreds of cattlemen's groups in multiple countries, she has served on long range planning committees or breed type conferences for multiple breed associations, as well as speaking at the Beef Improvement Federation and Certified Angus Beef Conferences. Lorna is also a partner in Marshall Cattle Company, with her husband, Troy. As first-generation ranchers, they have built their purebred Angus and Sim/Angus operation to a herd of 400 registered cows. They have placed several sires in AI studs and have been nominated for numerous awards including BIF Seedstock Producer of the Year. MCC is known as the home of SuperMamas, and emphasizes maternally functional, balanced trait cattle. They hold an annual production sale in March and market approximately 150 bulls per year. Family is Lorna's greatest joy. Troy and Lorna have three children - Wyatt currently a junior in college, Justis a freshman, and Wynn a senior in high school. All are actively involved in Marshall Cattle Company. Lorna's goal is to ensure a thriving beef industry for the next generation whether that is through expanding the use of beef AI globally, providing value added seedstock to fellow beef cattle producers, or mentoring the next generation of beef industry enthusiasts.



Cameron Bruett

Head, Corporate Affairs | JBS USA

Cameron Bruett heads the Corporate Affairs department at JBS USA, the U.S., Canadian, Mexican and Australian subsidiary of JBS S.A., the world's largest animal protein company. Cameron leads the company's corporate communications, media and press relations, sustainability, government relations and industry affairs efforts. A member of the JBS team since 2008, Cameron began his tenure with the company managing government relations and industry affairs in Washington DC. Prior to joining JBS, Cameron served on the U.S. Senate Committee on Agriculture, Nutrition and Forestry. He has also held positions at ConAgra Foods in Washington DC, the USDA Plum Island Animal Disease Research Center in Long Island, NY, the USDA-APHIS Trade Support Team in Washington, DC and the USDA National Animal Disease Center in Ames, Iowa. Cameron is the past president of the Global Roundtable for Sustainable Beef (GRSB) and currently serves on its Board of Directors and Executive Committee. Under his leadership, the GRSB grew from a nascent U.S.-based organization with eight founding members to the largest global beef sustainability initiative in the world, with more than 60 global members. He also currently serves on the Board of Directors of the Canadian Roundtable for Sustainable Beef, and is a founding member of the U.S. Roundtable for Sustainable Beef. He also serves on the Tuskegee University Department of Agriculture and Environmental Sciences Advisory Board. In his role at JBS, Cameron routinely travels around the U.S. and overseas, delivering remarks on behalf of the company. A highly sought public speaker, he has delivered public remarks at more than 50 agricultural industry conventions, global conferences and association meetings in recent years. He was recently named one of 25 Future Icons of the U.S. meat and poultry industry in the November 2016 issue of The National Provisioner magazine. He is a graduate of Tuskegee University, where he received a B.S. in Animal Science and was a USDA 1890 National Scholar, USDA Woodrow Wilson Fellow and Rhodes Scholar finalist. He is originally from Omaha, Nebraska, and currently resides in Windsor, Colorado, with his dog, Lily.



Dr. Che Trejo

Zoetis Beef Technical Services

Dr. Che Trejo has joined the Zoetis Beef Technical Services Team in March of 2016. Dr. Trejo graduated from the University of Florida with a degree in Animal Science in 1997 and the Mississippi State University College of Veterinary Medicine in 2002. He also completed a Master of Science in Beef Production Medicine from Mississippi State in 2002. Dr. Trejo entered private practice following graduation, first in Florida and then in Mississippi. He went on to become a partner, manager and staff veterinarian at Prairie Livestock, LLC in West Point, MS from 2007 to 2011 directing a group of professionals focused on procurement, marketing and management of high risk cattle through the Prairie Livestock order buying facility and backgrounding facilities for aligned large feeding entities. He joins Zoetis coming from private practice at Ellis County Animal Hospital in Shattuck, OK, with his practice focused on beef cattle production medicine and management. He and his wife Laura are attempting to raise four kids in Malad, ID.

BIOGRAPHIES

Annual Membership Meeting Speakers



Craig Uden

2017 President | NCBA

A fourth-generation cattleman from Elwood, Neb., Craig Uden has always been active in helping shape the ever-challenging and changing beef industry. He believes in giving back to an industry that has been good to him, and while he has stepped aside from the day to day management, he still enjoys buying and selling cattle and his customer relations title, because it is the relationships that are built in the cattle industry that make this business so rewarding. People work toward a common goal to improve and learn so that their industry is sustainable for future generations. Craig is a partner in Darr Feedlot Inc., a commercial cattle feeding operation in central Nebraska. Craig and his wife, Terri, also own and manage three commercial cow-calf operations. They have a daughter, Blair, who is involved in agribusiness and her and husband own a registered Red Angus operation in Minnesota. His son, Andrew, and his wife work on the family operation helping oversee the cow-calf operation. In addition, Andrew works with his own high tech animal information company. Craig graduated from the University of Nebraska. He has been involved with NCBA since the mid-1980s and has served on several committees throughout the organization. Craig is currently serving as NCBA President; he has previously served as the President-elect, Policy Division Chairman and Federation Division Chairman. He has been involved in a number of functions on a local and state basis, including past chairman and elder of Trinity Lutheran Church in Lexington, Nebraska, member and past chair of the Dawson County Cattlemens, and a 4-H leader. Along with serving on the Nebraska Beef Council, Craig has served on the Nebraska Cattlemens Board of Directors as a committee chairman and vice chairman, the Nebraska Cattlemens Research & Education Foundation, and involved in Nebraska Feedlot Council. Craig is also a member of Nebraska Ag Builders and sits on the Foundation Board of Alpha Gamma Rho Fraternity.



Scott Enright

Chairman | Hawaii Department of Agriculture

Mr. Scott Enright (DOA Chairperson) brings a strong background in agriculture, community building, and conflict resolution to his position. He has worked as a consultant for the Hawai'i Sustainable Agriculture and Renewable Energy Project project manager for ITC Water Management, cultivation and irrigation superintendent for Hamakua Sugar Company, and orchard superintendent for Kilauea Agronomics. Mr. Enright also served as Chairman for the Board of Agribusiness Development Corporation, on the Community Development Plan Steering Committee for Hamakua District, and on the Hilo-Hamakua Community Development Corporation Board. A graduate of the University of Hawai'i – Hilo, Mr. Enright holds bachelor's degrees in psychology and philosophy. He also earned a Master of Science degree in conflict analysis and resolution from George Mason University.

Banquet Entertainment



Keoni Thompson

Originally from Maine, Keoni moved to the Big Island at age 10. He started performing for large and small audiences while attending Kamehameha School. His passions included football, guitar and surfing. His love for melody and laid back character made him a natural for performing the music that he is passionate about. His versatile taste in sound and performance allows Keoni to perform various styles of music with ease. Keoni's musical influences have been Jack Johnson, James Taylor, John Mayer, and Alison Krauss, to name a few. Grammy nominated artist LT Smooth of Kailua-Kona was Keoni's mentor and got his CAREER off to a start. Thanks to LT, Keoni has been able to perform at various venues and events all over the Hawaiian Islands. He has also traveled to the lower 48 states to perform in Los Angeles, CA; Kansas City, Kansas; Norfolk VA; and Maine. Keoni currently performs throughout the Hawaiian islands at various resorts, parties and weddings. Volunteering for the community has been a huge part of Keoni's CAREER. Fundraisers, school performances, and other events are a regular part of what Keoni does. The Greg Cameron Fireman's Fundraiser and the Reyn Spooner Make a Wish Foundation are a few events he has recently volunteered for. Keoni's long anticipated acoustic EP was recently released in November 2014. Recorded with Grammy Award WINNER Charles Brotman at Lava Tracks Recording, Keoni hopes this is the first of many albums to come. The included acoustic songs are from the heart that have a smooth groove with a slight country feel.

PREVIOUS CONVENTION MATERIALS

2016 HCC ANNUAL MEETING & CONVENTION MINUTES November 19, 2016 | Waikoloa Beach Marriot, Main Ball Room

Call to Order: The meeting was called to order at 8:12 a.m. by Chris English & Sara Moore.

Announcements: The banquet and auction, went very well. Chris shared that the total for the live and silent auctions was \$29,620, up 3k from last year. The CALF fundraising was \$13, 800, up \$1,750 more than last year. Thank you for all donating and participating as this is our main fundraiser. Dale Sandlin introduced CTAHR personnel, Dr. Jenee Odani, the new extension veterinarian; new Maui livestock extension agent Dr. Kyle Caires; Mr. Randy Cabral and Janet Ashman of the Hawaii Farm Bureau Federation, and Scott Enright, Chairperson HDOA. He expressed his gratefulness to have them here today and asked everyone to please take the time to introduce themselves to these guests.

Guest Speakers

Dan McCarty, Senior Director, Member & Affiliate Services | National Cattlemen's Beef Association

Dan provided an overview of the recent presidential election results as well as House and Senate outcomes and what it means to consumers and producers. In two years, midterm elections will occur so the Trump administration basically only has a year and a half to prove themselves. Our PAC at NCBA is the second largest agricultural PAC in Washington DC. We've raised close to a million dollars in this last election cycle with a 93% success rate of those candidates we chose to support in this election. When we talk about the Trans Pacific Partnership, we are losing sales to Japan to the tune of \$400k per day because the TPP has not been put into place as it would lower the tariffs from 38% down to 10% over time. We need TPP in order to be on a level playing field with Australia. Unfortunately, TPP was a victim of the election as both sides voiced their displeasure over it thus taking it off the table. NCBA is working on the National Defense Authorization Act because there are some riders with it that deal with sage grouse and some other endangered species in the west. We are working with the Public Lands Council to get some of those riders included in there. Within this resolution, NCBA will include a couple of things since we will see a lot of changes in terms of the WOTUS. Originally, we got a stay on that case so they could not move forward and the case is still in the preliminary stages and is due to be heard January 20. That will be great for our industry because the rule on watersheds is horrifying as it would grant the EPA total control of watershed areas. The IRS rule for Estate Taxes and the possible GIPSA rule were last minute Obama Administration efforts to make a lasting legacy, which would have had terrible impact on how we transfer farms and ranches. NCBA sent appeal letter in as well, still have a person in DC lobbying specifically on tax issues. NCBA put together a working group with many of the best and brightest in our industry where we have been meeting with the CME on some of these issues. We broke down the group into three different subgroups: 1) Contract Specifications Group; we've seen CME makes some changes to the contracts these past few years such as the proposed change from a delivery settlement to a cash settlement. We are actively opposing this because we believe changing to a cash settlement doesn't bring enough convergence to the market. It's a dynamic contract, our industry changes, the cattle specs change, so we are looking on those types of topics in that group. 2) Price Discovery Group which is trying to bring more transparency to price discovery in the fed cattle market. USDA is now including Fed Cattle Exchange in the price reports every week which gives us more data. Mandatory Price Reporting has to be reauthorized every 5 years, coming up soon, Collin met with USDA yesterday about what we'd like added in mandatory price reporting. 3) Market Volatility Group – looking at overall market volatility. Tax Reform is very important for our industry; good chance we can get things done within a year. We made a lot of progress with the death tax work but need to make sure we work for what is in the beef and agriculture industries best interest tax wise. We will begin wading deep into the Farm Bill discussion soon and will watch if whether or not they split the farm and nutrition sides from the Farm Bill as it can't hide from the public how much is spent on nutrition and assistance programs. The Annual Convention is in Nashville, TN February 1-3, 2017, please come! We appreciate the partnership that we have with HCC. You are one of our strongest affiliates because the way you guys are structured and it's been great to meet Dale and work with him. You have a heck of a work force out here, very refreshing to work with Dale; he always reaches out to us when he needs help. It has enhanced the partnership we have with HCC and we look forward to many more years of that. Please look into the benefits of being a member of NCBA and let me or Dale know if you have questions.

Darcy Oishi, Biological Control Section Chief, Plant Pest Control Branch | Hawaii State Department of Agriculture

Darcy reported that the result of the Fireweed moth control is not as exciting as we hoped but it does a great job at controlling the Cape Ivy. They are still plugging away at this issue. In relation to fireweed, there has been a continuing search for local isolates of diseases. Thanks Chris & Greg on Big Island and Maui for letting PPC do intensive long term studies. When new diseases are

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discovered, Entomologists have to go through a process of notifying the EPA and some of these new diseases are showing promising effects in the field and in the lab. Locally collected diseases have no restrictions and result in a faster turnaround time because we don't have to get regulatory approval. Chair Enright has allocated some of our cargo fees to fund the testing of likely candidates that have isolated and we'll work with Mark Thorne to create an integrated pest management program. Our ultimate goal is to have a suite of different pathogens that could be applied in the field with range management to get some good diseases to attack fireweed. A large meeting of Entomologists in Florida last year helped identify a long-term plan with help from Australia, who is working on a new agent. In the larval stages it feeds on the roots so the adult will feed on the leaves and be a defoliator, but the biology of these insects is tough to test. We are glad we are partnering with Australia and the testing currently in South Africa. We are excited to partner with each other but keep in mind that this will be a long process like the fireweed moth. Darcy reported that the Everglades Restoration Project has been funding a lot of control of Christmas Berry. The lead is a friend of ours and is in process of getting a release of agent so within next few years we can release a thrips against Christmas Berry. A release plan has been completed with Florida; they will grow the bugs and sent them to us and all we're doing is release. It is a slow release agent but it will prevent the spread. Next will come the review by USFWS. In Hawaii, we speak to USFWS in advance so we usually don't have problem getting permit. Let Darcy know if you are interested in helping with the releases and monitoring programs. Darcy reported was the occurrence of the Two Lined Spittle Bug (they have two orange/red stripes down the back); unsure on scope of problem, on Big Island now, It is new to Hawaii but not to US. Control options are available but most are for commercial and residential use, not agricultural/range areas. Looks like web worm or army worm damage; unique foaming of spittle bugs can make it hard to differentiate. There's not enough info on how widely distributed it is and the effects in order to develop an action plan. Need to investigate pesticides because haven't seen effect on range lands with the products. Try to catch the bugs if possible, pictures will be available in the HAD booth.

Review and approval of: HCC Annual Meeting Minutes, November 14, 2015.

MOTION: To APPROVE the HCC Convention meeting minutes of November 14, 2015 was made by Jimmy Greenwell and seconded by Sara Moore, and was unanimously accepted.

Managing Director Address - Dale Sandlin

The award for Top Hand Member of HCC was presented to Darrell Bueno who recruited 12 new members on Oahu. Dale went over the 2015 strategic plan. This year within our organization, the immediate past president takes serves as the Chair of the strategic plan subcommittee and becomes the CALF Chairman. Please review the action plan as outlined in the program, which shows how we are going to get there. This is very comprehensive and as a living, breathing document which will be revised each year. At the request of the DOA, we put together a series of infrastructure needs and recommendations. Separate meetings were held between producers and processors to provide individual feedback without issues. This shows only a portion of what was discussed, 36 different topics were discussed. These were presented to the HDOA because it was requested by the Governor and we are hoping in next legislative session these issues and items will be addressed. We will continue to fight for good legislation. We need to be more proactive rather than reactionary, need to continue expanding on that. Working on continuing to improve on my short comings. If you want to participate we will gladly put you on committee. Thank your committee chairs for their efforts and support as they ultimately make this a success.

Jimmy Greenwell: Four years ago when we talked about a managing director to look out for our needs, this is exactly what we were looking for, to see it come to this point it is just spot on. Validated the value of the type of organization and leadership we have. Thank you. Chris: Thank you Jimmy for your accurate words. Please encourage neighbors to get involved tell them what traction we've gained. Let them know how important it is to have this full-time executive position. Hats off to you Dale.

National Representative Update – Young Beef Leaders – Jason Small

Jason said that he was honored to be nominated for Region 6 (Arizona, New Mexico, Nevada, Utah, California) back in June. He outlined YBL, which is a new program that focuses on education, networking and developing of the next generation of beef industry leaders through engagement with NCBA state and breed affiliated organizations and industry meetings and events. Jason stated that as a member of YBL, you are bridging a gap; it's a great program to get more people engaged with industry education. In the NCBA there are 7 regions, with 7 members each with a 2 year term. There is no age limit but each state has their own thought process as to whom they elect. NCBA would love to have younger attendees at their annual convention. They have been working on webinar series

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including strategies for success, bridging the generational gap and succession planning to name a few. They have a membership overlap to keep things going strong. One quarter of two year term they set in place I'd be as ex officio of the executive committee which may require more travel.

Committee Reports:

Animal Well-Being:

Dr. Jason Moniz is ill and regrets not being able to be here. Dr. Moniz's report read by Chris. It was reported that there were no significant disease outbreaks or animal welfare issues in the past 6 months. 2 previously infected ranches with Trichomoniasis in Kau have again had bulls test positive and have been quarantined. One additional ranch in Kau remains quarantined as well. Unlike with the previous high level of herd infection, infection rates in these herds are at low levels. The entire bull battery in each of these herds has been tested and infected bulls have been culled and sent to slaughter. As the protocols dictate they are using culling of the infected bulls and 120 days of sexual rest to rid the herd of infection. Other detailed protocols were noted as well as Dr. Muniz stating that shipping protocols including trailer requirements would be in place soon to prevent waste spillage and escape. Education will be available to ensure everyone will be in compliance. Concerns were noted over a Maui County ordinance that is being interpreted by the Maui Human Society to require all animals including livestock to have man made shelter is being addressed by MCA and HCC. Statements from Maui vets who have extensive experience with livestock are providing testimony that they have not witnessed any stress, morbidity or mortality associated with livestock exposed to the elements on Maul. In August 16 a study was completed by HCC, MCA, UH and HC&S evaluating the impact of the environment on cattle being raised in open pasture without shelter, either manmade or nature. 320 evaluations of cattle respiratory rates were made over a ten day period. The study determined that the cattle showed no signs of stress related to the lack of shade. Temp humidity index calculations were also made using data collected by a HCS weather station at the pasture site. The THI was adjusted for wind speed and radiation for a more accurate prediction of stress for cattle.

Governance:

Pono von Holt reported that the committee has acted on several initiatives. 1) Completed format for Managing Director self-evaluation based on annual goals and the strategic plan. 2) The previous 2007 strategic plan was updated with key initiatives which were approved by the Council this summer. 3) Provided oversight forming a charitable funding mechanism with HCC for enhancement of public education. Wanted to mention we've been very successful building a well-oiled machine and now we got to keep it fueled. We have seen a lot of good things happen in our industry, the future looks bright. We have a niche product, high quality grass fed cattle. We may have a few tough years but several of our college education courses have taught us how to manage through this time. It comes back to funding and committee time and effort so we can be successful in the future.

Government Affairs:

Alan Gottlieb thanked for the contributions to the CALF fund. Those funds are used to spread around amongst our legislative friends to help our causes, also for events such as Cattlemen's Day and Farm Bureau's Ag day at the legislature. We continue to provide advocacy and information on our organization to the legislature and to support good policy and defend against bad policy. Yesterday the 9th circuit court of appeals ruled on the GMO issue in three counties and the attorneys for food safety that based on the court's ruling they are going to take their battle to the state legislature. GA is open to ideas and suggestions, open forum later as well. We had industry meetings in each county this year on to get input on cattlemen's needs for infrastructure. Jacob Tavares has agreed to co-chair the Government Affairs committee this coming year. Richard Creagan will be Chair of House Ag Committee and Lynn DeCoite will be Vice Chair. A reminder that starting Jan 18 to April we send out as necessary call to actions via email. Please respond via email link; we tried to make it very easy. You may need to register on website then log in and make comments. Numbers count. We also need Paniolo Hall of Fame nominations by Dec 31, 2016, the induction will be next year in November.

Land & Water:

Keith Unger reported that the committee followed several issues locally and nationally. Locally attention was paid to USFWS designating critical habitats. The multi island petition which is proposing to list 49 species statewide, designated as endangered and was finalized 2 weeks ago. The next step will be to designate critical habitat and USFWS indicated there is no funding currently to begin the process at this time. If and when USFWS comes back to this, it will be very intense so we will continue to hope they remain unfocused and unfunded in Hawaii. The 'Iwi Petition USFWS proposing to designate that are threatened species; however, this is also unfunded and USFWS has no plans to proceed. If you couple all the species together it could be very critical habitat process.

PREVIOUS CONVENTION MATERIALS

HCC & HCA following the County of Hawaii looking at real property tax in particular the agricultural dedication portion of real property tax. We need to pay attention to this because if one county changes something others often follow suit. Nothing came of it this time because of competing ordinances from outgoing people and fortunately nothing passed. Tim Richards will be an incoming Council person reportedly chairing the Agriculture Committee and hopes it will be a discussion on more broad sweep of all taxes. HCC needs voice in process so we participated the last few months testifying and participating in workshops. Brochures are available on rapid Ohia death, with over 34,000 acres are effected; hundreds of thousands of Ohia trees are dying. Science is trying to get ahead of this thing but in the meantime there is quarantine interisland. We are all asked to help if working in these areas. Please clean your boots, tools, vehicles, tools etc. in order to slow this ohio rapid death. The IRS proposal which came out of nowhere, is supposedly saying there will be no more family discounts on estate taxes. Right now a family owned ranch estate is appraised based on the family entity, which allows a 30 to 40% discount allowed on appraised value. NCBA & HCC wrote letters to IRS and will continue to monitor this situation. Endangered Species Act: Great news the Act will be reviewed at congressional level. There has been discussion ongoing for 20 years; very frustrating for landowners. HCC would like to effect positive changes to the Endangered Species Act.

Marketing:

Jeri Moniz covered by Dale - Admitted he has not had the opportunity to put focus on this committee as he needed to. We are looking at structure and function of the committee. For a long time, it's just been calling the processors and shippers for pricing, we need to continue with that but also look at how we market ourselves to general public and other producers. As you see on the Industry in Action page, it's hard to get photos of our committees in action, so the page does not truly reflect how much effort and time is put in by all. Yesterday we showed the first rough cut of video series on the history of our industry with a grant through the HDOA. For the series of 5 videos, all footage has been shot. The videos will be produced and put on YouTube and our website. The grant will also help redesign the HCC website to make it cleaner and easier to navigate. We want to be the source for information on raising cattle in Hawaii.

Membership:

Jason Small reported that membership is currently 157, up by 13 members. Thanks to Darrell for your efforts He encouraged sharing who we are and what we do in regards to the beef industry with family members, neighbors, and employers. Beef Backer Program is also included in the grant from DOA. We need 8 volunteers, 2 per county. We have travel funds available. The first year you do nothing but educational events so you can get MBA 2.0 & BQA certified. Second year is doing promotional type events in state farm fair and local events. Have 8 spots to fill, and need to get it done to keep the funding.

Transportation:

Darrell Bueno reported that we've been working on this since 2014 but has been sitting on harbor's desk until 3 weeks ago. It basically got revised and we are still working on it. It's unfortunate it got to this point. Simple policing ourselves on piers, cleaning up after ourselves, all these little things that weren't happening lead us to where we are today. We need to use bud ropes on our trailers because Honolulu pier can get very chaotic. You can be unloading your cattle and they tell you that you need to move and somebody doesn't close a gate. He and Dale met with Shirley and Keith of Young Bros and talked to them about some issues regarding these things. We also came up with quarterly meetings to keep dialogue going and contact numbers in case anything goes wrong we can address it right away instead of it snowballing like it has in the past. On interstate shipping, there have been some meetings with Matson regarding schedule changes and cancellations. Matson has a vessel in dry dock and that is causing scheduling issues. Matson's main concern is the availability of water for the cattle between Honolulu to mainland destination. Some containers do not have water in them. Matson is expecting new ships to come on in 2018, so they are expecting this to be a temporary problem with the water for livestock at the pier.

Island Associations

Hawaii Cattlemen's Association – Sara Moore, HCA President

We had our April Meeting in Waimea and Sara took over presidency from Sabrina. Thank you so much Sabrina for serving. We elected Doug Beaton as VP, Joni Schultz is Secretary/Treasurer, and our new delegate is Jason Van Tassell. Annual meeting in May was in Waimea, and the guest speaker was Jackie LaVita who is a Dalanor employee with the Àlalā Recovery Project talked about the impending release on east side in Kualani in the Mountain View/Upper Hilo area. This is important to us because although the outreach to the public is important, but they have not worked on a partnership with landowners/ranchers. We need to educate

PREVIOUS CONVENTION MATERIALS

these public servants how this will affect landowners. It opened her eyes what happened with ranchers, that there is a glaring hole with outreach without follow up unfortunately. We need to form partnerships with public servants. An additional item that has been discussed was the reinvigoration of Cow Belles, for the promotion of beef. We ask for 2 volunteers from each county needed to serve on the Cow Belles. The Real Beef by Real Cowboys scholarship fundraiser was postponed due to lack of ability to carry out event. Please apply if you have an educational opportunity or know someone wants to attend a class. Submitted testimony to county council on two bills proposed for amendments relating to real property tax by way of dedication. There is a glaring need for the tax assessors need to be educated and we need to follow through with within our county. We haven't been a part of the Mealani's Taste of the Range but would Chris has been in touch with UH CTAHR to bring the event back to the producers. It's come to my attention that NRCS, along with USFWS, are potentially stopping the use of barbed wire; anything federally funded can't hurt endangered species as the hoary bat is evidently impacted by the wires. Anyone who was utilizing the EQIP federal grant had to have the top strand has to be smooth wire and USFWS may mandate no barbed wire at all which is of concern to us. Next annual meeting will be in late April/early May in Waimea. Mobile Slaughter Plant: One rep came to processor meeting mobile slaughter house. The mobile unit has passed USDA inspection, has been issued USDA stamps and is now waiting on scheduling the USDA inspector to do the first inspective run for the butchering of animals. The managing director has left for health reasons so it's fallen back to board to continue work to get this done which slows this process down. Glaring hole as a beef producer is the lack of chill, cut, and wrap faction. We have asked HDOA for grant funding last July for education on this. Unit is currently on Kona side and is training butchers, so they are ready to jump in and start and begin working. First inspection runs this month beginning with small animals first until we can get cut chill and wrap going. Won't replace main slaughter houses but great for smaller or fewer animals.

Kauai Cattlemen's Association – Bobby Farias, Jr., KCA President

Things have been good, glad to hear we will be getting some rain which we need. Cattle ship to Kauai has been lower than normal probably due to calf prices. Lot of people keeping heifers back. We have three slaughter houses going now, Wailoa Meat has added a new building and it the newest facility in the state. They are going full tilt which will help marketing local product there. Membership is at 37 paid members but there are 53 producers there so we need to get more of them to be HCC members like Darrell has. OEC puts together about 27k a year that kicks back to the holding/shipping facility for upgrades for ship calves and to the slaughter houses for upgrades and emergency repairs. It's been scary to see the shipping companies' trying to implement some of the requirements and some are not conducive to live animal shipping. It's people not in the industry trying to put the rules together. Producers need to provide a lot of feedback to them.

Oahu Cattlemen's Association – Darrell Bueno, OCA President

Thanked Ryan Schultz for his contributions to HCC during his time as president, we wish him well in his future endeavors. We held meet and greet with land and livestock owners to encourage new membership and got 12 new members. Not all cattlemen, a vet and weekend cowboys too. We are neck deep in on-going shipping issues with Young Brothers as well as harbor divisions. Oahu is the main hub for all islands we are hoping to gets things worked out there so all the other islands can go through without any issues. We participated in the state 4H this year, we listened to kids give reasons for judging their animals. That was a really good partnership and we are hoping to get more involved with State 4H. Our slaughterhouse has been in transition and we hear that they just closed their paperwork on Thursday so we are excited about that. Another issue is condition of our quarantine station. Some HCC members have expressed interest in assisting in fixing it up and getting things back on track like welding gates, cutting shrubs etc. It's very conveniently located between harbor and airport and we need to keep it in better shape. We have a nominee named for our vacant VP position; we are holding a scheduled meeting in January to vote on it.

Maui Cattlemen's Association – Greg Friel for William Jacintho, MCA President

Greg commented that they have been spending more time in council chambers more than they'd like. The Council seems to have odd ideas and we need to set them straight. He's proud that he says what needs to be said rather than what they want to hear. They will continue trying to be on good terms with them. Budget wanted to do away with agricultural use assessment and use market value assessment but we were able to convince them to leave it the way it was. We will need to keep an eye on this. The livestock shelter deal that Dr. Moniz is working on is still not done but closer. Some want all dogs to be tethered; pasture and yards are not good enough. We need to convince a few council members that this needs to be rewritten before they present it; luckily it's not in place yet. We lost two good allies in the last election, one due to term limits and one lost to opponent. We will need to figure out the new ones and make connections with them. Darcy is working on the invasive species issue. We had a few seminars for crews this year

PREVIOUS CONVENTION MATERIALS

including BQA, with help from HCA, Farm Bureau and Maui Econ. Dev. They had a member with the 4H kids and went over animal selections. Steve Cody put on a stockmanship and grazing management class. The Hawaii Beef Council helped us with educational and promotional materials for the county fair, upcountry fair and livestock show.

New Business

Nominating Subcommittee: Slate of Officers Presentation & Vote

MOTION by Alan Gottlieb on behalf of the nominating committee moved to present the nomination for 2017 leadership for Dr. Lisa Wood as President, Keith Unger as VP and Betty Spence for Secretary/Treasurer. Motion was seconded and unanimously approved.

Outgoing President's Remarks, Chris English

It's been a privilege and honor to serve the industry and all you folks. Ranching and farming is not what we do it's just who we are. It takes all of us to keep momentum going. Thank you to all who participated in getting Dale onboard as managing director. We need to let all members know how important this position is to our industry and need to keep the momentum going. Alex thank you for your mentorship, you always had time for me. Thanks to committee chairs for keeping things going. Thank you, Chandra and Betty for all you do, my wife for her support and my team members. It's been very humbling to being in this position and I'm looking forward to moving into chair of strategic planning committee and as CALF Chairman. Thank you for your attendance and support for our event last night as well.

Incoming Presidents Remarks, Dr. Lisa Wood

Lisa thanked Chris for his leadership and passion for this industry and said we will continue to call on him. Thank you to the folks who are always in the background Corky, Alex, Alan, Lani, Pono, Jimmy, Greg and Bud, we will look for your continued support. Thank you to the membership for your input, the council is here if you need anything. Dale has been terrific to work with; he's bright, tall, and energetic and she's looking forward to working with him. Chandra and Betty work tirelessly behind the scenes. Yesterday Kevin told us about the weather, which is favorable. Randy prepared us for the adversity we might face in market; Jeff graphically showed social, economic and political status we may be facing in the state. Encouraged all to be actively engaged and stated we have progressive producers and a favorable political climate and a product that promotes a healthy lifestyle. Chris will be working with Dale on the strategic plan. The Ag Conference will be held next summer and we hope to collaborate with Farm Bureau and continue this synergy. Next event is Cattlemen's Day at the Capitol on January 17, 2017, please try to attend. This is a humbling experience and I look forward to serving all of you. Lisa also asked everyone to welcome Keith Unger as your new VP.

Open Membership Forum

Jimmy Greenwell: The people in this room are the hardcore members. These membership meetings show us the value of what we are doing and it would be great to see more people attend. He congratulated Lisa and Keith in their new positions. He said we are challenged to get more people to stay for the membership meeting in the future. Stated it's been a tremendous convention, thanks to all.

Mark Thorne: We lost the Kauai livestock extension agent in May. There are some political issues going on with the advertising and the language of the position is being debated. He is concerned it will take a long time, please send letters to our administration supporting the movement of this position as there is really no good reason for the hold up. Write to Interim Dean Rachel Navotny, CTAHR or Kelvin Sewake, Dean of Cooperative Extension CTAHR.

Jacob Tavares gave the benediction.

Adjournment

MOTION: ADJOURN the meeting of November 19, 2016 made by Jimmy Greenwell and seconded by Darrell Bueno and was unanimously accepted. The meeting was adjourned at 11:28 AM.

Our Industry In **ACTION**

COMMITTEE ACTIVITIES

Government Affairs Committee



2017 Cattlemen at the Capitol

Marketing Committee



Hawaii Beef Ambassadors

Animal Health & Well-Being



BQA Training - Kualoa Ranch

2018 HCC Meeting Schedule

January 16, 2018	Cattlemen at the Capitol - Oahu
February 20, 2018	Executive Committee Conference Call
March 20, 2018	Executive Committee Conference Call
May 19, 2018	HCC Mid Year & OCA Semi-Annual Meeting - Oahu
July 17, 2018	Executive Committee Conference Call
September 18, 2018	Executive Committee Conference Call
November 16-17, 2018	2018 Annual Meeting & Convention - Big Island

MEMBERSHIP MATERIALS

Financial Planning Subcommittee Strategies & Recommendations

TO: HCC Membership

FROM: Chris English, Finance Subcommittee Chair

DATE: 10/18/17

RE: Financial Planning Subcommittee Strategies & Recommendations

BACKGROUND & HISTORY

The Hawaii Cattlemen's Council (HCC) historically was a member-operated industry advocacy group with only part-time administrative staffing assistance operating on an annual break-even budget. In 2015, HCC committed to strengthening itself with the hiring of a full time Managing Director, coupled with a significant increase in activities and benefits for its members and for the Hawaii beef industry overall. This "beefing up" increased HCC's annual operating costs significantly and was underwritten by three-year "leadership pledges" from 29 of its members and supporters.

CASH POSITION & POLICY

The initial underwriting was expected to fund HCC through 2017; however, a combination of efficient cash/expense management and receipt of two significant State Department of Agriculture grants have allowed HCC sufficient cash resources to project a positive cash flow into 2019, including reservation of a minimum 12-month contingency cash reserve. By that time additional annual funding sources shall be required to ensure the long-term financial stability of HCC.

LONG-TERM FUNDING STRATEGY

To address this need, HCC's Executive Committee formed an Ad Hoc Financial Planning Subcommittee to brainstorm the potential funding sources, strategies, and financial management policies which shall ultimately be overseen by a dedicated committee once the plan and its details are approved by HCC's membership at the 2017 Annual Meeting and Convention in November. In the interim, the following summarizes the progress of the Ad Hoc Committee;

1. Goal – To generate sufficient sustainable long-term cash flow to support current and any additional HCC services and administrative staffing.
2. Concept – While exploring all funding options, the FPS recognizes that HCC ultimately needs to support itself through a combination of membership dues, fund-raising activities, voluntary support from both members and non-members, and any other appropriate and potential sources.
3. Prioritized Funding Options – The four funding sources the Ad Hoc considered the top priority are:
 - a. Revamping HCC Dues Structure
 - b. Benefit Fundraising Events
 - c. Enhanced Utilization of the Hawaii Cattlemen's Foundation
 - d. In-State & Other Association Pledges

MEMBERSHIP MATERIALS

FUNDING STRATEGIES Revamping HCC Dues Structure

Overview

In review of the potential funding strategies for HCC, a revamp of our dues structure was identified as an initial source to provide consistent and fair funding for the organization. Currently, HCC only receives funding from the fair share portion of membership dues. Under the new proposed dues structure, HCC would be able to receive:

Additional revenue from Producer Dues

This allows HCC to receive no benefit (\$0) from the 1-50 head memberships, twenty-five dollars (\$25) each from the 51-100 head memberships, and fifty dollars each (\$50) from all other levels. This is not the majority of the increase in revenue, but it opens a source we've never had before.

Consolidation of fair share membership levels to reduce confusion and increase income

With the separation of feeder cattle and cow/calf units, our office usually has to make adjustments to those memberships. Both categories have separate rates for the cattle and tends to be the reason for many adjustments. The revamped structure consolidates those levels and members pay their fair share portion on all weaned cattle owned or pastured in Hawaii at the rate of one dollar (\$1) per head. This should reduce the adjustments in the office, add in the bulls that our members may not be paying on currently, and focus on the cattle owned by members here in Hawaii, not those that have entered into the mainland production models.

Expanded Associate Membership levels

The Associate membership level may be the most misunderstood level that we offer. This level was meant for those offering professional services, educational or extension staff, or businesses that serve our industry. We have seen some members who should be paying the Associate membership level, join and pay for the lowest producer dues level because the cost for the Associate membership level is too great. This causes a concern for our organization as we don't receive any benefit for this producer level. The new categories allow for separation of these categories, reduced cost for members, and allows HCC to receive the benefit of their memberships.

Additionally, NCBA has expressed that the current cost for a membership offered to those in Hawaii is subsequently less than the standard cost. When HCC was formed in the 1990's, NCBA created the unified affiliate designation to help provide some assistance and oversight of membership for the organization. HCC still remains the only unified affiliate and over the past year, HCC staff has been working with NCBA to determine what this value is. In addition to NCBA managing our membership database and processing these payments, a 20% discount in the NCBA membership fees has been offered for HCC members. While the increase of the fair share amount will be greater for members, the discount of the producer dues fees should provide some relief for our members.

Additional Concerns

We expect around 10% attrition in membership under the new structure. We have developed an overview of the organizational actions that HCC & NCBA, respectively, have undertaken over the past two years as the justification behind the revamp. These will be mailed to our members and will be made available on our website if approved by the Executive Committee.

Projected Profit

This strategy should increase our membership revenue from \$29,327 to \$51,351, providing an additional \$22,024 to help offset HCC's operating expenses.

Timing & Recommendations

NCBA and the HCC Executive Committee have reviewed the proposed plan and have approved it. The new dues structure will roll out in 2018. HCC staff will implement with member education of the changes, as well as updating our membership brochure, renewal notices, and web site.



From Your House,
To Our State House, To The White House,

TOGETHER

We Can Make A

DIFFERENCE

Working **TOGETHER WITH YOU**, *our members, HCC and its collaborative partners will* **SPEAK WITH ONE VOICE** *to* **PRESERVE OUR PANIOLO CULTURE** *and provide for a* **SUSTAINABLE FUTURE FOR THE NEXT GENERATIONS.**

Hawaii's ranchers go to work every day not thinking about just our generation but working to provide that opportunity to future generations. As our industry continues to face mounting challenges from multiple factions, HCC will continue to bring a fresh and innovative approach to addressing them.

We realize you have many demands on your funds, however working together, big or small - over 2/3 of our members have less than 100 head of cattle - we can make a difference. HCC is the grassroots beef industry organization dedicated to protecting and promoting the Hawaii Cattle Industry at the state & local levels, as well as on the national level in liaison with NCBA.

PLEASE STAND WITH US & SUPPORT OUR EFFORTS BY JOINING HCC & NCBA

Your membership dues provide you with the benefits of membership in your County Cattlemen's Association, Hawaii Cattlemen's Council & the National Cattlemen's Beef Association. As the only unified affiliate of NCBA, HCC members receive a 20% discount on their NCBA membership.



P.O. Box 437199
Kamuela, HI 96743-7199
(808) 885-5599
office@hicattle.org
www.hicattle.org



National Cattlemen's
Beef Association

9110 East Nichols Avenue #300
Centennial, CO 80112
www.beefusa.org
1-866-BEEF-USA (233-3872)

HOW WE ARE WORKING FOR YOU

Animal Health & Well Being Committee:

This committee works with our producers and processors to ensure ethical and humane handling of the animals within our care.

Governance Committee:

Subcommittees: Nominating | Strategic Planning

This committee works to ensure the viability of the organization for future generations.

Government Affairs Committee:

Subcommittees: Federal Outreach | CTAHR

This committee provides advocacy on substantive issues such as Environmental Regulations; Property Rights & Tax Issues through productive professional relationships with state elected officials and government agencies.

Land & Water Issues Committee:

Subcommittees: Invasive Species | Irrigation | Hawaii GLC

This committee provides advocacy in environmental issues including Critical Habitat, Endangered Species Act, and the management of our natural resources and ecosystem services that our industry provides to the general public.

Marketing Committee:

Subcommittees: Positive Imaging

This committee has taken an active role in increasing demand for local beef through in-store demonstrations, cookouts and other public events to inform and educate consumers.

Membership Committee:

Subcommittees: Scholarship | Leadership Development | Convention Planning

This committee is working to provide for an increase in our member base focusing on ALL ranchers, as well as associate & younger generations. In addition, they serve to provide educational opportunities for our members including our Annual Meeting and Convention.

Transportation Committee:

This committee provides advocacy regarding transportation practices and has been instrumental in the development of a transportation system that allows ranchers to ship their cattle as efficiently and humanely as possible.



LEGACY

*our identity, our beliefs
& values*



INTEGRITY

*the very foundation of our
Industry*



PROMISE

*the future generations
to come*

MEMBERSHIP FORM

HCC Members Receive A 20% Discount On NCBA Memberships vs Other State's Members

I OWN/PASTURE CATTLE

Producer Dues:

Voting Member | NCBA Dues

- 1-50 Head \$75.00
- 51-100 Head \$175.00
- 101-250 Head \$350.00
- 251-500 Head \$475.00
- 501-750 Head \$675.00
- 751-1,000 Head \$925.00
- 1,001-1,250 Head \$1,175.00
- 1,251-1,500 Head \$1,450.00
- 1,501-1,750 Head \$1,700.00
- 1,751-2,000+ Head \$1,950.00

Subtotal Producer Dues: _____

Plus Fair Share:

State & Local Dues

All Weaned Cattle Owned or Pastured in Hawaii

_____ x \$1.00/hd = \$ _____

Subtotal Fair Share Dues: _____

Total Producer Dues: _____

I DON'T OWN CATTLE

Ranch Hand:

HCC & NCBA Dues | With HCC Office Approval | Voting Member

- Cooperating Ranch: \$75
Employing Ranch is Member of HCC & NCBA
Cooperating Ranch Name: _____

- Non-Cooperating Ranch: \$150
Employing Ranch is NOT Member of HCC & NCBA

Total Ranch Hand Dues: _____

OR

Associate Memberships:

HCC & NCBA Dues

- Professional/Educator (Voting) \$150.00
- Supporting Individual (Non-Voting) \$100.00
- Supporting Business (Non-Voting) \$500.00
- Student/Youth (Non-Voting) \$50.00

Total Associate/Youth Dues: _____

Total Non-Producer Dues: _____

Name: _____

Business/Ranch Name: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____ County: _____

Recruited By: _____

PAYMENT INFORMATION

Check Enclosed Master Card Visa

Credit Card #: _____

Card Holder: _____

Expiration: _____

Signature: _____

Total Amount To Be Charged: _____

Make Checks Payable & Mail Form To: NCBA | PO Box 173778 | Denver, CO 80217-3778

A portion of your HCC/NCBA membership dues and contributions may be tax deductible for most members and associates as an ordinary and necessary business expense. HCC/NCBA estimates that 15% of dues and contribution payments are not deductible as a business expense because of our direct lobbying activities on behalf of members. Please consult your tax advisor. Charitable contributions or gifts to HCC/NCBA are NOT tax deductible as charitable contributions for Federal Income Tax Purposes. Charitable Contributions and Gifts to the Hawaii Cattlemen's Foundation, a 501 (C) 3 ARE tax deductible as charitable contributions for Federal Income Tax Purposes.

MEMBERSHIP MATERIALS

FUNDING STRATEGIES

Benefit Fundraising Events

Overview

One of the funding strategies that was developed during the FPS's work was the potential for benefit fundraising events. These events could include benefit rodeos, concerts, or other fundraising type events that may be presented in the future. The FPS group for these events identified a benefit rodeo as a natural fit that would be in-line with the cattle industry.

The group went to task to explore the potential for a 2-3 day rodeo event on Oahu at the Town and Country Arena. The group determined that Oahu would have the highest potential ability to draw the largest audience and would provide the largest potential income from the event. The mission of the rodeo would be to perpetuate the western lifestyle and promote beef as part of a healthy diet.

As one of the considerations, the rodeo would be promoted by professionals, as well as HCC membership. The use of a promoter would provide the ability to draw sponsors from entities that would not normally do business within our industry. HCC membership volunteers would be needed to help promote the event, as well as soliciting sponsorships from local businesses. The professional promoters would be compensated for their efforts.

To put on this type of an event, a large number of people and coordination is needed to ensure attendee, volunteer, participants and animal safety. The FPS group identified Town & Country Arena as a beneficial venue as the event would be produced and staffed by Rocker G Livestock. They have great experience in putting these types of events on and have proven their success for many years through these events. Rocker G would be compensated for their efforts and use of the facility.

Sponsorships would make up a fixed amount of revenue that would primarily be used to offset the event expenses. These sponsorships would include everything from selling the naming rights of the arena for the event, banners along the fences, bucking chute signage, barrels, pickup men, daily performance naming, etc.

An additional source of revenue are Gate tickets. Tickets for each performance would be sold to the general public in both pre-sale at a discounted rate and at the gate for a higher cost. With Town & Country Arena holding around 3,000 people, that would limit the number of tickets able to be sold, but would also keep the event at a manageable size to put on.

Additional Concerns

There are many factors that must be considered for the event to be a success, Selecting the right date would be crucial, specifically, a date that would not compete with other events that might reduce ticket sales. Inclement weather would also have to be considered, especially in the event of refunds of tickets or extending the expenses further to reschedule a performance. The lack of advertising either through the promoter or the volunteers from HCC could cause the event to cost more money than could be made. The support of volunteers for both promotion, sponsorship and even assisting in putting on the event is vital to the success of the event.

Projected Profit

This strategy could provide between \$60,000 and \$100,000 in additional net income to HCC. While the event would take a lot of volunteer help by HCC members prior to the event, the funding received through the event would not be an additional cost to members.

Timing & Recommendations

The planning of the event would take the most time, but this strategy could be implemented in 2018. The recommendation of the FPS is to establish a Rodeo Subcommittee under the Marketing Committee within HCC. The Rodeo Subcommittee would work with Rocker G Livestock to plan, coordinate, and execute the event. The responsibilities of the committee would include securing volunteers, event advertising/sponsorships, ticket sales, parking, security and other items as needed.

MEMBERSHIP MATERIALS

FUNDING STRATEGIES

Enhanced Utilization of the Hawaii Cattlemen's Foundation

Overview

The Hawaii Cattlemen's Foundation (HCF) was created to provide an additional source of revenue for the organization's non-lobbying activities. As a 501(c)(3), this would provide the ability for future solicitations to be directed to HCF and provide a tax benefit to the contributors. However, HCF has only begun to see these contributions and hasn't been widely exposed. This strategy includes working with the HCF board to explore the full potential of the foundation. Currently, the HCF board is working to determine what steps needed to be taken to improve the abilities of the HCF as a revenue stream for HCC.

Additional Concerns

These steps may take an extended time to complete as the HCF board continues to conduct meetings to determine the full potential of the foundation. Additionally, the HCF board is also considering a name change that would assist in their ability to raise funds from those outside of our industry.

Projected Profit

It is difficult to determine the potential at this time.

Timing & Recommendations

It is recommended that the future work of the FPS to include continued contact and follow up with HCF board members to determine the feasibility of this strategy.

MEMBERSHIP MATERIALS

FUNDING STRATEGIES In-State & Other Association Pledges

Overview

The purpose of this strategy is a back-stop to cover any projected shortfall in the HCC budget. This strategy includes soliciting contribution/donation pledges from both in-State and out-of-State members, supporters and organizations similar to the initial “three-year “leadership pledges” HCC solicited to underwrite the hiring of our Managing Director.

The intent is that;

1. HCC’s dependence upon this source of funding diminish or be eliminated over time as alternative sources of income are generated;
2. Other proposed sources of funding which could tap these same members and supporters be considered as possible credits against these pledges.
3. HCC concurrently adopt several cash management policies including;
 - a. Maintain a minimum cash reserve equal to 12 months projected operating expenses;
 - b. Prepare annually a rolling three year cash forecast which would be shared with HCC member pledgers and provide the basis for determining future anticipated pledge needs over the next 3 years.

Additionally, requests to other state cattle associations may be made to help secure additional funding.

Additional Concerns

There are many concerns that could affect the success of this strategy. The willingness of potential pledgers to continue to fund in this manner could be an issue. While they may have contributed during the initial pledge campaign, they may not be as willing to provide financial assistance again.

Their ability to contribute again due to market forces could also be a factor. Another issue may be how far into the future potential pledgers can commit recognizing normal cash flow uncertainties inherent in the cattle business (weather, pricing, market options, etc). At best, these pledges would be considered “best efforts” pledges and not contractual commitments.

Projected Profit

This strategy could provide up to \$125,000, but the FPS group would expect these to diminish annually. Again, this strategy should be considered as a back-stop if other sources are not able to provide the financial support to cover HCC’s operating expenses.

Timing & Recommendations

This strategy would solicit commitments in 2018 and in 2019 commence new pledge collections to maintain minimum of 12 months cash reserve and address projected cash shortfall in 2020, if no other strategies were adopted.

MEMBERSHIP MATERIALS

BYLAWS OF HAWAII CATTLEMEN'S COUNCIL, INC.

(a Hawaii nonprofit corporation)

ARTICLE 1

OFFICE

SECTION 1.1 The principal office and place of business of the Corporation shall be at Honolulu, City and County of Honolulu, Hawaii, or at such other location as the Executive Committee shall from time to time determine.

ARTICLE 2

MEMBERS

SECTION 2.1 All persons are eligible for regular membership in the Corporation who are members in good standing of any county cattlemen's association in Hawaii that is recognized by and in good standing with the Corporation. Upon application, the Executive Committee may in its discretion admit other persons as regular members of the Corporation, upon such conditions as the Executive Committee may determine.

SECTION 2.2 Upon application, the Executive Committee may in its discretion admit persons as associate members of the Corporation, upon such conditions as the Executive Committee may determine. Associate members, with the exception of the professional/educator members, shall be non-voting members of the Corporation, but shall be eligible for election to the Executive Committee or any office of the Corporation with all the powers attached thereto.

ARTICLE 3

DUES AND ASSESSMENTS

SECTION 3.1 The Executive Committee shall have the power to prescribe application fees for persons applying for regular and associate membership; and shall have the power to set annual dues to be paid by regular and associate members. The Executive Committee shall have the further power to assess membership dues on regular and associate members on a fair and equitable basis for such sums as are necessary to finance projects and expenses of the Corporation. A member may resign at any time in lieu of paying the assessment.

SECTION 3.2 The members of the Executive Committee, officers, employees and members of the Corporation shall not be liable for the Corporation's obligations.

ARTICLE 4

TERMINATION OF MEMBERSHIP

SECTION 4.1 Persons desiring to terminate membership may submit their resignations to the Executive Committee, and the membership shall be considered duly terminated upon acceptance of the resignation by the Executive Committee.

SECTION 4.2 The Executive Committee may expel any member from the Corporation upon a vote of two-thirds of the Executive Committee for good cause. The Executive Committee shall provide at least fifteen days prior written notice of the expulsion, suspension or termination and the reasons therefor, and an opportunity for the member to be heard, orally or in writing, not less than five days before the effective date of expulsion, suspension or termination by a person or persons authorized to decide that the proposed expulsion, termination or suspension not take place; or shall follow such other procedure that is fair and reasonable taking into consideration all of the relevant facts and circumstances.

SECTION 4.3 Membership shall be terminated for failure to pay accurate dues or assessments, according to the dues schedule approved by the Executive Committee, for a period of thirty or more days, or for failure to remain in good standing with a county cattlemen's association, recognized by and in good standing with the Corporation.

MEMBERSHIP MATERIALS

ARTICLE S

NOTICES AND MEETINGS OF THE MEMBERS

SECTION 5.1 The annual meeting of the members shall be held between September and December of each year, at such time and place as the Executive Committee shall determine. The Managing Director (MD), Officers and committee chairs shall report on the activities and financial condition of the Corporation.

SECTION 5.2 Special meetings of members may be called by the President, or upon the written request of one third of the Executive Committee, or upon the written request of five percent of the voting members, describing the purpose or purposes for which the meeting is requested.

SECTION 5.3 Except as otherwise provided by law, notice of each meeting shall be provided seven days prior to the members, stating the purpose, place, day and time thereof, and shall be provided to each member by the Officers, Managing Director or Office Staff in one of the following manners:

- (a) by leaving the notice with the member personally or by leaving the notice at the member's residence or usual place of business;
- (b) by personal telephone call, facsimile or other electronic communication to the member;
- (c) by mailing the notice, postage prepaid, addressed to the member at the member's address shown on the records of the Corporation;
- (d) by mailing a notice to each secretary of each county cattlemen's association; or
- (e) by such other method as may be fair and reasonable, as permitted by law. Notice of every special meeting shall indicate briefly its purpose. Only those matters that are within the purpose or purposes described in the meeting notice may be conducted at a special meeting of the members. Notice of an annual or regular meeting of the members shall include a description of any matters required by law to be included in the notice.

SECTION 5.4 The failure of any member to receive actual notice of the meeting shall not invalidate the meeting or any proceedings thereof, if notice shall have been given as required by this Article.

SECTION 5.5 Attendance at a meeting shall constitute a waiver of notice of the meeting except when such person attends a meeting for the express purpose of objecting to the transaction of any business because the meeting was not lawfully called or convened.

SECTION 5.6 One-fourth of all of the voting members of the Corporation or a total of twenty voting members, whichever shall be the lower, represented in person or by proxy, shall be necessary to constitute a quorum for a membership meeting. Unless the Articles of Incorporation, Bylaws or law requires a greater vote, if a quorum is present, the affirmative vote of a simple majority of the votes represented and voting shall be required.

SECTION 5.7 Any action of the members may be taken without a meeting if the Corporation delivers a written ballot to every member entitled to vote on the matter. A written ballot shall set forth each proposed action and provide an opportunity to vote for or against each proposed action. Approval by written ballot pursuant to this section shall be valid only when the number of votes cast by ballot equals or exceeds the quorum required to be present at a meeting authorizing the action, and the number of approvals equals or exceeds the number of votes that would be required to approve the matter at a meeting at which the total number of votes cast was the same as the number of votes cast by ballot. All solicitations for votes by written ballot shall indicate the number of responses needed to meet the quorum requirements, state the percentage of approvals necessary to approve each matter, and specify the time by which a ballot must be received by the Corporation in order to be counted. A written ballot may not be revoked unless the signed revocation is received by the Corporation's Secretary prior to the deadline by which the original ballot must be received and the Secretary determines that the revocation is unambiguous and supersedes the original ballot; the Secretary's determination in this matter shall be final.

MEMBERSHIP MATERIALS

SECTION 5.8 At every meeting of the members, each voting member shall be entitled to one vote, which may not be exercised cumulatively. Voting members may vote in person or by proxy executed in writing by the member or by the member's duly authorized attorney-in-fact. No proxy shall be valid after eleven months from the date of its execution, unless otherwise provided in the proxy; provided that no proxy shall be valid for more than three years from its date of execution.

SECTION 5.9 Any meeting of the members may be adjourned from time to time, whether a quorum be present or not, without notice other than the announcement at the meeting, except as otherwise required by law. Such adjournment may be to such time and to such place as shall be determined by a majority vote of the voting members present. Any business at any such adjourned meeting may be transacted which might have been transacted by a quorum at the original meeting as originally called, provided a quorum shall be present.

SECTION 5.10 The members of the organization may at times be called on to vote on items that are critical to the future of the organization. These items may include, but are not limited to, bylaws changes, election of officers, and general governance matters. Any item voted on by the members of the organization shall come as a recommendation from the Executive Committee with a simple majority vote being required.

ARTICLE 6 EXECUTIVE COMMITTEE

SECTION 6.1 The Executive Committee shall be the governing body of the Corporation and shall consist of not less than five (5) nor more than twenty-one (21) representatives of the county cattlemen's associations recognized by and in good standing with the Corporation. Each new County Representative shall be provided as a recommendation to the Governance committee for confirmation prior to their installation on the Executive Committee. Each representative shall have one vote, shall serve for a one-year term, and shall be a member of the Corporation. Representatives shall be elected annually by the respective county cattlemen's associations, in such numbers as the members of the Corporation determine from time to time at any meeting of the members. Each year, each county cattlemen's association may also elect as many alternate representatives as it has total representatives and, if it does so elect alternate representatives, it shall submit to the Officers, Managing Director and office staff, its list of such alternate representatives in the order of their priority of alternative representation. In the event one or more members cannot attend a meeting of the Executive Committee, such alternate representatives, in the order of their priority, may attend said meeting in the place and stead and with the full power and authority of the person or persons who were unable to attend said meeting. The initial representation shall be as follows:

<u>Organization</u>	<u>Number of Representatives</u>
Hawaii Cattlemen's Association	Six (6)
Maui Cattlemen's Association	Three (3)
Kauai Cattlemen's Association	Two (2)
Oahu Cattlemen's Association	Two (2)

SECTION 6.2 Any Executive Committee member may be removed from the Executive Committee by their representative organization, in accordance with the governing documents of such organization.

SECTION 6.3 Any vacancy on the Executive Committee, whether by death, resignation, disability, removal or otherwise, shall be filled by the organization to which the vacant position is attributed.

SECTION 6.4 The "Principal Officers," appointed by the Executive Committee pursuant to Section 7.1 of these Bylaws, Educational/Extension support personnel and Hawaii Department of Agriculture personnel shall also serve on the Executive Committee as ex-officio members. The Executive Committee may appoint additional ex-officio members from time to time. Ex-officio members shall not have the power to vote unless such person also is an elected representative of the Executive Committee. Any ex-officio member may be excluded from any executive session of the Executive Committee, and need not receive notice of any meeting from which they are excluded. If the ex-officio members are excluded from any meeting, then the elected Executive Committee members shall appoint a chairperson and secretary of the meeting, as necessary.

MEMBERSHIP MATERIALS

SECTION 6.5 The Executive Committee shall meet at the call of the President of the Corporation at such places, at such times, or by such means, as the President determines. Any two members of the Executive Committee may call a meeting of the Executive Committee by making a written request to the Officers, Managing Director, or office staff.

SECTION 6.6 Except as otherwise provided by law, notice of each meeting of the Executive Committee shall be provided to the Executive Committee members at least seven days before the meeting, stating the purpose, place, day and time thereof, and shall be provided to each member by the Officers, Managing Director or Office Staff in one of the following manners: (a) by leaving the notice with the Executive Committee member personally or by leaving the notice at the member's residence or usual place of business; (b) by personal telephone call, facsimile or other electronic communication to the Executive Committee member; (c) by mailing the notice, postage prepaid, addressed to the Executive Committee member at the member's address shown on the records of the Corporation; or (d) by notice announced at a previous meeting of the Executive Committee.

SECTION 6.7 Attendance at a meeting shall constitute a waiver of notice of the meeting except when such person attends a meeting for the express purpose of objecting to the transaction of any business because the meeting was not lawfully called or convened.

SECTION 6.8 A quorum shall consist of one third (1/3) of the voting members of the Executive Committee (excluding any vacancies). Only designated alternates may replace a Representative for quorum or voting purposes.

SECTION 6.9 In the absence of a quorum at the place, date and time of a meeting duly called, and at any meeting duly called and held, the presiding officer or a majority of the voting Executive Committee members present may adjourn the meeting from time to time without further notice and may convene or reconvene the meeting when a quorum shall be present.

SECTION 6.10 Members of the Executive Committee or any committee designated thereby may participate in a meeting of the Executive Committee or committee by electronic or telephonic means of which all persons participating in the meeting can simultaneously hear each other. Participation by this means shall constitute presence in person at a meeting.

SECTION 6.11 Any action required or permitted to be taken at a meeting of the Executive Committee may be taken without a meeting if a consent in writing or by electronic means such as an e-mail, setting forth the action so taken, is signed or acknowledged electronically by all of the members of the Executive Committee entitled to vote on the subject matter of the meeting. Such consent shall have the force and effect of a unanimous vote.

SECTION 6.12 The Executive Committee by a majority vote of the quorum shall exercise all of the powers of the Corporation in the management, direction, and maintenance of its business; it shall be authorized to sell, transfer, give, or otherwise convey, either by deed, bill of sale, mortgage, lease, or otherwise, any or all of its property; it shall have the power to direct and control the voting of shares of stock held by the Corporation in other Corporations; it shall appoint officers and may appoint managers and other employees; as well as appoint or authorize the President to appoint such committees as may appear desirable from time to time; it may discharge officers, managers, and employees; it shall determine the compensation, if any, of all officers, and may determine the compensation, if any, of managers and employees; it shall determine the compensation, if any, to be paid to officers and members of the Executive Committee for attending meetings; and may generally do and perform all things which are required for the proper management of the corporate business.

SECTION 6.13 Committees

- a) The Executive Committee, by resolution adopted by the Executive Committee, may designate and appoint one or more committees (each consisting of a chairperson, and should include members from each of the county cattlemen's associations or at a minimum should include no fewer than two additional members), which committees, to the extent provided in the resolution, shall have and exercise all the authority of the Executive Committee, except that no such committee shall:
 - i. Authorize distributions;

MEMBERSHIP MATERIALS

- ii. Approve or recommend to members the dissolution, merger, or the sale, pledge or transfer of any or all of the Corporation's assets;
 - iii. Elect, appoint, or remove Executive Committee members, or fill vacancies on the Executive Committee or any of its committees;
 - iv. Adopt, amend or repeal the Articles of Incorporation or Bylaws; or
 - v. Amend, alter or repeal any resolution of the Executive Committee that by its terms provides that it shall not be amended, altered or repealed by the committee.
 - vi. Engage in any sale, lease, exchange, mortgage, pledge or distribution of assets of the Corporation.
- b) The designation and appointment of any committee and the delegation thereto of authority shall not operate to relieve the Executive Committee, or any individual member of the Executive Committee, of any responsibility imposed upon the Executive Committee or any member thereof by law.
 - c) Each committee shall keep regular minutes of each of its meetings and report the same to the Executive Committee at the next meeting of the Executive Committee following such committee meeting; except that, when the meeting of the Executive Committee is held within two weeks after the committee meeting, such report shall, if not made at the first meeting, be made to the Executive Committee at the second meeting of the Executive Committee following such committee meeting.
 - d) Any action that the committees shall wish to undertake shall be presented as a recommendation to the Executive Committee for approval. No action may be taken without a majority vote of approval by the Executive Committee.

ARTICLE 7 OFFICERS

SECTION 7.1 The officers of this Corporation shall consist of a President, a Vice President, Secretary, Treasurer, Immediate Past President and such other officers as shall from time to time be appointed by the Executive Committee, otherwise known as "Principal Officers". Officers shall be elected from the members of the Corporation. One person may serve in more than one office if the Executive Committee so appoints; provided, however, that the Corporation shall have at least two individuals as officers. The Principal Officers shall be ex-officio members of the Executive Committee. The organization shall elect the Principal Officers as a slate, recommended by the Nominating Subcommittee, comprised of the two immediate past presidents of the organization and the current President, in consultation with the Managing Director. Their recommendation shall be affirmed by both the Governance Committee and Executive Committee. A simple majority vote in the affirmative on the collective group shall be required to elect the Principal Officers. No nominations from the floor shall be accepted when the proposed slate of officers are presented to the membership for approval. All Officers will serve for a two year term.

SECTION 7.2 The President shall preside at all meetings of the Executive Committee and Membership Meetings of the Corporation, and shall have general charge and control over the affairs of the Corporation subject to the Executive Committee. The President works in collaboration with the MD in the oversight of the business and affairs of the Council in accordance with policy or other decisions of the Executive Committee as directed by the Strategic Plan. The President provides counsel to the MD on various topics as needed, oversees committee chairs and activities as needed and encourages member recruitment and retention. The President performs such other duties as the Executive Committee may from time to time prescribe. The President may also serve as a representative of the Council in addition to or in the absence of the Vice President or MD. Upon completion of their term, the President becomes the Immediate Past President and serves for two years as the chair of the Strategic Planning Subcommittee, providing continuity and oversight of strategic initiatives approved by the Executive Committee. The President shall not serve more than two consecutive full terms as President (excluding appointment or election to fill a partial term prior to the two consecutive full terms).

SECTION 7.3 The Vice President, shall serve in the absence or disability of the President, and perform the duties and exercise the powers of the President in their absence. The Vice President may also serve as a representative of the Council in addition to or in the absence of the President or Managing Director.

MEMBERSHIP MATERIALS

SECTION 7.4 The Secretary shall keep a record of the minutes of the proceedings of meetings of members of the Council and of the Executive Committee in collaboration with office staff. These minutes shall be provided to office staff within one week of the meeting for review. The Secretary shall assist office staff in ensuring quorum for each meeting is secured. The Secretary shall record the votes of every meeting as stipulated in Section 5.7.

SECTION 7.5 The Treasurer shall have access to all books, records and papers of the Council, except such as shall be in the custody and possession of any other person authorized by resolution of the Executive Committee. The Treasurer shall also keep accounts of all monies of the Council received or disbursed, and shall review the deposit of all moneys and valuables in the name of and to the credit of the Council in such banks and depositories as the Executive Committee shall designate. The Treasurer works collaboratively with the MD in oversight of the financial stability of the Council.

SECTION 7.6 Upon the completion of their term as President, the Immediate Past President serves for two years, unless otherwise directed by the Executive Committee, to provide continuity and oversight of strategic initiatives approved by the Executive Committee. The Immediate Past President may be called on to provide counsel and support in specific situations as needed.

SECTION 7.7 The Executive Committee may, at any time, remove from office or discharge, any officer, agent or employee appointed by it or by any person under authority delegated by it, except so far as such removal would be contrary to law.

SECTION 7.8 The Corporation shall not make any loans to any Executive Committee member or officer, or guaranty the obligation of an Executive Committee member or officer. To the extent provided by law, any member of the Executive Committee or officer who assents to or participates in the making of such a loan or guaranty shall be liable to the Corporation for the amount of the loan until it is repaid. For the purposes of this section, any member of the Executive Committee who votes against the making of a loan or guaranty shall be deemed not to have assented to or participated in the making of the loan or guaranty.

SECTION 7.9 All checks, deeds, contracts, mortgages, leases, promissory notes and other legal documents shall be signed by such officer or officers as may be authorized by the Executive Committee. The Executive Committee at its discretion may authorize the use of facsimile signature.

ARTICLE 8

NATIONAL CATTLEMEN'S BEEF ASSOCIATION

SECTION 8.1 The Corporation may be unified or affiliated with the National Cattlemen's Beef Association ("NCBA"). The Corporation's representative on the NCBA board of directors shall be the President of the Corporation for the duration of their term. The Managing Director shall serve as the liaison between HCC and NCBA.

SECTION 8.2 The President or Managing Director shall keep the Executive Committee informed of NCBA activities and present a report of each NCBA meeting attended to the Executive Committee. The President or Managing Director shall also present a report of NCBA activities in the execution of their duties.

ARTICLE 9

MANAGING DIRECTOR

SECTION 9.1 The Executive Committee may employ a full time or part time Managing Director. If employed, The Managing Director (MD) is the chief executive officer of HCC under the oversight of the organization's Executive Committee. In consultation with their Officers, the MD provides leadership, initiative, and direction for the beef industry in Hawaii. The MD is responsible for carrying out the policies and objectives of the members of HCC. The MD is responsible for the supervision of all personnel employed by the Organization. The MD provides staff assistance to the neighbor island cattlemen's associations and committees as required. The MD works in collaboration with the Treasurer to ensure the financial stability of the Council and transacts business for the Council as required by the Bylaws and Leadership. The MD maintains communications as necessary with members and the general public.

MEMBERSHIP MATERIALS

SECTION 9.2 The Executive Committee may, at any time, discharge the Managing Director from employment, except so far as such removal would be contrary to law.

ARTICLE 10

LIABILITY OF EXECUTIVE COMMITTEE MEMBERS AND OFFICERS

SECTION 10.1 To the maximum extent permitted by law, any person who serves as a member of the Executive Committee or officer of the Corporation without remuneration or expectation of remuneration shall not be liable for damage, injury or loss caused by or resulting from such person's performance of, or failure to perform, duties of the position to which the person was appointed, except where such damage, injury or loss is caused by the gross negligence or fraudulent activity of that member of the Executive Committee.

SECTION 10.2 The Corporation, to the maximum extent permitted by law, shall indemnify any person who serves as a member of the Executive Committee or officer of the Corporation without remuneration or expectation of remuneration, shall have power to indemnify each of its other Agents (as defined below), and shall have power to insure each of its Agents against expenses, judgments, fines, settlements and other amounts actually and reasonably incurred in connection with any proceeding arising by reason of the fact that any such person is or was an Agent of the Corporation, except where such person acted with gross negligence or fraudulent activity. In addition, the Corporation shall have power to advance to each such Agent expenses incurred in defending any such proceeding to the maximum extent permitted by law. For purposes of this Section, an "Agent" of the Corporation includes any person who is or was a member of the Executive Committee, officer, employee or other agent of the Corporation, or is or was serving at the request of the Corporation as a director, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise, or was a director, officer, employee or agent of a corporation which was a predecessor corporation of the Corporation or of another enterprise serving at the request of such predecessor corporation.

ARTICLE 11

AMENDMENTS TO BYLAWS

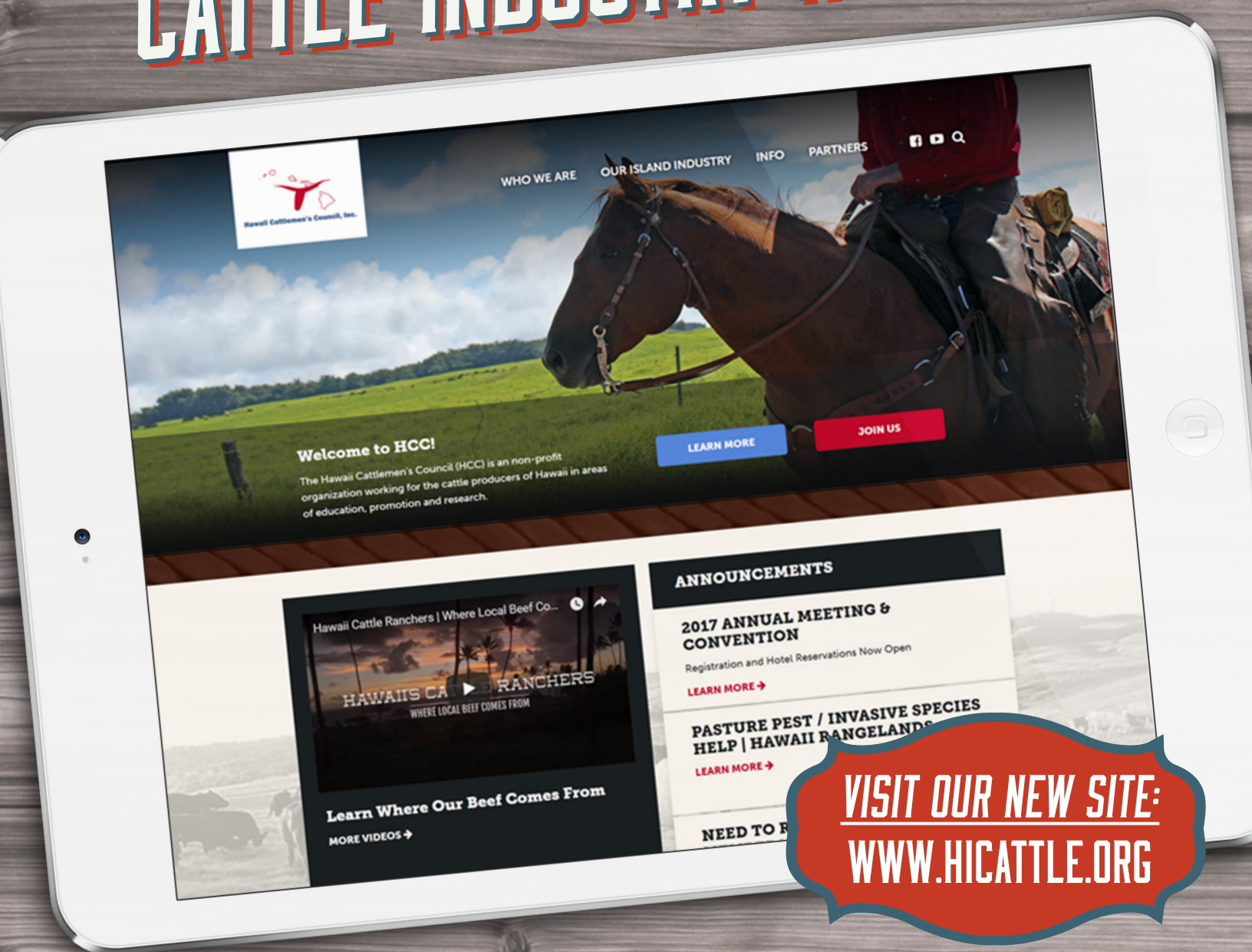
SECTION 11.1 These Bylaws may be altered, amended, added to or repealed by the members of the Corporation at a meeting duly called and held if notice of the proposed amendments shall have been given in the call for such meeting.

ARTICLE 12

DISSOLUTION OR MERGER

Section 12.1 In the event of the dissolution or merger of the Organization, no officer, Member, employees, or representative of the Organization shall be entitled to any distribution or division of its remaining property, assets, or proceeds. The balance of all money and other assets or property owned, held, or received by the Organization from any source, after the payment of all debts and obligations of the Organization, shall be used exclusively for exempt purposes within the intention and purpose of the IRS code as it now exists or may be amended from time to time, or it shall be distributed to an organization or organizations exempt under said section of the IRS code. Moreover, any such use or distribution of the money or property of the Organization shall be in accord with the Organization's purpose as set forth above, and, to the extent possible, shall promote similar or related purposes.

THE RESOURCE FOR INFO ON THE CATTLE INDUSTRY IN HAWAII



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HAWAII CATTLEMEN'S FOUNDATION



CONTINUING THE LEGACY OF CATTLE RANCHING IN HAWAII

Mission Statement

The Hawaii Cattlemen's Foundation (HCF) mission is to provide a funding mechanism for the enhancement of the Hawaii cattle industry through producer and public education, industry promotion, scientific discovery, leadership and development pursuits.

About The Foundation

HCF was created to provide an avenue to improve and further develop the cattle industry in Hawaii. It is operated exclusively for Charitable, scientific, and educational purposes within the meaning of 501 (c) (3) of the Internal Revenue Code of 1986, as amended. Consequently, gifts in support of the work of The Foundation are tax deductible as governed by the IRS.

Beneficiaries Of The Foundation

HCF benefits and supports all segments of the cattle industry in Hawaii. This includes organizations, individuals, adults, and youth, local or export focused and other related interests. The development of human capital, as well as the cattle industry in its broadest terms are essential to the success of our industry in Hawaii.

Funding And Management Of Funds

The funding of HCF largely comes from gifts contributed by individuals, corporations, and other foundations. Funds also come from the proceeds of special fund-raising activities. Donors may also designate gifts for specific uses. The Foundation's funds will be invested, managed, and disbursed under the direction of a board of directors. Part of the income from investments is used to fund worthy projects, and a smaller percentage is placed back into the principal to off-set inflation.

How To Make A Contribution Or Gift To HCF

For more information about Hawaii Cattlemen's Foundation, and how gifts can be made, contact:

Hawaii Cattlemen's Council
P.O. Box 437199, Kamuela, HI 96743-7199
Phone: (808) 885-5599 | Fax: (808) 887-1607
office@hicattle.org | www.HICattle.org

Funding Of Projects

Categories of projects that may be fundable include:

Scholarships - HCF serves as a repository for endowed and non-endowed funds for Scholarships, to be used for formal education beyond High School for youth aspiring to find careers in the cattle industry.

Leadership - Provide financing for youth, young cattlemen and cattle industry personnel to participate in state, regional, and national leadership development programs.

Facilities - Provide a means of financing Hawaii's cattle organizations for the establishment of office facilities and off-set operational costs to enhance the cattle industry in Hawaii.

Research & Education - Provide financial support through organizations or institutions for scientific discovery and producer education to bring about economic improvement and the survival of our industry in Hawaii. The intent is to enhance all segments of the industry, encompassing the areas of genetics, breeding, reproduction, nutrition, marketing, and management.

Industry Development - Provide funding for the development of new and improved production, processing or marketing systems for the economic development of various segments of the industry.

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CONVENTION**
& NCBA TRADE SHOW

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TRADE
SHOW

SCHEDULE AT A GLANCE

*Tentative Schedule

TUESDAY, JANUARY 30

6:30am-5:00pm.....Agriculture Tour
 8:00am-3:00pmANCW Meetings
 2:00pm-7:30pmCattlemen's College Demo
 Sessions & Reception

WEDNESDAY, JANUARY 31

7:00am-1:30pm..... Cattlemen's College
 8:00am-12:00pmANCW Meetings
 2:00pm-4:00pmOpening General Session
 4:00pm-8:00pmNCBA Trade Show
 Welcome Reception
 8:00pm-10:00pmEnvironmental Stewardship
 Award Reception
 8:00pm-10:00pm NCBA-PAC Reception &
 Live Auction

THURSDAY, FEBRUARY 1

6:00am-7:00amBeeFit 5k Fun Run/Walk
 7:30am-9:30am..... CattleFax Outlook Seminar
 9:00am-6:00pmNCBA Trade Show
 10:00am-11:00am Regional Meetings
 11:00am-12:30pm.....BQA Producer Forum
 12:30pm-2:00pm NCBA D.C. Issues Update
 2:00pm-4:00pmCheckoff Programs Update
 2:30pm-6:00pmPolicy Working Groups &
 Council Meetings
 4:00pm-6:00pmNCBA Trade Show Reception
 4:30pm-5:30pm NCBA Federation Forum
 5:30pm-8:00pm.....NCBA & Affiliate Receptions
 7:00pm-10:00pm.....Phoenix Fiesta

FRIDAY, FEBRUARY 2

7:00am-9:00am..... Best of Beef Breakfast
 9:00am-5:00pmNCBA Trade Show
 9:30am-11:00amGeneral Session II
 11:00am-12:00pm NCBA Sustainability Update
 Forum
 12:30pm-5:30pm.....Checkoff & Policy
 Committee Meetings
 3:00pm-5:00pmNCBA Trade Show Reception
 8:00pm-1:00amCowboy Comedy Club &
 After Party

SATURDAY, FEBRUARY 3

7:30am-10:00am. NCBA Board of Directors Meeting

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 WITH REE DRUMMOND
 THE PIONEER WOMAN**



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CENTRAL Life Sciences



**Cowboy
 Comedy
 Club**

FEATURING COMEDIAN
BILL ENGVALL



**EARLY BIRD
 REGISTRATION DEADLINE
 JANUARY 5, 2018**

