

# NEW YORK BEEF PRODUCERS' ASSOCIATION



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**November 8, 2025, NYBPA Council Meeting**

**Location: Lotts: 2973 NY-414, Seneca Falls, NY 13148**

**Time: 10:00am**

## **1. Call to Order – Zack Welker 10:05 am**

2. Establish a Quorum. Established.

Carlos V, Melissa F, Rich B, Katie M, Skip L, Brenda D, Zach W, Becky K, Betsy H, Joe L, Kate M, Anna S, Brendan S, Ashley S, Adam M, Rich P

3. Approve or change agenda (*Action/Approval*) Carlos to add Fundraising to agenda. Rich first, seconded by Joe. Added to New business letter d.

4. Approval or correction of minutes from 9.9.25 Council Meeting (*Action/Approval*) Carlos moved to approve, seconded by Brenda. All in favor.

## **5. Reports**

a. President's Report – Zack Welker

Becky working hard on conference planning and tabling at events. More details on things to follow in reports

b. Treasurer's Report – Brenda Dermody

a. Financial Report (*Action/Approval*)

Reports shared as handouts. Quickbooks doesn't carry over balances from last year – report says -\$35000 but it's really not that.

b. 2026 Budget Report (*Action/Approval*)

Draft budget, \$74k in checkbook, looking to move some money into a CD next year. Some items are down, were conservative on some projections. Budget is down a little from last year, but it is not a directory year. Worked with Zach and Becky to prepare a balanced budget.

Joe asked about promotions as a line item – if it's enough to do Beef events at \$1000. Discussion around it being better to budget for it and not use it, and put at \$2000.

Rich asked about NCBA passthrough. Becky described that it's a "handling" dollar amount if NYBPA members want NYBPA to belong to NCBA and have NYBPA handle registration. It's a wash. NYBPA did great for NCBA membership this year.

Kate asked about scholarship funds being reduced to \$1000, which was discussed during the last meeting.

Joe moved to approve draft budget. Rich seconded. All in favor.

Carlos moved to approve the statement of activity. Rich seconded. All in favor.

d. 2025 Fall Festival Report

Brenda deferred to Brendan to report. 70 kids in showmanship, team marketing 20+ kids participated. Great reviews from those that attended. Did lose some money this year. Some overbilling by fairgrounds – will work with them to try to get it for next year. Sponsorships were down this year as well. Loss of \$3000, but hopefully will improve.

                     **AFFILIATE**

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## c. Executive Secretary's Report – Becky Kron

Pumpkin Fest participation, Harvest Classic. Scholarship committee formed, will discuss later. Policy committee formed and lots of updates later.

### a. Membership Update

Still just below 400 of active paid members, should see an uptick by annual conference. Working on getting renewals from people that haven't renewed.

### b. Supreme Show Survey Recap and Final Comments

Sent out google form survey responses got like 5 responses – some people didn't like the jokes during the show that were told to fill time. Some mixed opinions on location at state fair because some fairs/shows are after state fair. State Fair is good for beef day and promotion. Discussion around official rules for the show should be shared. Mostly positive responses.

### c. 2026 Conference Update

Kent is official photo sponsor for contest, due 12/31/25. Food is ordered, prices are up by a few dollars, will skip the morning & afternoon snacks, will help vendor traffic and save some money. Hotel reservation links are active on website. End of year packets will be coming out thanksgiving time. Most speakers are secured. Lane Nordlund is keynote speaker, looking forward to him. Vendors and tabling – possibly want to discuss increasing vendor costs. Shared vendor reg form – trade show sponsor \$275, proposed to bump to \$300. Conference sponsor is at \$450, proposed to bump to \$500. We had 34 vendors last year, kind of the cap for space. Discussion around more tiers for the future and creating prime locations for tabling. Allied sponsors are a separate item. Discussion for Becky to make adjustments. Same photographer – Lucky Leaf Photography – as last year. Brenda & Becky going to another hotel (Luxe Hotel in Waterloo) to see if there is a new space for 2027 since contract will expire and we are outgrowing the DoubleTree. Skip mentioned we can grow the conference. 188 people attended dinner last year, and over 200 the year before. Sponsorships for conference – if there is anybody you can think of, send them Becky's way to share packets. Becky also working to get drink ticket sponsors to go with cash bar. Also working to get award dinner sponsors so those winning awards don't have to pay for dinner. For agenda, Becky removed one speaking spot and opened up earlier on Friday at 3pm instead of 4pm so there is more room for networking.

### d. 2026 Farm Show Reminder

Feb 26-28, 2026 – will need help and support from members, so reach out to Becky.

### d. NYJBPA Report – Anna & Brendan Scoralick

Loss of almost \$4k for the year. Loss of sponsorship of \$2500 that didn't come in, plus the fall show loss. Semen sale trying to get on the calendar, should help shore up some losses.

Brendan shared that they would like to push for sponsorships from businesses. Zach would like a list of sponsors so we don't tap out resources.

Brendan shared a lack of participation from Juniors for webinars, education opportunities, fundraising, etc.

Brenda shared that the Juniors need to understand that this is their account, and NYBPA doesn't fund the Juniors. Zach is encouraged by the current president to help move the Juniors forward.

Brendan wants clarification around funding the Juniors – Zach clarified that the association is more inclined to soak up losses when there is a lack of fundraising from the Juniors because of younger aged kids not being able to fundraise. Brendan talked about how fundraising is more effective when it comes from the Juniors, not the Junior Advisors.

NYBC did BQA skill-a-thon (Chrissy) and sponsorship, greatly appreciated.

Starting to plan for annual meeting & format for the juniors.

### e. Cornell Advisor's Report – Adam Murray

Just did an undergrad trip to King Ranch. All Cornell grants were released from the federal government, grant moneys have to be ag focused. Should have a livestock judging team soon, should have a formal recognized Beef Club soon. Feeder Program is approved so can move forward with a program next year. Beef class next semester. Skip asked about Round-Up Club – show cattle together at state fair etc. Joe asked about Feeder Program – Adam shared vaccination protocol is important, will not be beef x dairy, can share main points with the group via email.

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## f. BQA Report – Adam Murray

Cow-Calf boot camp with vet students and toured some farms and Wyalusing. Open to 3<sup>rd</sup> & 4<sup>th</sup> year vet students. Delaware County BQA with Rich Tobe soon, Broome County Nov 15, will do a BQA training and planning training at extension in-service. Adam and Chrissy talked about partnering with Select Sires and doing AI training. If BQA certified, will receive a discount to participate. Chrissy is also working on getting BQA signs to display for each farm. NY is streamlined now with BQA since Level I and level II are now just one so it's easier to keep track of who needs to recertify.

## g. Beef Council Report – Ashley Scoones

Shared impact statement from NYBC – numbers based programming wins of why checkoff works. Will share at annual conference.

May beef month is scheduled for May 13<sup>th</sup> in Albany. Press conference, serving beef, goal of having as many beef producers there as possible. Want to serve a mini version of the best burger contest with NY beef.

Funding received 2 cuts, one from Iowa. NY will have to cut a couple things. SD cut funding in half. NYC Wine & Food Festival in Manhattan was a great event, partnered with other state beef councils. Served over 2000 people beef tomahawk steaks.

## h. Scholarship Committee Report – Adam Murray

New proposed scholarship format, put together by new Scholarship Committee. Main points: annually a set amount of money allocated to scholarship. Committee will have flexibility to allocate awards as they see fit. Scholarship committee will use a rubric to make sure awards are earned (shared as handout), focused on ag involvement and NYBPA involvement. Goal is to share at annual meeting so everyone is aware of changes for 2026, and build excitement for membership. Members will be able to approve at annual conference and committee can move forward with changes. Want to make the scholarship fund pay out funds earned off principal in the account instead of fundraising for scholarships every year. For 2025 there were 3 applicants, using same process as last year. Applications due December 31<sup>st</sup>.

Lunch break 11:50am. Resume at 12:15pm

## i. “Beef Farm of Excellence” Program – Betsy Hicks

One applicant this year, they will be receiving the award. Big sponsorship push last year, so funds are steady. Trowbridge has sponsored the signs each year, need to find out status. Need help to champion the program, reach out to Betsy to help make the program more visible.

## j. CBB Report – John Kriese

report submitted to Becky & read out loud at meeting

## k. Policy Report – Joe Lawler

Policy proposals brought forward reflect what are important to NY beef producers, not necessarily what is important to beef nationwide. Shared as a handout in the meeting.

Adam had a comment on “definition of beef” clarification from “livestock” to “cattle”. Discussion around this to be brought forward at conference to be voted on. Has been circulated to membership as shared.

Proposed changes during conference will be updated live, then voting. Committee will provide a slate of members plus proposed officers at annual conference.

## **6. Regional Reports – reported out by each director**

Region 13 – Rich & Adam went to ThunderView Field Day on October 13<sup>th</sup>, highlighted working with the Watershed and local government & NRCS, profitability, etc. 80 people total there.

Region 11 – Carlos talked about region Facebook page and activities shared there. Engagement from the region has been challenging. Carlos has been reaching out personally to members. Has been working with Rich Toebe w/ CCE, BQA training in Delaware County. Meg Potter new CCE educator, big win to work together.

Region 7 – CCE get together at Watertown for Pest Management. Will get together with membership after this meeting to have election of officers.

Region 6 – 22 signed up for BQA training Nov 15. Will be looking to do winter meetings with Adam presenting on basics of beef

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## **7. Old Business**

### a. 2026 Raffle

Pick what you pull raffle – cost is \$3310. Kate shared three different amounts:

- Up to 100 - earn back \$5500,
- Up to 150 – earn back \$11k
- Up to 200 – earn back \$20k

Motion made by Brendan to be fundraiser to 100 tickets, seconded by Joe. All in favor. Can include smaller consolation prizes to more tickets. Can solicit donations from other vendors as prizes.

Top prize is \$3000 voucher towards buying NY animal from a NY sale or private NY farm.

### b. Committee Creation Process

Zach's movement to chair some committees is stalling. Joe shared that joining a committee shouldn't be halted by not thinking they would do the position justice. Progress not perfection. Zach says that fundraising and membership committees should be high on the priority list to have chaired. Carlos is willing to be fundraising chair and Rich is willing to be membership chair. Discussion around ways to get membership – membership card with savings at Boot Barn for example. Zach thanked Carlos and Rich for stepping to the plate as chairs for committees.

## **8. New Business**

### a. Approval of Policy Committee By-Law Changes to submit to membership at conference.

Brendan moved to accept bylaw changes, seconded by Kate, all in favor.

### b. Approval of Proposed Policies to be voted on at annual conference.

Brenda moved to accept, seconded by Brendan, all in favor

c. Conference Vendor Price Increase – discussed above, Becky will take into account and send out to the council via email what she's thinking

### d. Fundraising – Carlos taking on fundraising committee and will share more at next meeting.

Discussion around 501c3 or 501c5 structures.

## **9. Other Issues and Concerns**

Brendan shared about a cattle scam involving fraudulent checks. Warning to do business carefully.

## **10. Next Meeting: Annual Meeting, January 23, 2026, at 4:00PM**

**DoubleTree Hotel 6301 NY-298, East Syracuse, NY 13057**

## **11. Adjourn 1:44pm**

**\*\*2026 Annual Meeting Award Nominations to Follow\*\***