



DW - IDPC - UDC Joint Board Meeting Minutes
03/13/2025 8:15 AM MDT to 12:00 PM MDT
Boise Centre, 850 W Front Street, Suite 130, Boise, ID 83702

Attendees

Dairy West Board of Directors present:

Winfield Anderson, Daniel Buttars, Donnie De Vries, Deb Easterday Reeves, Chace Fullmer, Don Gaalswyk, Tom Kasper, Kim Korn, Jeff Lund, Siska Reece, David Roberts, Pete Wiersma

Dairy West Board of Directors absent:

None

Idaho Dairy Products Commissioners present:

Devin Boehme, Pete Doornenbal, Brian Esplin, Don Gaalswyk, Tom Kasper, Kim Korn, Jeff Lund, Mike Siegersma, Paxton Robinson (arrived after roll call)

Idaho Dairy Products Commissioners absent:

None

Utah Dairy Commissioners present:

Kaleb Bateman (arrived after roll call), Daniel Buttars, Chace Fullmer, Mitch Hancock, David Roberts, Sheila Sherwood, Trevor Wayment (arrived after roll call), Landon Wiser

Utah Dairy Commissioners absent:

Chet Hansen

Additional present:

Fred Pabst, Jenny Nelson, Katlyn Scarrow, Riley Barney, Lynn Keetch, Jaclyn St. John, Gabby Elledge, Melinda Wolfe, Crystal Quallio, Jessica Schmitt, Bryce Chambers, William Bokma, Ted Vander Schaff, Paul Ziemnisky, Barb O'Brien, Crystal Wilson, Pam Fry, Heidi Martin, Shawna Hagerty, Ann Lokuta, Kim Mora, Lacey Papageorge, Amy Corley, Meghan Conrad, Steve Doxey, Michael Brubaker, Launa Fowler, Holly Hull, Braden Munk, Rick Naerebout, Megan Satterwhite, Andrew VanderWoude, Jim Withers, Lael Schoessler

Via Zoom: Rob Peterson, Maxwell Modeen, Alan Branch

Call to Order

Dairy West Chairman Chance Fullmer called the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission meeting to order at 8:18 AM MT.

Roll call for each Board was taken. At the time roll was called, a quorum was present for Dairy West Board of Directors, Idaho Dairy Products Commission and Utah Dairy Commission.

The pledge was taken. Invocation was given by Pete Doornenbal.

Approval of the Agenda

Chairman Fullmer called for any amendments to the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission meeting agenda and if none a motion to approve. Director Winfield Anderson moved to approve the agenda without amendment. Director Deb Easterday Reeves seconded the motion. The motion passed unanimously.

Introductions

Chairman Fullmer introduced Fred Pabst to the room and explained his role in searching for a new CEO for Dairy West. Chairman Fullmer then asked the Ambassador Class of 2025 to introduce themselves. Jenny Nelson (Interim CEO, Dairy West) gave a brief introduction to Barb O'Brien (CEO, Dairy Management Inc. (DMI)).

DMI Updates

Ms. O'Brien gave a brief presentation about DMI's strategic initiatives and highlights for 2024, discussed the 2026-2028 Unified Plan, and stood for questions. Paul Ziemnisky (EVP Health/Wellness, Innovation, Insights, DMI) gave a presentation on DMI's innovation priority plans, how DMI can leverage technology to unleash milk molecules and DMI's plan to increase sales within food service.

Public Meetings Training

Meghan Conrad (Elam & Burke, P.A.) and Steve Doxey (Bennett Tueller Johnson & Deere) led Board members through training on public/open meeting laws in Idaho and Utah. Topics included: what is a meeting, quorums, meeting notices, voting requirements and audio recordings. The purpose, procedures and permissions for Executive Sessions (closed meetings) were addressed. Ms. Conrad and Mr. Doxey also shared information regarding electronic meetings and penalties for noncompliance.

Intentional Impact

Ms. Nelson discussed the 2025 Theme for Dairy West is "Intentional Impact" and the 2025 Goal is that "90% of business decisions are backed by data & insights". Ms. Nelson shared the new organizational chart for Dairy West as well as the open and upcoming positions that Dairy West is planning to hire for.

Meaningful Momentum

Heidi Martin (Vice President - Business Development & Health Promotions, Dairy West) gave the room an introduction to The MILK Method: A System Rooted in Intention - Focused on Impact. Ms. Martin discussed the organizational needs that drove the team to creating The MILK Method. The strategic prioritization process, "MILK", is intentionally ROI centered, leveraging key criteria to guide decision-making and ensure impactful outcomes.

M - Momentum: Prioritize initiatives that drive engagement and foster meaningful collaboration.

I - Impact: Evaluate initiatives based on alignment with our mission and long-term benefits to the organization and stakeholders.

L - Leverage: Identify synergies, reduce silos, and maximize internal resources and expertise to drive innovation and minimize duplicated efforts.

K - Knowledge: Use data, insights, and the 'lift-to-gain' ratio to ensure informed decision-making, balancing effort with potential returns.

Ms. Martin shared videos from the team explaining why this method will support their work and how they have used the MILK Method to move projects along.

Kim Mora (Vice President - Marketing & Technology, Dairy West) shared the future plans for digital, data, and consumer engagement at Dairy West. She discussed Dairy West's transition from an agency-led marketing to bringing everything in house and/or locally. This transition significantly reduces overall spend. Ms. Mora explained the five strategic pillars within Marketing & Technology and finished her presentation discussing what's ahead for her team and Dairy West. Ms. Mora expressed the need for the board to help stakeholders understand why this change matters and to support the team during expansion. Ms. Mora stood for questions.

Ann Lokuta (Director - Insights & Innovation, Dairy West) started her presentation with explaining what her new role entails and why it was created. Ms. Lokuta shared Dairy West's 2025 organizational goal that 90% of business decisions are backed by data and insights. She discussed the difference between data and insights and the importance of the two. She shared that insights without data are opinions, data driven is more efficient and data fuels innovation. Ms. Lokuta shared where Dairy West is with the goal currently and where Dairy West is going. Ms. Lokuta stood for questions.

Functional Area Committees

Ms. Nelson shared with the room that Dairy West has created additional committees around the functional areas within Dairy West. Dairy West is hoping for representation from all boards to create a deeper engagement within program areas to align with the timing of board meetings. Ms. Nelson continued her presentation to share financial stewardship at Dairy West. She touched on the new budget timeline that will be proposed in the upcoming commission meetings and the reason behind that change.

Dairy West Financial Update (YE 2024)

Pam Fry (Director - Finance, Dairy West) provided an update on Dairy West's year-end expenditures and financials for 2024.

Stakeholder Development

Bryce Chambers (Director - Industry Relations, Dairy West) began his presentation with an update around Farmer Relations. He shared updates from the last few months: an allied industry meeting was held at the Draper office to build and maintain key relationships, on-farm safety training will be offered later this year, and farmer outreach and reimbursements have increased. Mr. Chambers went into details around the Dairy Management and Leadership Training program and a new partnership with the University of Idaho. Mr. Chambers gave a brief overview of the BUILD Dairy Program highlighting the number of BUILD Students, BUILD financials and alumni statistics. Mr. Chambers stood for questions. Holly Hull (2025 Ambassador Class) commented that she appreciates the effort and funding that Dairy West is putting towards addressing what to do when emergencies strike during on-farm safety trainings.

Chair and CEO Remarks

Chairman Fullmer noted the upcoming meetings for the day. He asked board members to seek out support to use the new board platform, OnBoard. Chairman Fullmer encouraged all board members to connect with Mr. Pabst. He commented that the changes happening at Dairy West are evident by the meeting's presentations. He assured the room that change is growth and that Dairy West is not changing things because they were wrong, but because with new leadership and staff come new ideas and it is something to embrace and lean into.

Adjourn

Chairman Fullmer called for a motion to adjourn the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission meeting. Director Winfield Anderson moved to adjourn the meeting. Director Daniel Buttars seconded the motion. The motion passed unanimously.

The meeting adjourned at 11:56 AM MT.

Additional Meeting Resources

Zoom video conferencing technology was employed and operational during the Joint Dairy West Board of Directors, Idaho Dairy Products Commission, and Utah Dairy Commission Meeting including at the Utah Dairy Commission office, 98 W. 13100 So., Draper, Utah 84020. The meeting was recorded.

DCR

David Roberts
2025-05-20 01:23 UTC
Chairman/Vice Chairman

Daniel Buttars

Daniel Buttars
2025-05-19 03:42 UTC
Secretary