



Hawaii Cattlemen's Council, Inc.

ANNUAL MEETING & CONVENTION

**WAIKOLOA BEACH MARRIOTT RESORT & SPA
NOVEMBER 16-17, 2018**



CONVENTION PROGRAM

COMMITTEE STRUCTURE

COMMITTEE & SUBCOMMITTEE MEMBERS

Committee Name	Committee Members	Subcommittee Members
<u>Animal Health & Well Being</u>	<p>Chair - Jason Moniz, DVM</p> <p>Veterinary Professionals - Lisa Wood, DVM; Ashley Stokes, DVM; Jenee Odani, DVM</p> <p>CTAHR Extension Personnel - Kyle Caires, PhD</p>	None
<u>Governance</u>	<p>Chair - Pono von Holt</p> <p>Committee Members - HCC President; HCC Vice President; HCC Immediate Past President; HCC Secretary/Treasurer; At Large Members (2) - Appointed by Governance Committee Chair & Managing Director</p>	<p><u>Nominating Subcommittee</u></p> <p>Chair - Alan Gottlieb Subcommittee Members - HCC President; HCC Vice President; Immediate Past President; At Large Members (2) - Appointed by Nominating Subcommittee Chair</p> <p><u>Strategic Planning Subcommittee</u></p> <p>Chair - Chris English Subcommittee Members - HCC President; HCC Vice President; Governance Committee Chair; HBIC President; HCC Managing Director; At Large Member Appointed by Governance Committee Chair - Jimmy Greenwell; At Large Member Appointed by Strategic Planning Subcommittee Chair - Alan Gottlieb</p> <p><u>Finance Subcommittee</u></p> <p>Chair - Chris English Subcommittee Members - HCC President; HCC Vice President; HCC Secretary/Treasurer; At-Large Members - Jimmy Greenwell, Pono von Holt, Alan Gottlieb, Jason Van Tassell; HCC Managing Director; HCC Administrative Assistant</p> <p><u>Federal Outreach Subcommittee</u></p> <p>Chair - Keoki Wood Subcommittee Members - Government Affairs Committee Chair; Land & Water Issues Committee Chair; At Large Members (4) - Past 4 YCC Participants: Keith Unger, Jason Van Tassell, Dale Sandlin, Jason Small</p> <p><u>CTAHR Subcommittee</u></p> <p>Chair - Vacant</p> <p><u>Invasive Species</u></p> <p>Chair - Greg Friel</p> <p><u>Subcommittee Irrigation Subcommittee</u></p> <p>Chair - Pono von Holt</p> <p><u>Hawaii Grazing Lands Coalition</u></p> <p>Chair - Doug Beaton Subcommittee Members - Oliver English; Britt Craven; Michelle Galimba</p> <p><u>Positive Imaging Subcommittee</u></p> <p>Chair - Greg Friel Subcommittee Members - Government Affairs Committee Chair; Land & Water Issues Committee Chair; At Large Member Appointed by Positive Imaging Subcommittee Chair</p> <p><u>Scholarship Subcommittee</u></p> <p>Chair - Brent Buckley Subcommittee Members - KCA Vice President; OCA Vice President; MCA Vice President; HCA Vice President</p> <p><u>Convention Planning Subcommittee</u></p> <p>Chair - Keith Unger Subcommittee Members - HCC Managing Director; HCC Administrative Assistant; HCC Secretary/Treasurer</p>
<u>Government Affairs</u>	<p>Co-Chairs - Alan Gottlieb & Jacob Tavares</p> <p>Committee Members - Land & Water Issues Committee Chair; Federal Outreach Subcommittee Chair</p> <p>At Large Members (4) - Past 4 Participants In YCC: Keith Unger, Jason Van Tassell, Dale Sandlin, Jason Small</p>	
<u>Land & Water Issues</u>	<p>Chair - Taylor Kellerman</p> <p>Committee Members - At Large Members (2) - Appointed by Land & Water Issues Committee Chair & Managing Director: Keith Unger, Britt Craven</p>	
<u>Marketing</u>	<p>Chair - Jeri Moniz</p>	
<u>Membership</u>	<p>Chair - Kristin Mack</p> <p>Committee Members - KCA Vice President; OCA Vice President; MCA Vice President; HCA Vice President</p>	
<u>Transportation</u>	<p>Chair - Vacant</p> <p>Committee Members - At Large Members (4) - Involved In Shipping Livestock From Each County Appointed by Transportation Committee Chair & Managing Director</p>	None

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CONVENTION AGENDA

**Friday, November 16, 2018 | Waikoloa Beach Marriott Resort & Spa
Cattlemen’s College & Annual Meeting**

Ranching For Sustainability

Producing the highest quality beef while balancing economic viability, social responsibility, and environmental stewardship.

- 7:00 am **Registration**
- 7:45 am **Invocation** Lanakila Mangaul, Cultural Practitioner
- 8:00 am **Call To Order, Welcome, and Introductions** Dr. Lisa Wood
- 8:15 am **Economic Viability - Understanding U.S. Beef Demand: Concepts, Status, and Determinants of Change**
Dr. Glynn Tonsor, Kansas State University
- 9:00 am **Break / Exhibitors**
- 9:10 am **Economic Viability - Understanding U.S. Beef Demand: Question & Answer Session**
Dr. Glynn Tonsor, Kansas State University
- 10:00 am **Break / Exhibitors**
- 10:10 am **Social Responsibility – How Our Social Values Drive Markets** Kelly Crymble, IMI Global
- 10:50 am **Break / Exhibitors**
- 11:00 am **New Vaccination Program Research Helps Hawaii Cattle Industry** Dr. Vic Cortese, Zoetis Beef Technical Services
- 11:45 am **Looking Forward: Aina Pono School Lunch Program Update** Doug Chin, Lieutenant Governor
- 12:00 pm **Lunch**
- 1:00 pm **Environmental Stewardship – A New Business Model for People and Nature**
Dr. Gretchen Daily, Stanford University
- 1:50 pm **Break / Exhibitors**
- 2:00 pm **Environmental Stewardship – Advances in Green Development – A View from Hawai’i and the World**
Dr. Gretchen Daily, Stanford University
- 2:30 pm **Break / Exhibitors**
- 2:45 pm **Hawaii Weather Outlook 2019** Kevin Kodama, NOAA
- 3:00 pm **Break / Exhibitors**
- 3:10 pm **2018 NCBA Environmental Stewardship Region 6 Award Video & Presentation – Haleakala Ranch**
- 3:25 pm **Industry Panel Discussion: Ranching for Sustainability – Meeting Organizational Goals, Addressing Challenges & Balancing Efforts In Sustainability**
Haleakala Ranch, Dr. Tonsor, Dr. Gretchen Daily, Kelly Crymble
- 4:00pm **Adjourn**

CONVENTION AGENDA

Friday, November 16, 2018 Evening Activities

5:30 pm	Cocktails	Live Music by: Ho'o Nui
6:30 pm	Banquet	
7:15 pm	Awards & Announcements	Cattleman of the Year Award – Sponsored by: Farm Credit Services HCC Top Hand Award
7:45 pm	Live Auction	Bud Gibson, Auctioneer

Saturday, November 17, 2018 | 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	Dr. Lisa Wood/Sara Moore
8:15 am	Review & Approval of HCC Annual Meeting Minutes	Dr. Lisa Wood
8:30 am	Managing Director Address	Dale Sandlin
8:45 am	National Cattle Industry Update	Kevin Kester, NCBA President
9:30 am	Break	
9:45 am	Committee Reports Animal Health & Well Being Committee Governance Committee Government Affairs Committee Land & Water Issues Committee Marketing Committee Membership Committee Transportation Committee	Dr. Jason Moniz Pono von Holt Alan Gottlieb Taylor Kellerman Jeri Moniz Kristin Mack Darrell Bueno
10:30 am	Break	
10:45 am	Association President's Addresses Hawaii Cattlemen's Association Kauai Cattlemen's Association Oahu Cattlemen's Association Maui Cattlemen's Association	Sara Moore Bobby Farias, Jr. Darrell Bueno William Jacintho
11:00 am	Installation of New Officers	Alan Gottlieb, Nominating Committee Chair
11:15 am	New Business	
11:30 am	Open Membership Forum	
12:00 pm	Adjournment	

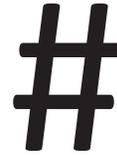
MAHALO TO OUR SPONSORS

(Tentative List)

Cattlemen's College



College Breaks



McCandless Land & Cattle Co

Cattlemen's Luncheon



Wilson Cattle Company



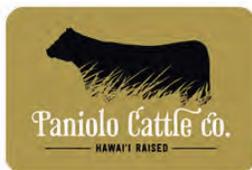
ALEXANDER & BALDWIN
PARTNERS FOR HAWAII



Banquet & Auction



Annual Meeting & Breakfast



Cocktail Reception



Registration



BIOGRAPHIES

Cattlemen's College & Annual Membership Meeting Speakers



Dr. Glynn Tonsor

Professor, Department of Agricultural Economics, Kansas State University

Glynn Tonsor is a Professor in the Department of Agricultural Economics at Kansas State University (KSU). Glynn grew up on a farrow-to-finish swine farm in Monroe City, Missouri. Tonsor obtained a B.S. from Missouri State University and Ph.D. from KSU. He was a faculty member at Michigan State University from May 2006 to March 2010 when he joined the KSU faculty. Tonsor has broad interests and experiences which span many issues throughout the meat supply chain. Through active research, engaged outreach with industry, and first-hand knowledge with livestock production, Glynn has economic expertise in an array of topics of economic importance to Kansas, U.S. and global stakeholders. These meat-livestock industry topics include animal health, identification, traceability, and welfare; commodity market analysis and risk management; consumer meat demand; and producer perceptions and preferences. Glynn and his wife, Shauna, live in Saint George, Kansas with their children Ethan, Levi, and Aubree.



Kelly Crymble

GAP Program Manager, IMI Global, a division of Where Food Comes From, Inc. (WFCF)

Kelly Crymble is the Global Animal Partnership (GAP) Manager and a Customer Verification Specialist for WFCF. WFCF and its subsidiaries offer programs and services allowing tens of thousands of food producers across all types of commodities to meet specific market needs, including public standards, private brand initiatives and international trade requirements. Prior to joining WFCF in 2007, Kelly worked for a feedlot as the Procurement and Finance Manager, which is where she met WFCF founders, John & Leann Saunders. To this day, she continues to be amazed by the opportunities the company continues to take advantage of. Kelly is an accredited animal welfare and poultry welfare officer through the University of Bristol, is PAACO trained in poultry and was awarded the Certified Angus Beef Runner Up Quality Assurance Officer of the Year in 2004. She spends her free time with her husband exploring the outdoors and seeing her daughter every chance she gets.



Victor Cortese DVM, PhD, DIPL ABVP

Director Technical Services—Cattle and Equine Immunology, Zoetis

Vic graduated from Michigan State University with his bachelors and doctorate and earned a Ph.D. in Microbiology from the Western College of Veterinary Medicine, University of Saskatchewan. After a predominantly dairy and equine practice in Wisconsin, he moved to SmithKline Beech Animal Health as a senior technical services veterinarian, with his main emphasis on dairy and its allied sectors. His current responsibility as Director of Technical Services for Zoetis is 75% North American and 25% international. He has many publications on viral infections in cattle and horses, immunology, neonatal immunology, endurance ride management and young dairy calf management. He has several textbook chapters and guest lectures at many veterinary and university meetings. He was the recipient of the 1997 American Association of Bovine Practitioners' Award for Excellence and was named one of the twenty most influential cattle veterinarians in the U.S. by Bovine Veterinarian Magazine in 2013.



Doug Chin

Lieutenant Governor, State of Hawaii

Doug Chin became the Lieutenant Governor of the State of Hawai'i, through succession, after the resignation of Shan Tsutsui in January 2018. The son of Chinese immigrants, Chin graduated from Stanford University and received his law degree from the University of Hawai'i. Chin has served in many different roles within city and state government including: Honolulu Deputy Prosecutor, First Deputy Prosecutor, Acting City Prosecutor, Managing Director for the City and County of Honolulu and State Attorney General. Chin served as Chair of the Conference of Western Attorneys General, on the executive board of the National Association of Attorneys General and as their representative to the American Bar Association House of Delegates, as well as a board member for the American Judicature Society. In private practice, Chin was a law partner and eventual managing partner at Carlsmith Ball. Outside of work, Chin has served on the board of the local YMCA and American Youth Soccer Organization (AYSO) where he was awarded Honolulu AYSO's "Volunteer of the Year" for two consecutive years. Chin lives with his wife, Kathleen, and his son, Ian, in Honolulu, Hawai'i. His daughter, Fiona, is a college student in Philadelphia. He has two dogs, Aristotle and River, and a perfect sense of pitch.

BIOGRAPHIES

Cattlemen's College & Annual Membership Meeting Speakers



Dr. Gretchen Daily

Senior Fellow - Stanford Woods Institute for the Environment; Bing Professor in Environmental Science
Gretchen Daily is Bing Professor of Environmental Science in the Department of Biology; Senior Fellow in the Woods Institute for the Environment; and Director of the Center for Conservation Biology. She is also Co-Director of The Natural Capital Project, a partnership among Stanford University, The Nature Conservancy, World Wildlife Fund, and the University of Minnesota, whose goal is to align economic forces with conservation. An ecologist by training, Daily's work spans scientific research, teaching, public education, and working with leaders to advance practical approaches to environmental challenges. Daily's scientific research is on biodiversity change; on the scope for harmonizing biodiversity conservation and agriculture; on quantifying the production and value of Ecosystem Services and Conservation across landscapes; and on new policy and finance mechanisms for integrating the values of natural capital into major decisions. Daily works extensively with private landowners, economists, lawyers, business people, and government agencies to incorporate environmental issues into business practice and public policy. Her efforts span fundamental research and policy-oriented demonstration projects in Africa, Asia, Latin America, North America, and Oceania. Daily received her B.S., M.S., and Ph.D. in Biological Sciences from Stanford University. Her recent awards include the Blue Planet Prize (2017), the Volvo Environment Prize (2012), the Heinz Award (2010), the Midori Prize (2010), the International Cosmos Prize (2009), the Sophie Prize (2008), and the 21st Century Scientist Award (2000). She has been elected to the American Philosophical Society (2008), the U.S. National Academy of Sciences (2005), and the American Academy of Arts and Sciences (2003). She serves on numerous boards, including the Beijer Institute for Ecological Economics (part of the Swedish Royal Academy of Sciences) and The Nature Conservancy.



Kevin Kodama

Senior Service Hydrologist | WFO Honolulu

Kevin Kodama was born and raised in Hilo, Hawaii and earned a Bachelor of Science from the University of Washington in Atmospheric Sciences. Upon graduation, Kevin served in the United States Air Force as a Wing Weather Officer at Minot Air Force Base in North Dakota and Officer-In-Charge for various weather detachments in the Southwest Asia Theater of Operations during Operation Desert Shield/Desert Storm. Kevin then earned a Masters of Science in Meteorology from the University of Hawaii and worked as a Graduate Research Assistant in the Department of Meteorology during this time. Kevin then worked as a Meteorologist and now serves as Senior Service Hydrologist for the National Weather Service Forecast Office in Honolulu. Kevin and his wife Sheri have two children Keri and Dillon.



Kevin Kester

2018 NCBA President

Kevin Kester is a fifth generation California rancher. He was born and raised in the Parkfield area of southern Monterey County where his family has lived for over 125 years. They have a yearling stocker and an Angus-based commercial cow-calf operation. They also farm wine grapes on their 22,000 acre ranch. Kester attended California Polytechnic University, San Luis Obispo where he obtained a Bachelor of Science degree in Agriculture Management. He then later returned to Parkfield with his wife June. They have three grown children: Kayleen, Kody, and Kara, and have welcomed the 7th generation into the family with their grandchildren Kelsee and Levi Abate. Kester owns and operates his families' cattle and winegrape operations. Kester is very active within the industry, having served as president of the San Luis Obispo County Cattlemen's Association, president of the California Cattlemen's Association and vice chairman of the CCA Cattle Political Action Committee. At NCBA, Kevin is currently the 2018 President. Kester is a past Vice President and Policy Division Chairman, after serving as the Policy Division Vice Chairman. Kevin has served as Chairman of the Joint International Markets and the Tax and Credit Committees. He has also served on the Board of Directors since 2007. He has also been active within his community serving on the Shandon School Board of Trustees, the California Mid-State Fair Heritage Foundation board of directors and the California Mid-State Fair Agriculture Committee. Kester is also a member of the California Association of Winegrape Growers, Paso Robles Wine Country Alliance and the Central Coast Vineyard, Team member of Nebraska Ag Builders and sits on the Foundation Board of Alpha Gamma Rho Fraternity.

CONGRATULATIONS



HALEAKALA RANCH

• EST. MAUI 1888 •

**ENVIRONMENTAL
STEWARDSHIP
AWARD**



2018 REGION 6 WINNER



PREVIOUS CONVENTION MATERIALS

2017 HCC ANNUAL MEETING & CONVENTION MINUTES November 18, 2017 | Waikoloa Beach Marriot, Main Ball Room

Call to Order: The meeting was called to order at 8:07 a.m. by Dr. Lisa Wood & Sara Moore.

Announcements: Dr. Wood hoped that everyone who attended yesterday's cattlemen's college program and shared her thank you to our Vice President Keith Unger for his work on Cattlemen's College program and to Chandra Rice, Administrative Assistant and Dale Sandlin, Managing Director for all of their hard work. Glad to see everyone who attended and especially the future of our industry who are attending this morning.

Introduction of Special Guests: Dr. Wood recognized our special guests Craig Uden and Kendal Frazier with NCBA, Representative Richard Onishi, Hawaii County council members Tim Richards and Valerie Poindexter. Dr. Wood read a special message from Senator Mazie Hirono and asked attendees to keep her in their thoughts as she battles cancer. State Senator Inouye could not be here due to a family funeral, but has been instrumental in completing our CIP project regarding livestock harvesting items. Dr. Wood also presented special commendations from the Hawaii State Senate to Betty Spence, Hawaii Cattle Producers Cooperative Association, for her work in transportation of livestock; Alan Gottlieb, Ponoholo Ranch for his servant leadership of the organization and it's endeavors over the years; and Dale Sandlin with Hawaii Cattlemen's Council for his abilities and leadership in working to better the industry.

Review and approval of 2017 Annual Meeting & Convention Minutes, November 18, 2017.

A MOTION to APPROVE the HCC Convention meeting minutes of November 19, 2016 was made by Jimmy Greenwell and seconded by Chris English, and was unanimously accepted.

Guest Speakers

Kendal Frazier, CEO | National Cattlemen's Beef Association

Kendal shared his experience within the industry as a farm broadcaster, working for Kansas Livestock Association and finally shifting over to NCBA where he has served there for over 30 years. He shared that the HCC convention was one that he had always wanted to attend and his time with us has been very pleasant. Kendal brought an update on the latest NCBA Executive Committee meeting and shared many positive trends within the industry including increased exports and stable financial footing for the industry. Kendal also shared an update regarding the Washington D.C. office which is fully staffed and is addressing many items including the elimination of the estate tax and any changes to the accounting processes within agriculture do no harm to the cattle industry. Kendal shared NCBA's excitement regarding the Rethink the Ranch marketing program presented through the Federation of State Beef Councils and he provided a preview of the NCBA Convention in Phoenix, highlighting many exciting options including the trade show: Ree Drummond, the Pioneer Woman who will be speaking during the event, the celebration of the 50th anniversary for CattleFax, and the Cattlemen's Beef Board will also be meeting. HCC has a voice among the industry as your Managing Director has a seat at the table and is a voice that is listened to as a state executive even though he's several time zones away. Kendal presented a short video which provided the introduction of Craig Uden, 2017 President for NCBA.

Craig Uden, 2017 President | National Cattlemen's Beef Association

Craig thanked his wife Terri who attended with him and supported him this year as NCBA President. Craig touched on challenges that the industry faces regardless of their location or size: sustainability efforts of the industry; the next generation. He praised the NCBA DC office and finally being on offense after many years of defending the industry. Thanks to the dues restructure for NCBA we have a fully staffed office in DC. Craig praised Dr. Brent Buckley for his efforts on the Beef Checkoff Operating Committee. Craig spoke about exports and the amount of demand across the world and spoke on NCBA's efforts on TPP and while it wasn't passed, the work behind the scenes has improved our standing in DC. He spoke on the NAFTA renegotiation and it's \$1.8 Billion impact on the industry. Craig also pointed to President Trump's meeting with the Chinese premier and within 90 days of their their meeting, being able to reopen the China market with partners like USMEF and others. After being out of that market for 14 years, it's promising to see the renewed market with China's large middle-class population. He also focused on the Korean market and how 10 years ago we were protested from opening the market, and now we sell around \$1 Billion each year to Korea. Japan continues to be a strong market, but we hope to reduce the import tariff and level the playing field with Australian beef. NAFTA continues to be renegotiated, but still remains challenging in ensuring that we don't lose our market share. There are many tax reform components that we've asked for from congress, but still have a long way to go.

PREVIOUS CONVENTION MATERIALS

Farm Bill: Hope to secure a FMD vaccine bank funding, but are still working on that. Also working to develop a secure beef plan in the event of a disease outbreak, but the hope on the vaccine bank is to have a 7-10 day turnaround if an outbreak ever occurs. We want to protect and strengthen the checkoffs through the farm bill as one of the top priorities as they've come under attack. Market Access program dollars which relate to trade and improve research dollars which usually get cut through the farm bill.

WOTUS: Congress mandated a water bill and NCBA has been working since March to develop a new waters bill with EPA and hope to have that completed soon. Mid-Term elections are coming up and this will allow us to try to get things to come through pretty quickly.

ESA: Ethan Lane with the Public Lands Council has been working hard to make changes to the ESA program, but with the continued listing of species without delisting efforts it makes it difficult. Monument designations have also gotten out of hand and we are looking at ways to improve the process. Looking at more state and local impacts on the decision making instead of top down directives. Market Volatility continues to be an issue and we don't want to lose market access. We are working to better understand how the money flow goes in and out of the markets within all commodities and how that impacts market access and volatility. We want to continue to improve our relationships with our administrators in DC. We are enjoying good access with EPA Administrator Pruitt, USDA Secretary Perdue and Interior Secretary Zinke, with them coming to us instead of us always having to go to them. We continue to work with other trade organizations to help build partnerships in order to help build alliances and move the needle. We continue to build relationships and improve the industry up and down the supply chain.

Beef Checkoff: We are a proud contractor of the beef checkoff and we continue to support it's efforts in building value for producers. Issues management has become a great team within NCBA which focuses on Social Media and the way the rest of the world is viewing our industry. IARC comments is a great example of this as we were able to push back when it came out and were able to limit the potential impact on the industry. Market Research has been taking place within the past 20 years and continues to provide value for the industry through the checkoff. Sustainability wasn't even on the radar 10 years ago and currently working with the US Roundtable for Sustainable beef and build allies for the industry which allow us to work to improve every component of the industry and develop the future factors of production and marketing of our product and we have a seat at the table. Rethink the Ranch has improved our ability to better understand our market and continues to build trust within our industry by showing how the industry has evolved and continues to improve. NCBA has become better at addressing immediate concerns and continues to improve our efforts.

New Markets & Campaigns: With additional exposure and increasing U.S. demand, the future is looking bright. Amazon and Walmart are making waves and changing the way in which we will do business in the future. Their distribution and positioning within the industry will provide more demands on us. BQA certification is building and is becoming the "Good Housekeeping" seal for our industry. It's going to be more critical for us to stay in tune and will revolutionize how our industry continues to grow. Using the ibotta campaign allowed us to sell 1 million pounds of beef in the lower times of sales to raise them up within January. Alternative Meats continue to be a concern and something we need to keep on the radar. We appreciate you having us out here and we appreciate the leadership within Hawaii.

Phyllis Shimabukuro-Geiser, Deputy to the Chairperson, Hawaii Department of Agriculture | On behalf of Chair Scott Enright
Phyllis explained that unfortunately, Scott could not make it due to a family commitment, but has asked her to highlight a few points. In the legislature the bill for the CIP Project, scalable slaughterhouse facility design, made it to conference, but was directed to the state budget bill instead as a CIP project. The State budget bill was passed, but the funding release was denied by Budget and Finance due to a lack of public purpose language which was in the original bill. HDOA met with Budget and Finance to explain their commitment to the project and the language that would allow for the funding to be released. They believe that the proviso should be approved with the state budget and will revisit in July 2018 to petition the release of these funds.

Ag Theft: HDOA has a contract with the Hawaii County prosecutor's office which provides ag theft coverage for Hawaii Island and is Shane Muramayu is the investigator who is tasked investigating these crimes. The state will reevaluate the program after one year as that is when the funding has been allocated. Phyllis highlighted the projects that HDOA has collaborated with HCC on, FeedStudy15 and BeefCattle16 projects which have both been successful. August 16, 2016 Two Lined Spittlebug control project was approved by HDOA, providing \$300,000 in funding for eradication and control efforts in conjunction with UH CTAHR Extension.

PREVIOUS CONVENTION MATERIALS

Other Industry Concerns: Governor Ige has committed to move forward to help provide relief for processing capacity concerns. Ag lands currently held at DLNR should be transferred to HDOA and they are working on that. Phyllis thanked Jimmy Gomes, Board member of Land and Natural Resources for his support in making this a priority. We've heard of transportation issues with the chair's office with issues at the pier, specifically capped water on Maui's pier. The Chair's office will be taking that up this coming year. The Governor's office has relayed Bud Gibson's concerns on shifting OCCO to Halawa and the loss of the staging area for livestock. As DPS was conducting its EIS, their fit test determined that the pasture would be allowed as long as Animal Quarantine stays at the Halawa Facility. Dr. Jason Moniz this year was chosen as the HDOA employee of the year for his years of service to the department and industry.

Island Associations

Hawaii Cattlemen's Association – Sara Moore, HCA President

HCA held their annual meeting on June 3, 2017 at the Waimea Civic Center. Guest Speakers were J.B.Friday–CTAHR Extension Forester who gave a talk on the present status of Rapid Ohia Death on Hawaii Island. He talked about what we can do as land owners and managers to identify the disease and slow its spread. We also talked about how the fungus is transported and the potential of cattle to be vectors by wounding trees, rubbing on them and transporting infected soil in hooves. County Councilman Tim Richards who is the Chair of Hawaii County Water, Agriculture & Energy Committee gave a talk on current issues with Hawaii County. He has started an agriculture round table discussion group. We talked about problems in the current Real Property Tax department. Many cattlemen feel the assessors need to be better educated on ranching practices for their assessments. Lisa Miura was mentioned as a contact in the RPT office for assistance with any complaints or dedication applications. Mark Thorne, the State Range Specialist with CTAHR in Waimea gave an update on another new pasture pest – the 3 lined spittle bug. This pest has caused considerable damage on pangola and kikuyu pastures in Kona. Be on the lookout for it. One management tool has been intensive grazing to eliminate thatch and graze to 4-5 inches stubble height. Mark will be conducting workshops in the near future: the Hawaii Grazing Livestock Management Academy: Range and Pasture Management 101, and Livestock Production principles 201. Good news: USFWS will now consider Federally funded fence projects using barbed wire, restricted to a height of 36 inches. Please see your USDA or NRCS agent for information. Issues that are at the forefront for HCA and HCC are the development of transportation protocols with Matson and Young Brothers, conditions and problems at the wharfs, Critical Habitat designations for endangered species, and beef promotional efforts among others. At this meeting, the membership present discussed streamlining efforts of HCA and HCC, to better utilize our energies and not duplicate our efforts. Our Statewide council has been so effective that it is time to eliminate duplication.

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

Kauai Cattlemen's Association continues to enjoy and benefit from the efforts from the Office of Economic Development and the Kauai County Council support of Agriculture through the staging facility. Calf sales have been steady and given the favorable weather this year grass is good and looks good for the winter. Shipping calves out of Kauai has been steady. No complication or complaints that we know of and optimism is high. Calf prices are above average for the year and this time of the year. Our Kauai County Fair was great thanks to the support of the HCC and the beef Check off. The beef tasting was well received. Outlook is great. Lots of feed this winter and herd sizes are on the rise.

Oahu Cattlemen's Association – Darrell Bueno, OCA President

Oahu County has seen a considerable increase of membership over the last 2 years. With strong recruitment, Oahu has secured the second most members in the state, with the most members on the Big Island. Being that our cattle numbers are probably the smallest of all counties we had to reach out to several different sorts of individuals and businesses. We held our Oahu county meeting in March at Kunoa's harvesting plant. We had nearly 50 people in attendance. During that meeting we elected a new Vice President (Cory Gibson) and appointed an executive committee of 5 members. This was necessary to revise and amend OCA's by-laws which are 30 years old should be updated. We were also given a tour of Kunoa's facility and saw first-hand what they were doing to get their operation up and running. They began operating a little while after meeting. Recently, it was announced by the news media that the future site of Oahu's new jail will be the current animal quarantine station. OCA will be following this closely as our industry will be greatly affected by this decision. We hope to be involved in planning if this does come to fruition.

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

Legislative: Starting off the year with a visit to the State Capitol really gets the ball rolling for us to share our Legislative concerns.

PREVIOUS CONVENTION MATERIALS

Thanks to HCC and their efforts put forward, we've been able to collaborate and develop good relationships with our Legislators. In the past, we've been able to bring young cattlemen from Maui to the Capitol during session to learn and experience the legislative component of the Livestock Industry and meet face to face with their legislators. While we were unable to include youth from Maui in Cattlemen at the Capitol this year due to conflicting school schedules, we hope to do so in 2018. MCA provides numerous pieces of testimony, both written and in person at County Council meetings and at the State Capitol. We encourage our members to be involved as well, and they have come out in large numbers on the very hot issues. MCA continues to work with HCC on strategic initiatives. MCA is working to obtain clarification on the current Maui County Ordinance regarding Shelter for Animals. MCA has been working with the Maui Humane Society, Maui County Council and HCC to resolve this Island issue. MCA and HCC have had numerous meetings with Young Brothers and Dept. of Transportation on new requirements for loading and unloading livestock at the pier. HCC worked on and submitted suggestions for improvement, and we're standing by for response and follow through. Maui pier still doesn't have water for livestock. We are in support of and working with HCC's efforts to have animals and or their meat, included in their island ag commodity rate. It would be great if they would include the same list of animals listed on the DC-44 Certificate of Livestock Ownership/Movement form. Animals produced for breeding or food consumption should qualify for the rate.

Harvesting Facilities for Slaughter and Processing: The processing plant on Maui has caused concern for all ranchers. While the facility is USDA compliant, they could use regular on-going maintenance support. Their future success is partially dependent on throughput from all ranchers. If another plant was built, the shift of numbers going to the current plant could cause them to shut down. If that happens, some producers worry that they may not be able to meet their contracts or be able to process on Maui if a new plant is built and kept for private use only. Time will tell on these concerns, but we hope that there will be an outlet for all producers and enough throughput for success regardless of the number of plants.

Organization Items: MCA continues to provide livestock workshops with County grant funding, These workshops delivered additional information regarding genetic traits and livestock handling. These workshops continue to help Producers to understand animal selection and proper animal handling techniques. Future workshops are planned to target all ranchers of our association, as well as any non-members and 4-H and FFA members in High School. These could include classroom and field demonstrations on animal handling, genetic selection, animal conformation, feedlot and grass finishing characteristics, and dealing with situations related to drought. We intend to host at least two educational workshops with speakers delivering information on topics including better animal handling techniques, genetic traits that will work well for us here, focusing on cattle that will provide an animal that can be finished on a grass pasture with excellent palatability and eating traits. We usually have as many as 60, depending on the topic and ranch need. In 2017 we incorporated one of our speakers with the 4H livestock Auction and Upcountry Fair to reach a larger audience. By incorporating our speaker with the 4H judging and auction, we were able to reach hundreds of attendees. MCA also continues to focus on membership, up by 10% from last year, and hope to grow our membership through these workshops. MCA also assists with industry events including the Maui Fair, the Upcountry Fair and 4H Auction, and the MCFB Ag Festival. Besides the consumer educational material MCA provides, the Maui Fair receives an additional \$500 through a grant proposal by MCA for HBIC funding from membership dues for education and beef promotion during the four day event. The Chair of the event stated that over 90,000 people attend the Maui Fair each year, and that most of them stop by and visit the Livestock and Poultry Exhibit. Our Grass Bale Operation is in full swing. This year we purchased a new Baler that we funded through the break-even operation. Bales are sold at cost, with a small portion going to the Bale Fund, for future equipment replacement. Our new Livestock Agent Dr. Kyle Caires has been working very closely with our ranchers and 4H Youth Program. He's got several new ideas on the horizon for the livestock industry.

Committee Reports: (Provided Throughout The Friday Event Activities)

Animal Well-Being:

No significant disease outbreaks in cattle have occurred in the State in 2017. Bovine TB was last detected in cattle on the East End of Molokai in 1997. Wildlife surveillance conducted on Molokai from 1999 through 2010 detected bovine TB in feral swine through 2010. USDA Veterinary Services has recently committed to fund renewed surveillance to reevaluate the wildlife on the East End of Molokai and determine if bovine TB is persisting in wildlife. USDA has also been working to develop an oral vaccine for use in Molokai feral swine with the goal of eradicating the disease in feral swine. Since 1997 cattle herds on the East End of Molokai have been tested annually to ensure early detection and prevent spread from the area. No herds have been found infected on Molokai in the past 20 years. Slaughter surveillance is also in place at the Molokai slaughter plant. There are currently two herds in Kau under

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quarantine for Trichomoniasis. Testing continues to detect and remove positive bulls from these herds. After bulls are removed the herd undergoes a 120-day period of no breeding followed by the reintroduction of test negative bulls and retesting of bulls occurs again after a breeding season. Herds free of infection at that time are released from quarantine but are required to have an assurance test of its bulls in a year. A statewide quarantine order requiring change of ownership testing and testing of bulls to enter the State remains in effect. Bulls 2 yrs. of age and older and any non-virgin bulls changing ownership in the State are required to test negative prior to changing ownership. Bulls 1 yr. of age and older or any non-virgin are required to be tested negative prior to entering the State. Nationally in 2017 bovine TB outbreaks have occurred in six Midwestern and Western States in beef and dairy herds. Another long-standing disease, bovine brucellosis also continues to spill over from infected bison and elk herds in the Greater Yellowstone Area (GYA) and infect beef herds in the area. Infection in elk herds appears to be spreading to an area eastward of the GYA. Today brucellosis slaughter surveillance occurs in 15 large cow slaughter plants in the Mainland US. Hawaii has not had its cattle tested since this surveillance plan went into place in 2010. Plans are being developed to periodically test cattle at slaughter in Hawaii for surveillance and to prove freedom from brucellosis and anaplasmosis. A recent directive received from USDA Veterinary Services will require Hawaii provide 15 samples (obex of the brain) for BSE surveillance in FY 2018, 29 in FY 2019 and 44 in FY 2020 and going forward. The directive affects Hawaii and other States that have been underrepresented in the Nation's BSE surveillance program. Downer cattle at slaughter plants and cattle doing poorly with neurologic signs on ranches and dairy farms will be targeted for surveillance. The US can expect to lose export markets if it fails to provide adequate surveillance for BSE.

Interstate movement of livestock: East bound – Cattle shipments by Matson and by Pacific Air Lift have been basically uneventful. Corneal (eye) lesion that concerned a new California buyer and his veterinarian has been evaluated and addressed. As a reminder cattle being shipped should be given adequate space in containers, be well ventilated, utilize feed with lower protein levels to reduce ammonia and be washed out regularly to reduce eye lesions. In certain cases vaccination for pink eye may also improve performance. The HCC Interstate Shipping Recommendations have been periodically reviewed and revised to ensure the well-being of cattle being shipped to the Mainland. West bound- Market hog imports from the Mainland that have been scrutinized by animal rights groups for years were terminated in October 2017 for business reasons. Shipments had been going well with very low morbidity and mortality. It is unknown at this point if these shipments will resume at some later date.

Interisland movement of livestock: HCC's Animal Health & Wellbeing and Transportation committees worked on an inter-island shipping protocol to meet concerns the State Department of Transportation Harbors (DOTH) and Young Brothers (YB) had with livestock loading and staging at the harbors. Their major concerns involved spillage from the livestock containers and animals escaping on the docks. Initially both DOTH and YB wanted all livestock loading and unloading to take place off of the harbors. The HCC committees created a task force led by Dr. Ashley Stokes, UH and completed a final recommended protocol that was submitted to DOTH in July 2015. We had some further discussions with DOTH in 2016 and DOTH meet with YB who implemented some of the recommendations with its customers in 2016, mainly focused on waste containment. Without adopting all of the recommendations I believe we will continue to see animal escape events in the harbors particularly with the smaller livestock.

Maui Humane Society: After discussions and meetings between the Maui Cattlemen's Association and the Maui Humane Society (MHS) enforcement action by the MHS over the requirement for Maui livestock to have shelter has been curtailed. At this time there is no ongoing activity directed towards amending the Maui Ordinance that requires shelter for all Maui livestock. The Maui Ordinance is in conflict with humane and shelter requirements in our State Statues. In addition, livestock wellbeing, husbandry, production standards and best management practices are the purview of the State Department of Agriculture and University of Hawaii and not the humane society.

Governance:

The Governance Committee dealt with many items that were critical to the future of our organization this year. The largest of these items was the creation of the Financial Planning Ad Hoc Subcommittee tasked with reviewing our current financial picture and examining new fundraising methods. One of their recommendations for the next steps for this subcommittee was to create a Finance Subcommittee under the Governance Committee which was created by the Executive Committee in September. Their remaining recommendations will be brought forward tomorrow during our Annual Meeting but are included in the convention program for your review. Additionally, the Governance Committee began the process of reviewing and revising the HCC Bylaws. Of those items that were revised were officer positions, addition of the Managing Director Position and further clarifying the officer

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election process. After months of revisions, a final version was ready for the Executive Committee review and approval. The revised version of the Bylaws is also included in the convention program and will be presented during the Annual Meeting as well. In May, our long-time Secretary/Treasurer, Betty Spence, notified the HCC Leadership that she was resigning this position. We are extremely grateful for her leadership and accounting oversight that kept HCC organized and successful. The Governance Committee presented the recommendation to the Executive Committee this summer to install Alan Gottlieb as the interim Secretary/Treasurer through 2018 and this recommendation was approved. We appreciate his willingness to serve in this capacity. Additionally, HCC will be splitting away from the Hawaii Cattle Producers Cooperative Association beginning in January. We appreciate their support over these many years in making space within their office for HCC and for their assistance in our accounting processes. In 2018, HCC will no longer have a physical office, but Dale & Chandra will continue to provide member services from their home offices. Additional details regarding any changes in contact information will be forthcoming.

Government Affairs:

The Government Affairs committee began the year with our annual Cattlemen at the Capitol. This event consists of a briefing for legislators and their staff, a beef tasting and then one-on-one meetings with the legislators in their offices. This year, our legislative efforts were written permission for hunting on private lands and our Capital Improvement Project bill for a set of architectural plans for a scalable processing plant design that could be used for all counties. Unfortunately, written permission for hunting on private lands received unfavorable committee assignments and the committee chairs did not schedule it for a hearing. The CIP Project was presented as both a bill and a specific CIP project through Senator Inouye's office. The bill made it through crossover, but was not scheduled for a hearing as the specific project was advanced. This provided for a more favorable chance of the CIP being funded and as such was included in the Governor's budget. The budget was signed into law and provided funding for the project. Unfortunately, the CIP project has ran into a snag. Budget and Finance has refused to release the \$1.5 Million for the project since the specific CIP project lacked public intent language. The Bill version of the project included this language and if passed, Budget and Finance would have released the funding. The house bill HB1389 did go to conference and can still be renewed in conference if needed. We are very thankful for both Senator Inouye and Representative Evans for their efforts in supporting our industry through these bills. In order to get the funding released, there are two potential corrections, a proviso could be created within the budget to add the public purpose language into the CIP specific language. If not, we may have to repeat our efforts on this project in 2018. The fact that we have two different avenues/opportunities to get this through is very promising. Having both a bill and a budget item to get this through greatly improves our chances. Department of Agriculture Deputy Chairperson, Phyllis Shimabukuro-Geiser, will be speaking tomorrow on this subject during the Annual Meeting where she will provide more insight on the status of this critical item for our industry. In addition to the potential of repeated efforts on the CIP project, the Government Affairs committee is reviewing and considering other legislative efforts such as a bill to include live cattle and boxed beef as eligible ag commodities for the Island Fresh Discount, a 30% reduction of applicable interisland shipping rates at the time of shipping. Details on 2018 legislative items will be released as soon as they are available. Please make plans to attend the 2018 Cattlemen at the Capitol which is set for January 16, 2018, which sets the tone for our 2018 legislative efforts.

Land & Water Issues:

Fish and Wildlife Update - Source: Michelle Bogardus- FWS: The final rule to list the species as threatened published in the Federal Register on Sept 20, 2017, and will become effective on October 20, 2017. Next steps include development of a recovery plan, which will be done in conjunction with public input. Mosquitos have been identified as the primary vector behind the diseases affecting I'iwi populations, therefore Individual ranches have a limited ability to directly assist with the situation. Overall, the only action that occurs on private land that has the potential to negatively affect I'iwi is cutting down large nesting trees (usually native trees such as Ohia) during the breeding season (late winter/early spring). USFWS has offered to meet with individual land owners about the ruling, and no critical habitat is being designated at this time for the I'iwi. The final package is working its way toward the Federal Register, but no publication date set. At this time, there are no plans to proceed with any critical habitat designations for I'iwi or any other species that currently does not have designated critical habitat. We don't expect any new critical habitat in the Hawaiian Islands over the next several years given funding and staffing resources

Rapid Ohia Death (ROD) Update - Source: J. B. Friday, PhD - Extension Forester CTAHR: Currently only found on the island of Hawaii, latest numbers are showing 75,000 acres are now affected translating into hundreds of thousands of trees. Ohia that are most susceptible to the disease are those that have been impacted and or damaged therefore animal interaction and fencing is a consideration for ranchers. The disease has no known ability for aerial transfer, and the hardened spore stage is known to have

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significant longevity. Because the disease is mechanically transferred, moving cattle from region to region and island to island is a consideration. Spores can be inadvertent stowaways in mud, debris, and the animals themselves.

Alala Update - Source: Jackie Gaudioso-Levita - Alalā Recovery Project Coordinator, DLNR DOFAW: Five young 'alalā, two females and three males, were released into Pu'u Maka'ala Natural Area Reserve (NAR) on the Island of Hawai'i on Wednesday, October 11th. These birds join a previous group of 6 individuals that had been released into the forest at the end of September. The first attempted release of 'alalā into the forests of Hawaii in late 2016 encountered predation pressures from the native Hawaiian hawk, or 'Io. Surviving birds from this first group were brought back into aviaries while a team of conservationists looked at ways to improve their chances in the next reintroduction. There are currently 125 birds at the Hawaiian Bird Center.

Land and Water Issues Subcommittee Updates

Invasive species: News on the Two-lined spittle bug from April 2017: Found on two ranches in Kona area and can have a devastating effect on pangola and Kikuyu grass. Native to the Southeast US, currently unknown how it arrived in Hawaii Island. UH Hilo working on containing the pest and HCC has provided a letter of support and has been working with DOA since initially observed.

GLC: Conducted a successful demonstration of the rain/pasture simulator at the Hawaii State Farm Fair this past July. By simulating rain running through various stages of pasture, the simulator demonstrates the benefits of proper pasture management and how it can reduce soil erosion. Current projects include a demonstration of the simulator the week of December 4th through the 8th on Hawaii Island, and completing the grass identification cards along with posters. In 2018, GLC will be reaching out to Grazers in the Pacific, in Guam, Saipan and Tinian. We will also be attending the Society of Range management meeting in late January.

Committee Initiatives & Other Considerations: Possible delisting of the Hawaiian Hoary Bat which has had a specific impact on ranchers as the NRCS Guidelines for fence construction using barbed wire have changed due to its listing. Possible Grant application for USDA Critical Agricultural Research and Extension program to request funds to support soil carbon monitoring in Hawaii's rangelands. Proposing to (i) develop and implement a soil carbon monitoring plan for rangelands in Hawaii and (ii) design extension and outreach activities for a diverse group of stakeholders across the Hawaiian Islands. Hawaii Senate on Ag & Environment confirmed gubernatorial appointees for the Endangered Species Recovery Committee: Lisa Spain (through 2021) and Loyal Mehrhoff (through 2019). Forest Legacy Program HCC comments: 2004 AON identifies cattle grazing as the primary threat to Hawaii's forest. The HCC L+W committee submitted a response refuting that claim and provided Cattlemen's perspective to other questions posed as part of the overall document review.

Marketing:

The marketing committee this year continued to complete the BEEFCATTLE 16 grant that was awarded to HCC. While filming on the video series wrapped late last year, the final edits were made and approved by HDOA. All of the videos have been uploaded to our YouTube channel. The HCC website has undergone a complete transformation. The site now features a simpler interface to navigate, more information on HCC and what we do, educational information on our industry and production practices, information and resources for producers, and now includes a home for the Paniolo Hall of Fame, Hawaii Grazing Land Coalition and the Hawaii Cattlemen's Foundation. We encourage everyone to go to the site and view all of the changes that have been made. In early 2016, volunteers were sought from each of the counties to participate in the Hawaii Beef Ambassadors (HBA). Seven people volunteered with all counties having representation. They participated in a 2 day quality assurance and media training in June and have since participated in the HCC booths at the State Farm Fair in July and the Ag conference held in August. Next year we will be doing a similar training with FFA and 4-H youth in order to get the next generation more involved. Details will be sent out as they become solidified.

Membership:

The membership committee experienced some changes this year with the resignation of Jason Small as membership committee chair. The new chair for this committee is Kristin Mack and she is getting up to speed. Another change was the reduction in membership numbers. Please note that all memberships follow the member not the ranch and we encourage those ranch owners and managers to consider our ranch hand membership levels for their employees. This would increase our membership numbers and would provide added clout at the state legislature in terms of our ability to advocate on behalf of our members. This committee

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worked with NCBA this year to align the HCC membership dues with NCBA dues as they requested. In this, HCC was able to ensure a 20% discount on regular NCBA membership dues for HCC members. Additionally, an overview of these categories along with a change in the state fair share dues will be included in the New Business portion of tomorrow's program. We encourage you to review the convention program for membership dues related items in the Financial Planning Subcommittee Recommendations section. HCC is considering many ways to increase service to our members, improve tracking of renewals and will continue to work with NCBA's membership team to recruit and retain members.

Transportation:

The transportation committee has had several meetings with YB this year and believe that we are starting to make some progress with them. However, some items are taking longer than we had hoped. The items we have tried to address are Water availability at the piers, Shipping Standards for Interisland shipping, Staging Area & Off-loading of cattle, and the Island Fresh Discount applicability to cattle and beef.

Water at the Pier: YB has said that DOT Harbors (DOTH) controls the availability of water at all piers. In Maui's case, DOTH had capped the water somewhere on the pier years ago, but to their knowledge has not fixed the problem that caused them capping it. Since we have not received any response from Davis Yogi at DOT Harbors, our hope is that we can get our friends at HDOA to help open the door to fix this issue.

Interisland Shipping Standards: In late 2016, after last year's convention. DOTH implemented the interisland shipping standards that we had developed with YB. Unfortunately, this included some items that had been changed on subsequent drafts, but were not included. We have been trying to specifically address the ability to allow producers to self-certify their containers. HCC had presented to DOTH requested changes to their Admin rules that included the interisland shipping standards (self-certifying containers) last year but on that we have received no response from Mr. Yogi. We will continue to push for these changes and these standards should help provide relief from spill complaints from YB.

Staging Area: YB controls the staging area and its location on all of the piers, but we are working with YB to try to get this adjusted at many piers across the state, to improve the transfer of livestock, improve safety and enhance the convenience for producers.

Island Fresh Discount: This will take a legislative effort to get the tariff corrected and we are hoping that we could take that on in 2018 Lege Session. Our Government Affairs Committee will be considering it along with the other potential bills for HCC to take up during the next session. Shirley Lee at YB said that when they originally started carrying livestock on YB barges that all livestock (except Horses) were given the discount. Over time, that turned into only livestock that were destined for the slaughterhouse to be given the discount. Then, because there were no standardized sizing of containers, they eventually set up the 20, 40, 45 container sizes as those can be stacked on the barge and on the pier to save space. It's my understanding that YB has been able to dictate this at their own discretion because cattle are not listed as an agricultural commodity where shipping is concerned. With that said, we think we can make a case for cattle (both live and boxed beef) to be added to the list of agricultural commodities as it relates to shipping, as we were the #2 Ag commodity by \$ value in 2015 and #4 in 2016. Unfortunately, we can't do much about the tariff portion until legislative session comes along. We will continue to press YB to make changes, but we can't afford to lose this essential portion for our industry. We ask for your patience moving forward and for your continued input in issues at the piers. Your knowledge is valuable to us and we appreciate the efforts that our members have made with YB directly to help bolster our recommendations.

New Business

Financial Planning Subcommittee: Final Recommendations

Chair Chris English provided an overview of the Financial Planning Subcommittee actions including their charge of providing funding for the staffing needs without overloading ourselves with grants. The group has met consistently in person and the group is made up of members from across the state. The committee contained several sub groups for the items that were considered: revamping dues restructure, benefit fundraising events, enhanced utilization of the Hawaii cattlemen's foundation. These items were submitted and approved by the HCC Executive Committee. This group was initially an ad hoc committee, but now has been moved to a permanent subcommittee as the Finance Subcommittee under Governance Committee. Jimmy Greenwell spoke about the way in which the positions were initially funded through "Leadership Pledges" which included ranches and industry

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stakeholders who wanted to see the organization succeed. The funds that were raised in addition to these pledges, including grant funding and operational efficiencies, were initially planned to provide funding for only three years and now should provide funding for four plus years. Jimmy also explained that we depended on these non-binding leadership pledges to start, but we want to get away from that if at all possible and look to other sources to provide funding in order to get away from having to pass the hat. Jimmy closed by thanking those that initially stepped up and encouraged those to help participate in improving the efforts that the subcommittee undertakes. Dr. Wood thanked those that served on the subcommittee for their hard work in developing the plans that were identified to help provide funding to provide the level of services provided to our members and industry.

Governance Committee: Bylaws Change

Governance Chair Pono von Holt provided an overview of the bylaws changes and stressed the importance of ensuring that we are structurally correct. While not all big changes, there were several tweaks that needed to be made. Pono thanked Lisa Wood, Alan Gottlieb and Dale Sandlin for their work in bringing these up to date. The Executive Committee has reviewed and approved the Bylaws change and a MOTION by Pono von Holt on behalf of the Governance committee moved to accept the bylaws change as approved by the Executive Committee. Motion was seconded by Alex Franco and was unanimously approved.

Open Membership Forum

Jack Beuttell, Kunoa Cattle Company – How can we become more involved in the legislative process for HCC? Dr. Wood explained that the Cattlemen at the Capitol event is one of the most important events for our industry. Each year, we hold a planning meeting which helps to identify the items that are brought to the legislature and we would welcome any input you may have on the legislative items included in HCC's legislative activities. We usually appeal to the County Presidents, but if you have individual concerns, please contact the president and Managing Director.

Dr. Wood presented the final numbers for the convention and that it was the largest attendance we've ever had with 198 registered attendees for Cattlemen's College, 165 for our banquet and being able to raise over \$35,000 for our organization. Also, an appeal was made to complete the leadership survey within the convention program and drop that off at the registration table on your way out.

Dr. Wood encouraged the attendees to continue to build relationships with others in the industry and thanked everyone for their efforts this past year.

Adjournment

MOTION: ADJOURN the meeting of November 18, 2017 made by Chris English. The meeting was adjourned at 11:08 AM.

Our Industry In ACTION

COMMITTEE ACTIVITIES

Government Affairs Committee



2017 Cattlemen at the Capitol

Marketing Committee



Hawaii Beef Ambassadors | Youth & Top of the Class Training

Transportation Committee



Meeting with Young Bros on Maui Shipping Concerns

2019 HCC Meeting Schedule

January 22, 2019	Cattlemen at the Capitol - Oahu
February 19, 2019	Executive Committee Conference Call
March 26, 2019	Executive Committee Conference Call
May 11, 2019	HCC Mid Year & KCA Semi-Annual Meeting - Kauai
July 16, 2019	Executive Committee Conference Call
September 17, 2019	Executive Committee Conference Call
November 15-16, 2019	2019 Annual Meeting & Convention - Big Island

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Fundraising Strategy Updates

TO: HCC Membership

FROM: Chris English, Finance Subcommittee Chair & Pono von Holt, Hawaii Rangeland Stewardship Foundation Chairman

DATE: 10/17/18

RE: Fundraising Strategy Updates

The Hawaii Cattlemen's Council (HCC), in conjunction with the Hawaii Rangeland Stewardship Foundation (HRSF), formerly Hawaii Cattlemen's Foundation, have been working diligently on the financial strategies approved by the HCC Executive Committee and HRSF Board of Directors. The following is a progress update on each strategy.

Revamping HCC Dues Structure

The dues structure for HCC was restructured in January, 2018 to better fit the membership categories of NCBA, where our membership forms had very different membership levels that made reconciliation a headache. This restructure allowed us to determine what the value of being a unified affiliate with NCBA, where for years the only value to being unified was that NCBA processed our memberships. Under the restructure, we were able to secure a portion of the Base Producer Dues, where we hadn't received any funding before, as well as secure a permanent 20% discount on NCBA memberships for our members. While we have seen some attrition due to the restructure, we have made a concerted effort to improve our member recruitment and retention outreach through our Membership Committee.

Benefit Fundraising Events

HCC and HRSF examined several options regarding their potential fundraising capacity vs the amount of work required to put on a specific event. These options included a rodeo, bull-riding and concert, and a golf tournament, which ultimately was chosen as the type of event to try. HCC and HRSF interviewed and contracted with GS Events Hawaii to assist in putting on the event based on their current and past experience in putting on golf tournament fundraisers. The Club at Hokulia was chosen as the course to host the event and we have secured March 18, 2019 for the date of the tournament. The tournament will benefit HRSF as a component of their efforts to enhance their efforts for rangeland stewardship. Also, this event should help us reach out to those outside of our industry who would support our industry's efforts. We hope that our members will support the event, either through sponsoring a team or volunteering on the course to help make the event a success.

Enhanced Utilization of the Hawaii Cattlemen's Foundation

In order to better relate the industry's efforts to the general public and improve the appeal to potential donors, the board of HRSF determined that a name change should be considered. After deliberation, the board considered many different options and through three rounds of potential name options, Hawaii Rangeland Stewardship Foundation was chosen. Additionally, the name change is currently being formalized in official channels and marketing efforts have begun.

In-State & Other Association Pledges

After great consideration, the HCC Finance Subcommittee determined that while we've been able to stretch the initial "Leadership Pledges" to provide four plus years of funding for our staffing needs, we would need to go back to those prior supporters for an additional pledge class for 2019. While we recognized the impact that this had on our own members, the appeal was made at a reduced level than our prior ask to these members due to the potential fundraising capacity from the other strategies. The second round of Leadership Pledges began in October with personal outreach to these members and with supporting documents mailed to them. We believe that the progress that we've made so far, the financial stewardship of their prior funding and our commitment to source outside support should be appealing to our members who wish to be included. If you would like to contribute to the 2019 Leadership Pledge effort, please contact our Managing Director or Administrative Assistant.



Hawaii Cattlemen's Council, Inc.

WORKING FOR RANCHERS IN HAWAII SINCE 1959



Consistent with the mission of the NCBA, HCC's goal is to provide every cattle producer in the state the best opportunity to be both sustainable and profitable. We also believe in grass-roots leadership where every producer's voice is important in establishing policies and direction for our industry both locally and nationally.

While we have always respected and valued the individuality and independence of our fellow producers, we also understand the added effectiveness and strength that comes from working together, sharing information and technology, speaking with one voice in public forums, and ever more so to move and market our product cooperatively with our fellow ranchers.

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.

HOW WE'RE WORKING FOR YOU

- Successfully prevented the former Federal WOTUS rule from being implemented in Hawaii by the state legislature
- Successfully advocated for a Capital Improvement Project (CIP) through the state legislature for a set of design plans for a scalable slaughterhouse.
- Leading the effort to shift the ag land leases from the Hawaii Department of Land and Natural Resources to the Hawaii Department of Agriculture as required under Act 90 with the first major pasture lease being transferred after 15 years.
- Worked with Hawaii Department of Education to serve local beef through the Aina Pono school lunch program providing another outlet for local beef.
- Worked on the forefront of the Two-lined Spittlebug, engaging HDOA and CTAHR Cooperative Extension to develop control protocols and currently working to help secure funding from county and state sources.

BENEFITS OF YOUR MEMBERSHIP

- Membership in Hawaii Cattlemen's Council & in your County Cattlemen's Association
- 20% Discounted Membership in National Cattlemen's Beef Association (No Other State Offers This Value) including your annual subscription to NCBA's monthly publication National Cattlemen
- Industry Representation in Washington D.C.
- Discounts on New Holland, John Deere and Caterpillar Equipment, Roper, Stetson & Tin Haul boots and apparel & 15% off Cabela's gift cards through NCBA
- **Your voice matters in directing the future of the industry!**

OUR COMMITTEE'S ACTIVITIES

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 through financial oversight and strategic planning.

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

Please return a copy of this portion and return with your payment.

I OWN/PASTURE CATTLE

Producer Dues:

Voting Member | NCBA Dues

- 1-50 Head \$75.00
- 51-100 Head \$145.00
- 101-250 Head \$290.00
- 251-500 Head \$410.00
- 501-750 Head \$570.00
- 751-1,000 Head \$770.00
- 1,001-1,250 Head \$970.00
- 1,251-1,500 Head \$1,170.00
- 1,501-1,750 Head \$1,370.00
- 1,751-2,000+ Head \$1,570.00

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
Veterinarian/Extension Agent/Professor
- 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.

SAVE THE DATE



RANGELANDS OPEN
GOLF TOURNAMENT

**MARCH 18,
2019**

THE CLUB AT
HŌKŪLĪA

Details Coming
Soon!



HAWAII RANGELAND STEWARDSHIP FOUNDATION

Perpetuating land stewardship, open space, local food production, and culture on Hawaii's rangelands through education and advocacy.

Founded in 2014, the Hawaii Rangeland Stewardship Foundation (HRSF), through its charitable and educational activities, provides support for Hawaii's grazing and rangeland stakeholders. HRSF exists to strengthen rangeland prosperity through education and advocacy of the contributions the grazing, and particularly, the cattle industry in Hawaii make daily to our rangelands, our economy and the perpetuation of the culture and lifestyle historically associated with these lands.

Providing Support For Stewardship Projects & Events That Affect The Viability Of Hawaii's Rangelands



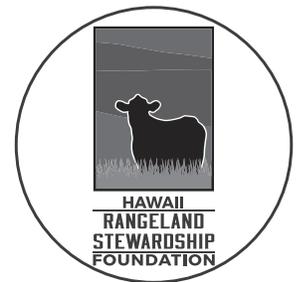
- Membership Services
- Cattlemen's College
- Educational Outreach
- Industry Organization Support



- Pasture Health Workshops
- Soil Health Workshops
- Water Resource Management Workshops
- Soil & Water Stewardship Projects Discretionary Funding
- Industry Organization Support



- Beef Quality Assurance Trainings
- Low Stress Animal Handling Workshops
- Beef Promotion Discretionary Funding
- Industry Organization Support



- Adult/Student Educational Scholarships

To learn how you can make a difference by supporting our efforts, visit <https://www.hicattle.org/partners/hawaii-rangeland-stewardship-foundation>

We do not provide tax, legal or accounting advice. This is provided for informational purposes only and is not intended to provide, and should not be relied on by members for, tax, legal or accounting advice. You should consult your own tax, legal and accounting advisors for advice.

LET'S GEALX TO

NEW ORLEANS

CATTLE INDUSTRY CONVENTION

AND

NCBA TRADE SHOW

JANUARY 30-FEBRUARY 1, 2019

#CATTLECON19

www.NCBA.org



National Cattleman's Foundation

CattleFax

LET'S GEAX TO NEW ORLEANS

CATTLE INDUSTRY CONVENTION
AND NCBA TRADE SHOW

JANUARY 30-FEBRUARY 1, 2019



Sponsored by

zoetis

Monday, January 28

- 8:00 a.m.-3:00 p.m. ANCW Ag Tour
- 4:00 p.m.-9:00 p.m. ANCW Meetings
- 6:00 p.m.-8:00 p.m. Pre-Convention Agriculture Tour Dinner

Tuesday, January 29 | Registration 7:00 a.m.-6:30 p.m.

- 6:00 a.m.-5:30 p.m. Pre-Convention Agriculture Tour
- 7:30 a.m.-9:00 p.m. ANCW Meetings
- 2:30 p.m.-7:30 p.m. Cattlemen's College Demo Sessions & Reception
- 3:00 p.m.-7:00 p.m. NCBA Executive Committee Meeting

Wednesday, January 30 | Registration 6:00 a.m.-7:00 p.m.

- 7:00 a.m.-1:30 p.m. Cattlemen's College Programs & Lunch
- 10:00 a.m.-2:00 p.m. NCBA Beef Industry Forum
- 2:00 p.m.-4:00 p.m. Opening General Session
- 4:00 p.m.-8:00 p.m. NCBA Trade Show Welcome Reception
- 4:30 p.m.-6:00 p.m. CBB Executive Committee Meeting
- 8:00 p.m.-10:00 p.m. Environmental Stewardship Award Reception
- 8:30 p.m.-10:30 p.m. NCBA-PAC Reception & Live Auction

Thursday, January 31 | Registration 6:00 a.m.-5:00 p.m.

- 6:00 a.m.-7:00 a.m. BEEFit 5K Fun Run/Walk
- 7:30 a.m.-9:30 a.m. CattleFax 2019 U.S. & Global Protein & Grain Outlook Seminar
- 9:00 a.m.-6:00 p.m. NCBA Trade Show
- 10:00 a.m.-11:00 a.m. Regional Meetings
- 11:00 a.m.-12:30 p.m. BQA Producer Forum
- 11:00 a.m.-4:00 p.m. CattleFax Board of Directors Meeting
- 11:30 a.m.-1:30 p.m. CBB Luncheon
- 12:30 p.m.-2:00 p.m. NCBA D.C. Issues Update
- 2:00 p.m.-4:00 p.m. Checkoff Programs Update
- 2:30 p.m.-6:00 p.m. Policy Working Groups & Council Meetings
- 4:00 p.m.-6:00 p.m. NCBA Trade Show Reception
- 4:30 p.m.-5:30 p.m. NCBA Federation Forum
- 5:30 p.m.-8:00 p.m. Various NCBA & Affiliate Receptions
- 7:00 p.m.-10:00 p.m. Thursday Night Event
- 7:30 p.m.-10:00 p.m. CattleFax Board of Directors Reception/Dinner

Friday, February 1 | Registration 6:00 a.m.-4:00 p.m.

- 7:00 a.m.-9:00 a.m. Best of Beef Breakfast
- 9:00 a.m.-5:00 p.m. NCBA Trade Show
- 9:30 a.m.-11:00 a.m. General Session II
- 11:15 a.m.-12:15 p.m. NCBA Sustainability Engagement Forum
- 12:30 p.m.-5:30 p.m. Checkoff & Policy Committee Meetings
- 3:00 p.m.-5:00 p.m. NCBA Trade Show Reception
- 4:30 p.m.-6:30 p.m. CBB Board Meeting
- 8:00 p.m.-1:00 a.m. Cowboy Concert Series & After Party

Saturday, February 2

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



Largest Industry Trade Show



CattleFax
Outlook Seminar
with Randy Blach



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



Book Order Form

Oral History Interview Books | \$35.00 Each



2015 ORAL HISTORY INTERVIEWS

Lani Cran Petrie | Gregory C. Friel | Henry Edward "Bud" Gibson | Charles Kaleoaloha Kahaleauki, Jr. | Godfrey Kahelelani Kainoa, Sr. | Walter Boteilho Sr. (Bio) | Thomas Weston Lindsey (Bio) | Henry Lulu Rafael (Bio) | Glenn Michael Souza (Bio)

2011 & 2013 ORAL HISTORY INTERVIEWS

Donald G. DeSilva | Clarence Medeiros Sr. (Bio by Dr. Billy Bergin) | Gary J. Rapozo | Harry "Pono" von Holt | James S. Greenwell | William F. Jacintho | Francis Napua Poouahi

2009 ORAL HISTORY INTERVIEWS

Kenneth "Blackie" Freitas | Karin Haleamau | Arthur Lorenzo | Charlie Onaka | Roy Allen Wall Jr.

2007 ORAL HISTORY INTERVIEWS

Peter Baldwin | Corky Bryan | Carl Carlson | Tommy Kaniho | Jerry Louis Sr. | Jack Midkiff | Daniel Miranda (Bio) | Bobby Napier | Gene Olivera | Clayton Tremaine Sr.

2005 ORAL HISTORY INTERVIEWS

Tony Jose | Robert Keakealani Jr | Joseph P. Manini | Alfred Medeiros | Martin Ikua Purdy Sr.

2003 ORAL HISTORY INTERVIEWS

Charlie Kimura | Gilbert Medeiros | Barbara Nobriga | William "Billy" Paris | Frank Silva

2002 ORAL HISTORY INTERVIEWS

Carl "Soot" Bredhoff | J. Gordon Cran | Sherwood Greenwell | Edmund Hedemann | Joaquin Joseph Jr. | Mikio "Miki" Kato | Edward "Eddie" Silva | Walter A. Slater

2001 ORAL HISTORY INTERVIEWS

Willy Andrade Sr. | James "Casey" DeSilva | William "Bill" Eby | Willy Gomes Sr. | James M. Greenwell | Andrew P. Kauai Sr. | Yutaka Kimura | David "Buddy" Nobriga | Paddy Pauline | Henry A. Silva

2000 ORAL HISTORY INTERVIEWS

James Duvauchelle Sr | Kingo Gushikuma | Kimo Hoopai Sr. | Freddy Rice Jr. | Monty Richards Jr. | Eddie Taniguchi Jr.

1999 ORAL HISTORY INTERVIEWS

George A'i Sr. | Harold Aiu | Abraham Akau, Sr. | Ron Brun | Kapua Heuer | Martin Knott Sr. | Albert H. Silva | Max B. Smith DVM



Members Book 1999-2002 or 2003-2007 \$50.00 Each

Specify Your Order Here:

	Quantity	
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2005 Oral History	_____	x \$35= _____
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TOTAL ENCLOSED		\$ _____

Order Information: (Please print clearly)

Name: _____

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City _____ State _____ Zip _____

Phone Number: _____ E-mail address: _____

Mail this form with your check payable to:

Paniolo Hall of Fame
P O Box 700489, Kapolei, HI 96709

Questions? Call us at: (808) 306-7769

2019-2020 HCC LEADERSHIP

OFFICERS ELECT

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kaimiunger@gmail.com

Vice President

Jimmy Gomes
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(808) 878-1202
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Secretary/Treasurer

Alan Gottlieb
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(808) 672-5914
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Immediate Past President

Lisa Wood
Veterinary Associates
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Hawaii Cattlemen's Council, Inc.



OAHU CATTLEMEN'S ASSOCIATION



Maui Cattlemen's Association



HAWAII CATTLEMEN'S ASSOCIATION



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