

# **United States Association of Cider Makers**

Board of Directors Meeting Minutes  
Tuesday, December 15th 2015 5pm EST

**Call to Order:** A Board of Directors meeting was held via phone conference. Members in attendance: Dan Rowell, Ryan Burk, Dan Wilson, Mike Beck, Trevor Baker, Bruce Nissen, David Cordtz, Eleanor Leger, James Kohn. Missing were Scott Donovan and Justin Kissinger. Also in attendance: Sue Husch and Ellen Serr of QBS Event Management.

## **Item: Accept Minutes**

President Mike Beck called the meeting to order. Bruce motioned to accept the minutes of the last meeting. David seconded. All approved.

## **Standing Agenda Items**

### **Finance Committee Update**

Dan Rowell gave an update of the Finance Committee. He will be sending out the budget for review and will ask for a motion to approve it at the next board meeting.

### **Legislative Committee Update**

The CIDER Act is in a good place and is expected to pass within the year end tax extenders bill. The legislative committee has also formed a subcommittee to work specifically on harvest dating for cider labels and the naming of ice ciders.

### **Conference Committee**

James gave an update on CiderCON. Registration is open and the early registration deadline was extended to give more people the opportunity to register at lower rates. James noted that last year, 60% of attendees signed up in January. The bus tours are shaping up and are sponsored this year. The welcome reception will be held at OMSI this year.

### **Compliance Committee Update**

No update

### **Marketing Committee Update**

Trevor gave an update on the Marketing Committee. He has been working with Cider Summit to either help sponsor the event or get a table at it. The committee continues to work on the Cider Passport idea and the idea of selling logo space or sponsorships to help pay for the printing.

### **Research Committee**

Mike gave an update on the Research Committee. They have released the RFP and are awaiting submissions.

## **Cider Certification Program**

David gave an update on the Cider Certification Program. The committee has hired Eric West as the programs Interim Director, and Eric has started contacting educators and developing a timeline for the course. The program website and logo are in development. The committee asked for funds to help pay for materials and getting the program ready. Request was approved with finance committee handling details. Eric will have course material available for the board by the next board meeting.

## **Executive Director Position**

James made the following motion via email on December 13<sup>th</sup>. Justin seconded:

I make the motion to form an Executive Director Search Committee whose charge is to generate a strong pool of candidates and advise the USACM Board on those candidates best qualified to meet the needs of the USACM. These duties will be accomplished in a professional and timely manner. Search committee members should play a major role in the recruitment, interviewing, screening and evaluation of applicants and are expected to participate fully in committee activities, including voting as appropriate.

There should be a minimum of 3 members, including 1 member from the Executive Committee and 2 additional USACM Board members including James Kohn (myself). If volunteers from the USACM Board are not received, the USACM Board President will appoint members.

It is the search committee's role to write and post the Executive Director position description, to handle the initial screening of candidates in order to recommend a top group of qualified final candidates to the USACM Board.

Bruce, Eleanor and Trevor have volunteered to be on the committee. Any other board members who want to participate should contact Ellen.

## **New Business**

### **Logo Use Guideline**

A vendor has requested to use the USACM logo on a growler to give away at CiderCON. Mike suggested having the marketing committee come up with logo use guidelines. For now, the vendor may use the logo with inclusion of the text "A member of the USACM" and approval by marketing committee prior to printing.

Meeting adjourned. The next meeting will be held January 19<sup>th</sup> at 5pm EST.