

United States Association of Cider Makers

Board of Directors Meeting Minutes
Thursday, February 4th, 2016

Call to Order: A Board of Directors meeting was held at the Hilton Portland in the Plaza Suite room. Members in attendance: Mike Beck, Justin Kissinger, Dan Wilson, Eleanor Leger, Paul Vander Heide, David Cordtz, Ryan Burk, Bruce Nissen, Trevor Baker, James Kohn and Dan Rowell. Also in attendance: Ellen Serr of QBS Event Management and Nora Weiser of the American Cheese Society.

Item: Accept Minutes

President Mike Beck called the meeting to order. Eleanor suggested the minutes from the last meeting be updated with more detail about the CIDER Act passing, and motioned to approve them with that change. David seconded.

Agenda Items

Research Committee

Mike gave an update on the Research Committee Grants. The committee has decided to fund the following proposals:

- Dr. Nikki Rothwell - Evaluating fire blight and apple scab susceptibility and management of 30 cider varieties - 2 year project. \$11,013 (FY16) and \$11,030 (FY17)
- Edwin Winzeler - The effect of 1-MCP Treatment on Cider (SmartFresh) Aroma and Taste. \$6,600
- Edwin Winzeler - Use of ethephon and 1-MCP in harvest of Manchurian crabapples for cider. \$4,123

The committee plans to revise the RFP for next year to eliminate corporations and specify that the research should be of national significance. The board voted unanimously yes to fund the research proposals.

Marketing Committee Update

Trevor gave an update on the Marketing Committee. He obtained a couple of quotes on trademarking the USACM logo, CiderCON logo and Cider Certification logo, plus the USACM name. Cost is running between \$1500 - \$2500 plus filing and legal fees. It's not feasible to trademark the association name at this time. David offered to have his legal committee look into it and come back with a comparison.

Ryan talked to Robert Vail, who has agreed to let the USACM use his marketing data and industry detail on the website.

Executive Director Committee Update

Trevor will forward the job description to the board for comment and review before posting it on Monday. He plans to post it on three job search sites and let the executive committee wade through the applications and narrow the search before selecting 3 – 5 candidates to interview in person. Nora talked about how the cheese society formed their director's position and the staff that she requested when she was hired. Nora suggested setting up a committee to review and monitor compensation, and a content manager for data and statistical information monitoring. David made a motion to give the marketing committee \$2,000 to pay for the position to be posted. Dan Rowell seconded. Motion carried.

Certified Cider Professional Committee Update

David reported on the CCP program. It's nearly sold out with just a few seats available for Saturday. Board members expressed concern over course content and it was decided to table the issue until the next day.

July Meeting Location

Item tabled

Formation of Committees/Descriptions

Item tabled

New Business

Item: Election of new officers

Item tabled

Item: Dates/times for future board meeting

Item tabled

Bruce motioned to adjourn the meeting. Dan Wilson seconded. Meeting adjourned. The next board meeting will be on Friday, February 5th at 5:45pm.