

# **United States Association of Cider Makers**

Board Meeting Minutes  
Monday, August 4, 2014 4pm – 5pm EST  
Phone Meeting

**Call to Order:** A Board of Directors meeting was via phone conference. Members in attendance: Dan Wilson; Robert Vail; Charlotte Shelton; Scott Donovan; Brad Page; James Kohn. Absent were Bruce Nissen, Dan Rowell and Mike Beck. Also in attendance were Sue Husch and Ellen Serr of QBS Event Management.

## **Item: Accept Minutes**

The meeting was called to order by Scott Donovan. Scott made a motion to accept the minutes of the July meeting in Chicago. Charlotte seconded. All members were in favor and the minutes were approved.

Robert wanted more information about joining the Wine Association as discussed in Chicago. Robert will research which one to go with and see about swapping memberships with them. He will work with QBS Event Management and James to make this happen.

Scott asked to defer the budget discussion until the next board meeting. James will send the budget to QBS for distribution to the board so they can either approve it via email or put it on the agenda for the next meeting.

James summarized the Strategic Planning Session notes from Chicago. Scott moved to approve the document, Brad seconded. All were in favor and the notes will be summarized into a shorter, more concise version for distribution to members.

James brought up a question, should the USACM get involved with resolving disputes between parties involved in our industry (i.e. between cider makers, or cider makers and other third parties such as growers or equipment manufacturers) and asked the board members to opine on whether or not the board should mediate. Brad said we should stay out of it; Scott agreed with Brad. Dan W. said the only thing we could possibly do would be to hire an independent mediator, but only if we were asked to get involved. James agreed that these kind of issues fall under “best practices”, and the board could establish a precedent. Robert says that a precedent in this situation is necessary because of the growth of the industry.

James asked if we also needed to talk about how the board would handle a possible recall. Scott said we need to be very careful about comments made – we don’t want to be in any sort of litigation situation. Dan W. suggested in that situation to get a statement from the party involved and put it on our website (with board approval) – that way, our website could be

conduit for news organizations. Also address this issue in “best practices” without naming names.

Robert wanted to know if anyone is contacting larger cider makers who are not part of the USACM. QBS will compile a list of all who had paid in 2013 and not yet in 2014. James pointed out that we had talked about having members submit a list of potential new members. Sue reminded the board that correct contact information is critical – and that potential new members also need to hear from current members. QBS will start a spreadsheet of potentials. Robert suggested all board members get a list of 5 potentials to contact. Robert asked about the size of companies we want to join, and James said that we had decided in Chicago that as long as their product consisted of 50% or more apple, they could join. We should have at least a basic list of the potentials by the next meeting date – which will be on August 25<sup>th</sup>, 4pm EST.

With no other business to discuss, Scott moved to adjourn the meeting and Dan seconded the motion. Meeting adjourned.