



USHBC Vision

USHBC empowers the industry to make blueberries the world's favorite fruit

Industry Engagement Committee

Friday, September 27, 2024

11- 12:30 a.m. MT

The Westin Denver Downtown

1672 Lawrence Street

Denver, CO 80202

[link](#)

Committee Members

| | |
|---------------------------|-------------------|
| Bo Slack, Chair | Andrew Maiman |
| Ken Patterson, Vice Chair | Bryan Sakuma |
| Mark Adams | Felipe Silva |
| Anna Jesse | Darren Sinn |
| Doug Krahmer | Denny Vander Kooi |
| Bonnie Lundblad | Luis Miguel Vegas |

USHBC Chairman – Shelly Hartmann (ex-officio)

- | | |
|--|----------------|
| 1. Call to Order/ Roll Call | Bo Slack |
| 2. Chair Welcome and Remarks | Bo Slack |
| 3. Consent Agenda Approval | Bo Slack |
| • Current Agenda | |
| • Minutes from August 1, 2024 meeting | |
| 4. IE Program Updates | Amanda Griffin |
| 5. 2025 Budget Recommendation | Amanda Griffin |
| 6. USHBC 2024 Council Election Update (seating 1/1/25) | Julie Fogarty |
| 7. Other Business | Bo Slack |
| 8. Question and Answer | Bo Slack |
| 9. Scheduling of Next Meeting | Bo Slack |
| 10. Adjourn | Bo slack |

AGENDA ITEM #2

Consent Agenda

Agenda

Minutes from August 1, 2024



Industry Engagement Committee
Thursday, August 1, 2024
9-10:30 a.m. PT

Bo Slack, Chair, Presiding

MINUTES

Call to order

The meeting was called to order by Bo Slack at 9:02 a.m PT on Thursday, August 1, 2024.

Committee Members Present: Bo Slack, Tom Bodtke, Mark Adams, Anna Jesse, Doug Krahmer, Jody McPherson, Andrew Maiman, Ken Patterson, Felipe Silva, Denny Vander Kooi, Luis Miguel Vegas, Bryan Sakuma (late) and USHBC Chair Shelly Hartmann

Committee Members Absent: Luis Miguel Vegas

QUORUM PRESENT

USDA/AMS Representative: Jeanette Palmer

Staff Members Present: Kasey Cronquist, Kristy Babb, Julie Fogarty, Josette Reina-Luken, Holly Leslie and Melinda Kern

Approval of Consent Agenda

ACTION 1: Motion made by Denny Vander Kooi to approve the agenda for Thursday, August 1, 2024.

Motion seconded by Doug Krahmer.

Motion carried unanimously.

Approval of Minutes

ACTION 2: Motion made by Andrew Maiman to approve the minutes from February 29, 2024.

Motion seconded by Doug Krahmer.

Motion carried unanimously.

Industry Engagement Program Updates

Kasey Cronquist shared events from National Blueberry Month, including the pickleball tournament and blueberry eating challenge in Michigan.

Cronquist encouraged the committee to register for The Blueberry Summit in Denver Sept. 25-27, 2024.

Cronquist reported on the successful Blueberry Leadership Program class two trip to Peru, and the pending announcement of class three leadership fellows.

He also announced that a USHBC Assessment Increase Steering Committee has been formed, with Bryan Sakuma as the chair. The assessment increase process will take place over the next few years. Regional meetings are being scheduled with the assistance of regional representatives and local councils.

Destination Chile will be December 9-13. The registration fee is \$1,950.

Next Call for Committee Volunteers (term ending 12/31/2024)

Kasey Cronquist shared the list of 30 positions for various committees, subcommittees, task forces and advisory boards, with terms ending Dec. 31, 2024. A call for volunteers will be launched in September for seating on Jan. 1, 2025.

Council Regional Election Results Review

Julie Fogarty announced that the election cycle for regional positions has concluded and the results have been tallied. Fogarty reviewed the results with the committee.

Cronquist announced the addition of Dan Register to the Southern Regional position.

ACTION 3: Motion made by Anna Jesse to accept the slate of candidates as voted by the industry for submission to council and USDA for final appointment.

Motion seconded by Ken Patterson.

Motion passed unanimously.

Industry Engagement Importer #1 and Public Member Position Selection/Vote

The committee reviewed and discussed the qualifications of the candidates. Based on a roll-call vote by the committee for Importer #1, Public Member and backup positions, a motion was made as follows:

ACTION 4: Motion made by Tom Bodtke to recommend Gonzalo de Elizalde as Importer #1 Member candidate and Harold Mongrut as the backup candidate; and to recommend Bill Cline as Public Member candidate, for submission to USDA and council for final appointment.

Motion seconded by Anna Jesse.

Motion passed unanimously.

Based on roll-call vote by the committee for Importer #1 and Public Alternate, and backup positions, a motion was made as follows:

ACTION 5: Motion made by Tom Bodtke to recommend Bonnie Lunblad as Importer #1 Alternate candidate and Ian Grigg as backup Alternate candidate; and to recommend Patricio Munoz as Public Alternate candidate and Amy Howell as backup Public Alternate candidate, for submission to USDA and council for final appointment.

Motion seconded by Anna Jesse.

Motion passed unanimously.

Open Position Georgia Alternate

Cronquist announced the receipt of an application for Brandon Wade.

ACTION 6: Motion made by Ken Patterson to accept the candidate for Georgia Alternate for submission to the council and USDA for final appointment.

Motion seconded by Denny Vander Kooi.

Motion passed unanimously.

Officer Discussion

Cronquist shared the current officers and special circumstances regarding JC Clinard. The officer slate will be revisited after the Denver meetings.

Items and Scheduling of Next Meeting

The next meeting will be at the Blueberry Summit, September 25-27, 2024 in Denver, Colorado.

Adjournment

ACTION 7: Motion made by Andrew Maiman to adjourn the meeting.

Motion seconded by Denny Vander Kooi.

Motion carried unanimously; meeting adjourned on August 1, 2024, at 10:34 a.m. PT.

AGENDA ITEM #5

2025 Budget Recommendation

2025 Budget Recommendation

| Industry Relations | 2024 Budget Amendment #1 Approved | 2025 Budget Proposed | Increase (Decrease) | % Change |
|---------------------------------------|---|-------------------------|------------------------|--------------|
| Industry Communications | \$ 208,000 | \$ 220,000 | \$ 12,000 | 5.8% |
| Election Material Prep & Distribution | 15,000 | 18,000 | 3,000 | 20.0% |
| Association Memberships | 35,000 | 40,000 | 5,000 | 14.3% |
| Industry Leadership Development | 150,000 | 175,000 | 25,000 | 16.7% |
| Assessment Collection Expenses | 50,000 | 50,000 | - | 0.0% |
| Association Management Systems | 35,000 | 125,000 | 90,000 | 257.1% |
| Vision & Strategic Planning | 105,000 | 100,000 | (5,000) | -4.8% |
| Industry Relations Unallocated | - | - | - | 0.0% |
| Industry Relations Management | | 330,000 | 330,000 | |
| Total Industry Relations | \$ 598,000 | \$ 1,058,000 | \$ 460,000 | 76.9% |

AGENDA ITEM #6

USHBC 2024

Council Election Update

USHBC Members & Alternates

Submitted to USDA August 2024
(awaiting affirmation from USDA)

| | | |
|--|---|--|
| CALIFORNIA: | Member – Doug LaCroix Alternate – Bill Steed | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| FLORIDA: | Member – Brittany Lee Alternate – Michael Hill | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| GEORGIA: | Member – Tammy Brannen Alternate – Bradon Wade | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| MICHIGAN: | Member – Dennis Vander Kooi Alternate – George Fritz, Jr. | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| NEW JERSEY: | Member – Paul Macrie III Alternate – Chelsea Consalo | (2 nd Term ends 12/31/25) (1 st Term ends 12/31/25) |
| NORTH CAROLINA: | Member – Jimmy Horrell Alternate – Kristen Johnson-Brinkley | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| OREGON: | Member – Doug Krahrmer Alternate – Ellie Norris | (2 nd Term ends 12/31/25) (1 st Term ends 12/31/25) |
| WASHINGTON: | Member – Bryan Sakuma (Vice Chair) Alternate – Leif Olsen | (2 nd Term ends 12/31/25) (1 st Term ends 12/31/25) |
| REGION 1 (West): | Member – Anne Krahrmer-Steinkamp Alternate – Nathan Sakuma | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| REGION 2 (Midwest): | Member – Katelyn Craig Alternate – Kara Laraway | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| REGION 3 (Northeast): | Member – Brandon Raso Alternate – Alec Arena | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| REGION 4 (South): | Member – Jody McPherson Alternate – Dan Register | (2 nd Term ends 12/31/27) (1 st Term ends 12/31/27) |
| IMPORTER #1: | Member – Gonzalo de Elizalde Alternate – Bonnie Lundblad | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| IMPORTER #2: | Member – JC Clinard (Treasurer) Alternate – Guy Cotton | (2 nd Term ends 12/31/25) (2 nd Term ends 12/31/25) |
| IMPORTER #3: | Member – Ryan Lockman Alternate – Andrew Maiman | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| IMPORTER #4: | Member – Joe Barsi (Secretary) Alternate – Bo Slack | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| EXPORTER 1: (Chile) | Member – Juan Pablo Vogt Jara Alternate – Ruy Barbosa | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| EXPORTER 2: (Canada) | Member – Mark Adams Alternate – Ray Biln | (1 st Term ends 12/31/25) (1 st Term ends 12/31/25) |
| EXPORTER 3: (Peru) 2-year term | Member – Daniel Bustamante (Mbr @ Large) Alternate – Jose Antonio Castro | (2 nd Term ends 12/31/27) (2 nd Term ends 12/31/27) |
| EXPORTER 4: (Mexico) 2-year term | Member – Miguel Mendez Alternate – Raul Gonzales Chavez | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |
| PUBLIC MEMBER: | Member – Bill Cline Alternate – Patricio R. Munoz | (1 st Term ends 12/31/27) (1 st Term ends 12/31/27) |