

**MINUTES**

WEDNESDAY, SEPTEMBER 12, 2012  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
5825 FLORIDA BOULEVARD  
VETERANS MEMORIAL AUDITORIUM  
BATON ROUGE, LA

**CALL TO ORDER**

Chairman Lanny Conerly called the meeting to order at 10:06 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Conerly.

**MEMBERS PRESENT**

LANNY CONERLY  
ROBERT SHARKEY  
SUSIE SHARKEY  
JERRY SIMPSON  
MICHELLE ESTAY (COMMISSIONER STRAIN'S DESIGNEE)

**MEMBERS ABSENT**

PAUL ALFORD  
HARVEY BURFORD  
RUSSELL CREEL  
DONNIE FISHER

**ELECTION OF LDIPB OFFICERS**

Chairman Conerly opened the floor for nominations for LDIPB Chairman. He advised the Board that a Chairman and Vice-Chairman would have to be elected.

A motion made by Jerry Simpson and second by Robert Sharkey to keep the same officers as before, with Lanny Conerly as Chairman and Russell Creel as Vice-Chairman. The motion carried.

**ELECTION OF SUDIA BOARD MEMBER AND DELEGATES**

Chairman Conerly stated that a SUDIA board member and delegates would need to be elected. He informed the Board that he served as the SUDIA board member last year and Susie Sharkey and Paul Alford served as SUDIA delegates.

A motion made by Jerry Simpson and second by Robert Sharkey to keep the same SUDIA board member and delegates as before, with Lanny Conerly as SUDIA board member and Susie Sharkey and Paul Alford as SUDIA delegates. The motion carried.

## **APPROVAL OF MINUTES**

A motion made by Jerry Simpson and second by Susie Sharkey to approve the minutes of the June 13, 2012, meeting. The motion carried.

## **FINANCIAL REPORT**

Michelle Estay read the July 2012 financial report, the most current full set of financials available to approve.

Susie Sharkey advised the Board that Dr. Ronnie Bardwell of the LSU AgCenter who organizes Dairy Days would be retiring in the near future and no one would take his place. She stated that the Board may want to help out more in the future to organize Dairy Days. Dr. Wayne Gauthier of the LSU AgCenter informed the Board that a county agent was just appointed in Washington Parish to replace Henry Harrison, and the Board may want to call Dr. Paul Coreil of the LSU AgCenter to see who will take over Dr. Bardwell's duties.

A motion made by Susie Sharkey and second by Robert Sharkey to approve the July 2012 financial report. The motion carried.

Chairman Conerly read a thank you note from Linda Greco, previously of SUDIA, for the plaques that were presented to her at Dairy Days for her service.

## **XDESIGN ADVERTISING REPORT**

Christine Kennedy and Hunter Territo of XDesign, Inc. informed the Board that they would present ideas for this year's t-shirt and then explain promotional ideas for the upcoming year.

Ms. Kennedy gave board members handouts for four proposed t-shirt ideas. Mr. Territo explained these concepts, which included a "Making Moooves" t-shirt with a cow in the Heisman trophy stance and holding a glass of milk that could be purple or gold and read, "Drink milk and play like a champion"; a "Cow-Boose" t-shirt with a cow riding in the caboose of a train; a "Cow-Moo-Flage" t-shirt with a cow wearing a purple and gold camouflage shirt at a football game; and a "Cow-Moo-Flage" t-shirt with a person in a cow costume in a pasture with other cows. Mr. Territo also informed the Board of other proposed t-shirt designs which included one that read, "Why did the chicken cross the road? To get to the udder side"; another that read, "It's Good" with a football theme that showed a cookie splashing in milk; a shirt that read, "Minnie Moo" and showed a big cow next to another much smaller cow; another that read, "Mi-Cow Jordan" with a basketball theme that had a cow in the Michael Jordan silhouette; a shirt that showed several different milk mustaches; and ordering different shirts with different "moo-staches" on each of them.

Dr. Gauthier suggested that the Board choose a non-sports related t-shirt since the goal is for all children to drink milk, not just athletes. Mrs. Estay stated that sports-themed t-shirts have sold well in the past and the Board tries to go with shirts that people will buy. Chairman Conerly stated that the "Making Moooves" t-shirt idea is one that people would like, even if they did not recognize the Heisman trophy. Mrs. Estay suggested that the cow could be wearing an old-fashioned football helmet with the LDIPB seal on it and also be wearing a uniform. She said that a purple or gold t-shirt would sell well. Board members agreed that they liked the "Making

Moooves” shirt the best out of the ones proposed. Mr. Territo said he could do the t-shirt with the cow on a football field that would be colorful or a vintage-style shirt that is purple with just the trophy in gold ink. Board members preferred the more colorful shirt rather than the proposed vintage-style one. Mr. Territo said that the full color shirt could have a football field running the entire width of the artwork that could have hash lines and even an orange pylon. Mrs. Estay suggested that there could be a cow cheerleader on the sideline in the distance if there was enough room on the shirt. Ms. Kennedy stated that once the design is complete, they will try it on a purple shirt and a gold shirt. Mr. Territo asked if the number of shirt sizes would stay the same as last year, and Mrs. Estay stated that the quantity of shirt sizes ordered may change slightly from the previous order because she ran out of larges immediately last year at the Washington Parish Fair. Chairman Conerly stated that there was a consensus by the Board on the t-shirt design. Mrs. Estay advised board members that when the shirts were close to production, the t-shirt image would be e-mailed to them for review.

Mr. Territo proposed creating a mascot that would be “The Face of Dairy” and the Board could use on all future t-shirts and different promotional items and would like to do this in the fall. He said that the Board’s Facebook page has been successful with 1,400 “likes” and being viewed by 550,000 of those people’s “friends.” He stated that they would like an ad campaign on Facebook to promote events, which would allow them to target a specific demographic. Mr. Territo said they would like to play off of the election year and have an election for people’s favorite type of milk. He said they would like to place ads on Pandora Radio, a streaming radio app that runs on ads, to target a specific audience. Mr. Territo proposed a point of purchase promotion to have graphics promoting milk in grocery stores such as vinyl stickers that could be placed in non-milk aisles like the cereal aisle. Mr. Territo also discussed the idea of creating an iPhone/iPad app that could be a game to take you through the process of how milk is produced and also have other information about milk. He included a line item for promotional items in addition to the t-shirts to support the brand and suggested ordering branded milk iPod or iPhone cases. Ms. Kennedy stated that the Board’s website would also continue to be updated.

Ms. Kennedy gave board members a “Marketing and Advertising Budget Proposal” handout that covers July 1, 2012, to June 30, 2013, and totals \$109,000.00. She explained the breakdown of the budget items, which included 2012 T-Shirts – illustrations & printing, Xdesign Services (Administrative/Meetings/Planning/Travel/Research and Creative/Design/Production), The Face of Dairy, Social Media Campaigns/Pandora Radio Ads, GeauxDairy.com Web Site Updates/Refresh for Seasons, Point of Purchase, iPhone/iPad App and Promotional Items.

Board members requested that XDesign provide more specifics on the Social Media Campaigns/Pandora Radio Ads budget item such as the number of people they would reach and the cost. Mrs. Sharkey stated that she was not in favor of the ads on Pandora Radio because she did not think that many people used it. Mrs. Estay also asked for specifics for the point of purchase promotion including the number of stores that would participate and the cost. She stated that there are already funds in the Board’s budget for promotional items, so the money allocated to that in the budget could be used elsewhere. Mr. Territo said that he could get the logistical details of the promotions and present them to the Board. Chairman Conerly stated that the Board would need to meet to review the specific information and suggested doing so in October.

Mrs. Estay suggested that the Board approve the promotion ideas in XDesign’s proposed budget that board members know they want done. The Board was in favor of all of the proposed

budget items except Social Media Campaigns/Pandora Radio Ads, Point of Purchase and Promotional Items.

A motion made by Susie Sharkey and second by Robert Sharkey to approve five budget items on the proposed list including 2012 T-Shirts – illustrations & printing, Xdesign Services (Administrative/Meetings/Planning/Travel/Research and Creative/Design/Production), The Face of Dairy, GeauxDairy.com Web Site Updates/Refresh for Seasons and iPhone/iPad App. The motion carried.

## **SUDIA REPORT**

Cheryl Hayn and Terry Charles presented the SUDIA report. This report focused on the theme, “Dedicated to Dairy” and included an update on the agenda, overall dairy sales, fluid milk sales (decline and growth), fluid milk growth strategies, dairy sales surging at McDonald’s, McDonald’s continuing to innovate with dairy, a new strategic partner, dairy everywhere in Louisiana schools, “Coolers for Coaches” growing milk sales, “Fuel Up to Play 60,” upcoming events, a certificate of appreciation awarded from USDA, New Orleans Saints/Brown’s Dairy, New Orleans Saints/Rotolo’s Pizza, lactose intolerance in Louisiana, growing dairy sales, media communication, health professional outreach, and “Dedicated to Dairy: Phase II.”

Amanda Trice, SUDIA’s Director of Communications and Public Relations, introduced herself to the Board and stated that she will be filming at Jerry Simpson’s farm and Donnie Fisher’s farm this week.

Mrs. Hayn stated that the tanker decals are rolling out, and SUDIA is buying two for Louisiana. She said that the Board can choose to buy more, and it will cost \$563 per truck with a change from the original decal. For eight trucks with a change to the decal, the total cost would be \$4,504. For eight trucks without any changes to the decal, the total cost would be \$3,200 (\$400 per truck).

A motion made by Jerry Simpson and second by Robert Sharkey to purchase tanker decals for eight trucks, leaving the “Southeast Dairy Farmers” wording, adding the LDIPB logo, and using funds from XDesign’s allocation for promotions to pay for them. The motion carried.

Mrs. Hayn played the “Dedicated to Dairy” video that featured Louisiana dairy farmers on their farms.

Mrs. Hayn advised board members that the SUDIA financials were in their packets that she distributed to them before the meeting.

## **PUBLIC COMMENT**

Dr. Wayne Gauthier from the LSU AgCenter said that three quarters already qualify for the Dairy Refundable Tax Credit, and it would be determined in November if the fourth quarter qualifies.

Chairman Conerly stated that Donnie Fisher called him and said he had been nominated for the national Beef Board. Mr. Fisher requested that the Board pass a resolution supporting his nomination, but Chairman Conerly was unsure if the Board had the capacity to do so. Chairman

Conerly instead suggested that board members individually support Mr. Fisher's nomination by e-mailing the USDA on his behalf if they so choose.

Dr. Gauthier of the LSU AgCenter informed the Board that the Dairy Science golf tournament would be October 5-6, with a meal on the first day and the golf tournament on the next. He stated that if anyone was interested, they should call the Animal Science Department.

### **ADJOURNMENT**

No further comments were made. A motion made by Jerry Simpson and second by Robert Sharkey to adjourn. The motion carried.