



Bringing Dairy to Life!

**Midwest Dairy  
Nebraska Division  
Graduate Hotel, Lincoln, NE  
October 4, 2021  
Minutes**

**Members Present:** Greg Bleeker, Jodi Cast, David Crook, Lowell Mueller, Joyce Racicky, Mary Temme

**Members Absent:** Mike Amen, Neal Hochstein, Doug Nuttelman

**Ex-Officio Members Present:** Marshall Reece

**Ex-Officio Members Absent:** Paul Kononoff

**Others Present:** Midwest Dairy Staff: Tracy Behnken, Beth Bruck-Upton, Wendy Meck (virtual), Molly Pelzer, Lisa Rutherford

**1. Call to Order**

Meeting was called to order at 10:05 a.m. by Mary Temme.

**2. Invocation**

Invocation was given by Joyce Racicky.

**3. Roll Call**

Roll call was taken by Jodi Cast, and she announced the presence of a quorum.  
Neal Hochstein will be selling cows and resigning from the board next spring.

**4. Agenda**

**Joyce Racicky moved, Lowell Mueller seconded to approve the agenda. Motion Carried.**

**5. Minutes**

**Jodi Cast moved, David Crook seconded to approve the minutes of June 14, 2021.  
Motion Carried.**

**6. Financial Report**

**Midwest Dairy Checkoff Update**

Wendy Meck provided a checkoff update.

**ADA of the Midwest – Financial Statement**

Wendy Meck reviewed the ADA of the Midwest Nebraska Financial Statement.

**2022 ADA of the Midwest Nebraska Budget**

Wendy Meck reviewed the 2022 ADA of the Midwest Nebraska Budget.

**Dave Crook moved, Lowell Mueller seconded to approve the 2022 ADA of the Midwest Nebraska Budget. Motion Carried.**

**7. CEO Report**

Molly Pelzer reviewed the 2022 Strategic Plan and discussed new partners and research.

**8. Dairy Ambassadors**

Dairy Ambassadors and Princess presented via video on how the program has helped them.

**9. Strategic Program Facilitated Discussion**

Beth Bruck-Upton, Tracy J. Behnken and Lisa Rutherford presented on Creating Checkoff Advocates and Developing Farm & Community Leaders for Dairy and facilitated discussion on ways to communicate.

**10. Committee Reports**

**Corporate Board**

Lowell Mueller and Mary Temme provided an update on Corporate Board activities.

**MDFRC**

Mary Temme provided an update on MDFRC activities.

**ADA of the Midwest**

Jodi Cast and Neal Hochstein reported there was no meeting held.

**Dairy Management Inc (DMI)**

Lowell Mueller reviewed domestic and international partnerships and DMI activities.

**National Dairy Promotion and Research Board (NDB)**

Lowell Mueller provided an update on NDB activities.

**United Dairy Industry Association (UDIA)**

Lowell Mueller provided an update on UDIA activities.

**11. New/Unfinished Business**

**Nebraska Division Scholarship Committee**

Jodi Cast, David Crook and Joyce Racicky reviewed changes to the scholarship application process.

**Lowell Mueller moved, Joyce Racicky seconded changes to the scholarship application process. Motion Carried.**

**Nebraska Division By-Laws Committee**

The board reviewed changes to By-Laws and tabled the discussion for a later date.

**February Nebraska Division Meeting**

Discussed upcoming meeting dates. Nebraska State Dairy Convention will be February 22, 2022 and ENGAGE training tentatively planned for February 21, 2022. Annual meeting date will be finalized by December.

**12. Adjourn**

**Lowell Mueller moved, Mary Temme seconded to adjourn the meeting at 3:27 p.m. Motion Carried.**

Respectfully Submitted,

Jodi Cast  
Secretary

Mary Temme  
Chair