



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Partnerships in Action: Building a Game Plan

The annual Partnerships in Action (PIA) conference, held Oct. 13-16 in Denver, Colorado, brought state beef councils from across the country together to learn about the work of the Beef Checkoff. Attendees representing the Wisconsin Beef Council discussed ways national efforts can be expanded in the state and developed a game plan for implementation. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA strengthens the state and national Checkoff partnership.

Professional baseball player Ty Blach was the event's keynote speaker and shared how his agricultural roots instilled the drive and work ethic to succeed in baseball. Blach's parents grew up on Colorado's eastern plains and the Blach family ranch in Yuma provided many life lessons during his formative years. Growing up, he spent a lot of time on the ranch branding cattle and seeing firsthand how agriculture provides opportunities.

During his presentation Blach stated, "Agriculture is at the heart of who I am and what I do every day."

Blach's inspirational message focused on the value of teamwork and mentoring others so everyone can be their best.

"It is awesome to know state beef councils across the country are working together to share ideas and to be there for each other," he said. "Everyone is here for a reason – sharing their passion about beef."

Topics discussed during PIA highlighted how the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and state beef councils work together to drive demand for beef. Attendees learned about program strategy, current consumer trends and preferences, and upcoming *Beef. It's What's For Dinner.* promotions. More than 65 staff members from 30 state beef councils participated in the event, including Executive Director Tammy Vaassen, Director of Marketing Angie Horkan, Director of Communications and Outreach Kaitlyn Kesler, and Director of Compliance and Operations Emily Stumpf from the Wisconsin Beef Council.





“Collaboration among state beef councils sparks innovation,” said Vaassen. “Every time we come together to exchange ideas, I leave motivated and equipped with new ways to enhance our programs in Wisconsin.”

The Wisconsin Beef Council is part of the Federation of State Beef Councils and voluntarily invests in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. For more information about how the Wisconsin Beef Council is driving the demand for beef, visit [www.beeftips.com](http://www.beeftips.com).

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The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen’s Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin’s \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.



**Funded by the Beef Checkoff**

#### **About the Federation of State Beef Councils**

Created in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils and is committed to its vision, which is to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the

National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, the Federation is a grassroots organization run by producers across the country.

