

**Potatoes USA
Executive Committee Meeting Minutes
Monday, January 5, 2026
The Gaylord Texan, Grapevine, Texas
Recorded by: Chelsea Gray**

Welcome

Chairman Steve Elfering called the meeting to order at 9:00 AM CT and thanked everyone for joining.

Antitrust Statement

All attendees acknowledged and accepted the antitrust policy statement. A copy of the Antitrust Policy Statement was also provided to attendees before meetings on BoardEffect.

Roll Call and Introductions

Executive Committee members present included Steve Elfering, Nathan Bender, Kathy Sponheim, Cliff Shaw, Jess Blatchford, Wendy Dykstra, David Masser, Travis Meacham, Trever Belnap, and Hunter Gibbs. Shelley Olsen, ex officio, was also present.

Steve Elfering acknowledged that a quorum was present.

Potatoes USA staff members Blair Richardson, Chelsea Gray, Kim Breshears, Megan Mulcahy, Monica Heath, Marisa Stein, Kayla Vogel, Tim Rendall, John Lundeen, Riley Peterson, Martin von Ruden, Nick Bartelme, and RJ Harvey were present. Katie Cook from USDA-AMS was also present.

Minutes Approval

A **MOTION** was made by Jess Blatchford and was seconded to approve the minutes from the Executive Committee Meeting held on December 8, 2025. There was no discussion, and the motion to approve the minutes passed.

Copies of the meeting minutes were emailed to attendees before the meeting and made available for Executive Committee members to view via BoardEffect.

Regional Reports

The Executive Committee members shared reports from their regions related to the 2025 potato crop.

CEO Report

Blair Richardson shared his recent and upcoming travel schedule. A **MOTION** was made by Cliff Shaw and seconded to approve Blair's travel schedule as presented. There was no discussion, and the motion passed.

Program Reports

The following staff members provided reports to the Executive Committee:

Tim Rendall and John Lundeen- Production Research

Monica Heath- Finance and Policy
Riley Peterson- Nutrition and Health
Kim Breshears- Market Development
Kayla Vogel- Market Development, Consumer
Nick Bartelme- Market Development, Retail
Marisa Stein- Market Development, Foodservice
Meg Mulcahy- Communications
RJ Harvey-Culinary

No action was taken during the reports.

Admin Update

There was no Administrative report.

USDA Update

Katie Cook reported that two nomination packages were approved by the Secretary since the group last met in December. She was hopeful that the Potato Board nominations would move more quickly.

Other Business

Board members reported positive feedback from the industry related to the "From Seed to Table" concept and suggested Potatoes USA staff begin introducing the idea during their visits to the state winter meetings.

Closed Session

At 9:41 AM a **MOTION** was made by David Masser and seconded to go into closed session. The motion passed, and the Executive Committee went into a closed session. At 9:44 AM the committee returned to open session. No action was taken during the closed session.

New Business

Blair Richardson presented an idea to reimagine the December Planning Strategy meetings and the Winter Meeting, based on feedback from the events and rising costs of hosting meetings.

The Executive Committee expressed approval of the following new format for the two events:

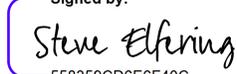
- Move the Strategy Meetings to November, if scheduling allows
- The Strategy Meeting should be an in-person meeting for the full board, hosted in Denver at the Potatoes USA office and neighboring hotels
- The Strategy Meeting will also include individual Operating Committee meetings, an Executive Committee meeting, and a Compensation Advisory Committee meeting
- At the Winter Meeting held in January, the Executive Committee will meet in person
- Operating Committee meetings during the Winter Meeting will be optional, at the discretion of the Potatoes USA Staff, and will be hosted via Zoom or Teams

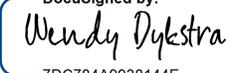
A **MOTION** was made by Jess Blatchford and seconded to approve the new meeting structure for the Strategy and Winter Meetings as outlined above, specifically from 11/18-11/20/26. There was no additional discussion, and the motion passed.

Adjourn

Chairman Steve Elfering adjourned the meeting at 10:13 AM CT.

Approved by:

Signed by:  <small>558359CD6E6F40C...</small>	3/20/2026
Chairman	Date

DocuSigned by:  <small>7DC784A9938144E...</small>	3/22/2026
Secretary/Treasurer	Date