



Holstein Association USA Committee Charter ***International Marketing Committee***

Staff Liaison: Sarah Sarbacker, Director, Sales & Market Development

Purpose

The Holstein Association USA International Marketing Committee supports the Association's strategic goal of promoting U.S. Registered Holsteins in global markets. The committee advises the Board and staff on initiatives that strengthen the international visibility, reputation, and demand for U.S. Holstein genetics and services.

The International Marketing Committee exists to:

- Recommend strategies to expand global market access and promotion.
- Identify key international partnerships, events, and export opportunities.
- Provide input on marketing programs, trade missions, and support for global customers.
- Offer feedback on international customer needs.
- Support the association's collaboration with national and international dairy and genetics organizations.

The Committee serves in an advisory capacity to the Holstein Association USA Board of Directors and staff.

Scope

The following topics are appropriate for discussion at committee meetings.

- Export promotion strategies and trade show participation
- International advertising, public relations, and media campaigns
- Customer education and engagement initiatives
- Collaboration with USDA, USLGE, NAAB, IETA, and other stakeholders
- Market-specific challenges and opportunities
- Performance tracking of international outreach efforts

Committee Member Qualifications

- Be active Holstein Association USA members in good standing
- Have experience in international marketing, livestock exports, dairy genetics, or global trade

- Demonstrate knowledge of and commitment to promoting U.S. Registered Holstein cattle and genetics
- Understand the global dairy landscape and export regulations for dairy cattle semen, embryos and/or live cattle
- Exhibit cultural awareness, and be mindful of how regional values, norms, and expectations can impact outreach and relationship-building abroad.
- Given the international scope of the committee's work, members are expected to avoid introducing political viewpoints unrelated to the agenda, ensuring discussions remain respectful, focused, and productive.
- Review and comply with the HAUSA Committee Member Code of Conduct
- Demonstrate ethical leadership, prioritizing association interests over personal or business agendas
- Maintain confidentiality when required
- Approach discussions with objectivity and a forward-thinking mindset

Composition

The Holstein Association USA President appoints all committee members annually, following the HAUSA Annual Meeting.

- **Current HAUSA Board Members:** The President will appoint a current board member as Committee Chair, as well as two (2) more board members as committee members.
- **Other Members:** The President will appoint at least three (3), but no more than nine (9), additional members. Committee members that are not current board members are appointed for one-year terms but may be invited to serve for up to three (3) consecutive years. Any member of the committee may be removed at any time by the President.
- **Advisors:** The President may occasionally appoint subject matter experts who are not HAUSA members as non-voting advisors to the committee.

The President may consider geographic, demographic, and experiential diversity when appointing members to ensure balanced representation and a well-rounded committee.

Roles and Responsibilities

- **Staff Liaison:** Organizes meetings in coordination with the Committee Chair, monitors international collaboration or cattle export opportunities and threats, prepares and shares pre-meeting materials in a timely fashion, makes presentations and recommendations for the committee's consideration, prepares meeting minutes, works with Communications staff to disseminate information in accordance with the HAUSA Committee Recommendation Public Disclosure Policy, works with Committee Chair on committee update for the Annual Meeting.

- **Committee Chair:** Approves agendas, leads committee discussions, ensures productive meetings, and presents recommendations to the board of directors.
- **Committee Members:** Prepare for meetings by reviewing materials in advance. Actively participate in all committee meetings, representing members' best interests using their expertise & experience.
- **Non-Voting Advisors:** Prepare for meetings by reviewing materials in advance. Actively participate in all committee meetings, using their expertise & experience to inform the committee's discussions and decision making.

Meetings

The International Marketing Committee meets at least once annually. Additional meetings may be scheduled as needed. Meetings may be either virtual or in-person, as dictated by the length and depth of the meeting agenda.

Committee members must disclose any potential conflicts of interest and recuse themselves from discussions or votes where appropriate.

A quorum is established when more than 50% of voting committee members are present at a meeting. Only voting committee members in attendance, whether in person or virtually, count toward quorum and may vote on committee matters.

Non-voting advisors, staff, board officers, speakers, and other invited guests may attend and contribute to discussions as appropriate but shall not participate in votes or count toward quorum.

Decisions are made by a simple majority vote of the voting committee members present at the meeting. All committee actions are considered advisory and require final approval by the Holstein Association USA Board of Directors.