



Executive Committee Meeting Minutes

Thursday, April 8, 2021

11:00 AM – 12:30 PM MT

Embassy Suites DIA, Denver, CO and Virtual

DRAFT

Call to Order

Executive Committee Chair Norman Voyles Jr. called the meeting to order at 11:04 AM MT and thanked the attendees for their time.

Members In-Person

Norman Voyles Jr., Chair
Jared Brackett
Bill King
Bob Mitchell

Irv Petsch
Hugh Sanburg
Bill Slovek
Jimmy Taylor

Members Via Phone

Rich Brown
Jason Hitch

Don Smith

Members Absent

David Hutsell

Guests/Staff In-Person and Via Phone

Greg Hanes, CBB
Jeff Lutz, CBB
Cyndi Heimerich, CBB
Libby Stauder, CBB
Dave Hamilton, CBB
Terry Quam, CBB
Michael White, CBB
Clark Price, Federation
Katie Brenny, Federation
Andy Bishop, CBB
Ashley Russell, New York Beef Council
Bree DeNaeyer, CBB
Chaley Harney, Montana Beef Council
Claudia Wright, CBB
Donna Moenning, NAMI
Jason Bagley, Texas Beef Council
Kahl Sesker, USDA-AMS
Kaitlyn Swope, NEBPI
Molly McAdams, Texas Beef Council
Patti Brumbach, Washington Beef Council
Seth Denbow, CBB
T.K. Kuwahara, Idaho Beef Council
Sara Arp, CBB

Wayne Watkinson, Legal Counsel
Beka Wall, CBB
Sarah Metzler, CBB
Tom Novota, CBB
Dan Hanrahan, Federation
Todd Johnson, NCBA
Chris Jeffcoat, Federation
Stacy McClintock, Federation
Torri Lienemann, CBB
Ann Wittmann, Wyoming Beef Council
Brad Hastings, Federation
Chad Smith, CBB
Cheryl DeVuyst, CBB
Daniel Meloy, AFBFA
Heather Buckmaster, Oklahoma Beef Council
Jeri Hanson, CBB
Lacey Heddleston, USDA-AMS
Kelly Schmidt, Minnesota Beef Council
Nichole Hockenberry, Pennsylvania Beef Council
Royalee Rhoads, Minnesota Beef Council
Susan Backus, NAMI
Wally Schulthess, CBB



Executive Committee Meeting Minutes

Thursday, April 8, 2021

11:00 AM – 12:30 PM MT

Embassy Suites DIA, Denver, CO and Virtual

Quorum

Executive Committee Chair Norman Voyles Jr. declared a quorum was present to conduct business.

Approve Agenda

Chair Norman Voyles Jr. asked for a motion and second to approve the agenda as emailed.

Irv Petsch moved and Bob Mitchell seconded to approve the agenda as emailed. Motion passed.

Approve Minutes

Chair Norman Voyles Jr. asked for a motion and second to approve the minutes of February 3, 2021 as emailed.

Hugh Sanburg moved and Don Smith seconded to approve minutes of February 3, 2021. Motion passed.

CEO Report

Greg Hanes, CBB CEO, presented his CEO Report which included updates on various letters that have been circulating, meetings, and other initiatives.

Legal Report

Wayne Watkinson, Legal Counsel, presented a brief legal update.

Financial Report

Jimmy Taylor, CBB Secretary/Treasurer, presented the Beef Board's financial statements for the period ending February 2021 and reported that the Board's assessment revenues for the first five months were slightly up from the assessment revenues for the first five months of FY 2020.

Executive Committee Roles & Responsibilities

Greg Hanes, CBB, reviewed and discussed the Executive Committee (EC) Roles & Responsibilities document. There are currently no changes. Rich Brown asked if EC members are still responsible for the full dollar as in past roles & responsibilities. This was opened for discussion and Wayne Watkinson, Legal Counsel, provided an explanation.

Next, Hanes asked if the EC members would like to each be assigned a New Board Member for mentoring. EC members agreed and Greg noted we will work on those assignments.

Beef Promotion Operating Committee Report

Beef Promotion Operating Committee (BPOC) Chair Hugh Sanburg reported the BPOC met prior to the Executive Committee. The BPOC discussed and approved the FY2022 Contract and AR format,



Executive Committee Meeting Minutes

Thursday, April 8, 2021

11:00 AM – 12:30 PM MT

Embassy Suites DIA, Denver, CO and Virtual

discussed and approved (3) No-Cost Amendments and heard a report from the Checkoff Evaluation Committee Chair.

Hugh Sanburg moved and Jimmy Taylor seconded to ratify the actions of the Beef Promotion Operating Committee. Motion passed.

Committee Appointments

Hugh Sanburg, CBB Chair, reported new CBB Members have been assigned to program committees and the following appointments were made:

Budget & Audit Committee: Kathryn Sautter, Chair; Terry Quam, Vice Chair, Bree DeNaeyer, Seth Denbow and Jason Hitch. Other CBB Budget & Audit members are DJ Edwards, Bill McLaren, CW Senn Jr., and Jimmy Taylor, Ex-Officio.

Checkoff Evaluation Committee: Cheryl DeVuyst, Chair and Torri Lienemann, member. Other CBB Checkoff Evaluation Committee members are Rich Brown, Randall Debler, Jeff Isenmann and Turk Stovall.

International Marketing Committee: Penny Zimmerman has been appointed Co-Chair.

Brand and Trade Name Guidelines and References

Chair Norman Voyles Jr. called on Jeff Lutz, CBB, to discuss and review the changes to the Brand and Trade Name Guidelines. After discussion Chair Norman Voyles Jr. asked for a motion and second to approve the Brand or Trade Name References Guidelines including additional changes presented.

Bob Mitchell moved and Bill Slovek seconded to approve the Brand and Trade Name References Guidelines including additional changes. Motion passed.

Chair Norman Voyles Jr. asked for questions or discussion around the National Promotion Brand or Trade Name References for the following:

National Promotion

- USMEF requests approval for a partnership with CAB and Constellation Brands.
- NAMI requests approval for a partnership with Catelli Brothers, Inc. Veal.

Hugh Sanburg moved and Irv Petsch seconded a motion to ratify the brand or trade name references for these promotions. Motion passed.

Status of QSBC Audit Reports & Marketing Plans

Tom Novota, CBB, noted all Audit Reports and all Marketing Plans, due February 15, 2021, have been received and reviewed. All audit reports & marketing plans were found to be in compliance with the Act & Order.



Executive Committee Meeting Minutes

Thursday, April 8, 2021

11:00 AM – 12:30 PM MT

Embassy Suites DIA, Denver, CO and Virtual

Winter Convention Debrief and Convention Survey Results

The Executive Committee discussed the Board survey results from the 2021 Winter Business Meetings.

Meetings

Monthly EC calls will be on an as needed basis.

Annual Cattle Industry Convention and Summer Business Meetings will be August 10-12, 2021 in Nashville, TN.

Other Business

Kahl Sesker, USDA-AMS, reported AMS has sent out a notice requesting nominations to the 2022 Cattlemen's Beef Board and are due by June 6th, 2021.

Executive Session

The Committee went into Executive Session at 12:05 PM MT and adjourned into open session at 12:20 PM MT.

Adjourn

There being no further business the meeting adjourned at 12:20 PM MT.