



Stakeholder Engagement Committee DRAFT Meeting Minutes

2022 Cattle Industry Convention and NCBA Trade Show

George R. Brown Convention Center • Houston, TX

Wednesday, February 2, 2022 • 4:00 – 5:30 PM

Funded by the Beef Checkoff.

Brian Malaer, Co-Chairman (C)
Travis Maddock, Co-Chairman (F)
Wendy White, Staff Liaison

Purpose Statement:	Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.
Attendees:	Tammy Bartholomew, Dean Black, Katie Cooper, Debbie Gill, Mary Graner, Larry Jefcoat, Neil Johnson, Jess Kane, Dan Kniffen, Jean Lam, June Loseke, Alan Lyman, Travis Maddock, Brian Malaer, Nathan Martin, Kiley Martinell, Tom McCall, Pat McDowell, Ryan Moorhouse, Josh Mueller, Jean O'Toole, Philip Perry, Jeff Pettit, Mary Jo Rideout, Allan Robison, Pat Shields, Joanie Shoemaker, Steven Springer, Kevin Thielen, Tammy Vaassen, Ann Wittmann
Liaisons:	Jimmy Taylor, Officer Liaison; Wendy White and Barb Wilkinson, Staff Liaisons

- 4:01 PM** Welcome/Call to Order
- Travis Maddock called the meeting to order at 4:01pm
 - Member introductions
- 4:07 PM** Approve Agenda and Minutes
- Travis Maddock requested a motion to approve the agenda
 - Alan Lyman made a motion to approve the agenda
 - Tom McCall seconded
 - Motion approved unanimously
 - Travis Maddock requested a motion to approve the August 2021 meeting minutes
 - Nathan Martin made a motion to approve the August 2021 meeting minutes
 - Josh Mueller seconded
 - Motion approved unanimously
- 4:09 PM** Committee Overview: Review Purpose Statement, Initiatives, Ground Rules
- 4:13 PM** Contractor Presentation and Q&A: NIAA
- 4:30 PM** Contractor Presentation and Q&A: CBB
- 5:07 PM** Wrap Up and Next Steps
- Travis Maddock requested member feedback on how to best communicate with members in between meetings and requested volunteers to help with table scoring during next meeting.
 - Members were invited to the next meeting at the Summer Business Meeting in Reno, Nevada, July 25-28, 2022.
- 5:22 PM** Adjournment
- Brian Malaer requested a motion for adjournment
 - Allan Robison made a motion to adjourn the meeting
 - Pat Shields seconded
 - Motion approved unanimously