



Executive Committee Meeting Minutes

Tuesday, June 20, 2023
11:00 AM – 12:00 PM MT
Conference Call

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 11:02 AM MT on Tuesday, June 20, 2023, and thanked everyone for attending. Mr. Bishop asked Sami Ichrist to call roll of the committee members.

Members Present

Andy Bishop, Chair
Seth Denbow
Mary Graner
Ross Havens
Steve Hobbs
Bill Lipscomb

Ryan Moorhouse
Steve Springer
Jimmy Taylor
Norman Voyles, Jr.
Tammy Wiedenbeck

Members Absent

Bill Slovek

Staff

Sara Arp, CBB
Davis Gidney, CBB
Greg, Hanes, CBB
Sami Ichrist, CBB

Jeff Lutz, CBB
Sarah Metzler, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Lis Kidder, Legal Counsel
Kinley Hartman, USDA-AMS

Quorum

Chair Andy Bishop declared a quorum was present to conduct business.

Agenda

Chair Andy Bishop called for a motion to approve the agenda as emailed. Bill Lipscomb moved, and Steve Springer seconded to approve the agenda as emailed. Motion passed.



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Approve Minutes of the May 11, 2023, Meeting

Chair Andy Bishop asked for a motion to approve the May 11, 2023, meeting minutes as emailed. Ryan Moorhouse moved, and Seth Denbow seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes gave an update on the following:

- Davis Gidney and Sarah Metzler are working to form a CBB Alumni Committee. There is an initial task force of about 15 volunteers that is working to develop the structure and objective of the committee. Joan Ruskamp and Jimmy Maxey have agreed to serve as de-facto task force Chairs with support from future alumnus, Norman Voyles.
- Beka was asked to give an update on the results of the Agralytica third party evaluations.
- Davis Gidney has been working on education training modules and is in the process of selecting a new company in creating additional modules going forward.
- Davis Gidney was asked to give an update on the launch of the Checkoff Academies.
- Sarah Metzler commented on the Visionary Award to be presented at the Summer Business Meeting in San Diego. She is also tracking misinformation related to legislation impacting checkoff programs.
- The monthly QSBC webinars will continue.

Legal Update

Legal Counsel, Lis Kidder gave the following update:

- OFF Act movement in DC is being monitored by many groups.
- The Washington DC (Administrative Procedures Act) case: both parties have been asked to file a notice related to a summary judgment.

Executive Committee CBB Member Calls

CEO Greg Hanes encouraged the EC members to begin calling their assigned CBB members and to be prepared to give an update on their calls at the Summer Business Meeting.

Cattle Industry Summer Business Meeting Update

Sara Arp reviewed the meeting schedule of events for the upcoming Summer Business Meeting in San Diego.

Nominating Committee Elected Positions Update

Sami Ichrist gave an update on the status of the Nominating Committee elected positions process. These positions will be elected during the Board meeting at the Summer Business Meeting in San Diego.



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Travel Update

- Travel Reports: CBB Officers and/or staff have attended the following:
 - 5/15-5/17: 2023 AMEC Global Summit on Measure & Evaluation – Miami, FL
 - 5/26-5/24: USMEF Spring Conference – Minneapolis, MN
 - 6/5-6/7: National Pork Board Meeting CEO Panel – Des Moines, IA
 - 6/7-6/9: LMA Annual Convention and WLAC – Punta Gorda, FL
 - 6/12-6/13: ASAE CEO Symposium – Washington, DC
- Upcoming Travel: CBB will also have representatives attending the following through the end of July:
 - 6/22: FMPRE Board Meeting – Virtual
 - 6/22-6/25: Wisconsin Beef Council Checkoff Academy
 - 6/27-6/30: South Dakota Beef Council Checkoff Academy
 - 7/9-7/11: USCA Summer Business Meeting – Reno, NV
 - 7/12-7/13: Latin American Product Showcase – Cartagena, Columbia

Branded Partnerships

Chair Andy Bishop reported that the following Branded Partnership requests were distributed via email and were approved by the committee members on May 26, 2023. No action was needed.

- National Promotions
 - MICA-NEBPI: ARMS #501923-02
 - USMEF: ARMS #050823-13
- State Promotions
 - Washington State Beef Commission and St. Helens Premium Angus Beef brand

Other Business

Chair Andy Bishop discussed the following:

- Next Executive Committee Meeting
 - July 24, 2023, 3:00 PM – 4:30 PM PT @ Summer Business Meeting in San Diego.

Executive Session

Steve Hobbs moved, and Seth Denbow seconded to enter Executive Session at 11:45 PM MT.

Adjourn

Tammy Wiedenbeck moved, and Steve Hobbs seconded to adjourn at 12:11 PM MT.