



Executive Committee Meeting Minutes

Wednesday, January 31, 2024

5:00 PM – 6:30 PM EST

Orange County Convention Center, Orlando, FL

Room S331 AB

DRAFT

Call to Order

Chair Andy Bishop called the meeting to order at 5:01 PM EST on Wednesday, January 31, 2024, and thanked everyone for attending. Mr. Bishop asked Sara Arp to call roll of the committee members and recognized the guests in attendance.

Members Present

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

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

Staff Present

Sara Arp, CBB
Nancy Dugan, CBB
Davis Gidney, CBB
Greg Hanes, CBB
Jeff Lutz, CBB

Sarah Metzler, CBB
Tom Novota, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests

Ann Marie Bosshamer, NE Beef Council
Heather Buckmaster, OK Beef Council
Duane Cantrell, Fulcrum Global Capital
Cheryl DeVuyst, CBB Member
Amber Oerly, Fulcrum Global Capital
Gwen Giese, CBB Member
Dave Hamilton, CBB Member
Jeana Harbison, USDA-AMS
Kinley Hartman, USDA-AMS
Ed Hildenbrand, CBB Member
David Henderson, CBB Member
Jas Livingston, CBB Member

Kristin McQueary, CBB Member
Angie Meyer, CBB Member
Ben Peterson, CBB Member
Bill Post, CBB Member
Mark Sustaire, CBB Member
Doc Walker, CBB Member
Wayne Watkinson, Legal Counsel
Brian Warren, CBB Member
Michael White, CBB Member
Ann Wittmann, WY Beef Council
Claudia Wright, CBB Member

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. Steve Hobbs moved, and Bill Slovek seconded to approve the agenda as emailed. Motion passed.



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Approve Meeting Minutes – December 12, 2023

Chair Andy Bishop asked for a motion to approve the December 12, 2023, meeting minutes as emailed. Steve Springer moved, and Bill Lipscomb seconded to approve the minutes as emailed. Motion passed.

CEO Update

CEO Greg Hanes gave an update on the following:

- Appreciate the staff's hard work in preparation for the Annual Convention and all the meetings taking place this week.
- Continuing to receive a lot of FOIA requests. In the last few months we have received over 40 from "Our Honor" and other groups. Appreciate USDA-AMS helping staff with the process once requested information has been submitted.
- Currently working with USDA-AMS on some guidance with exceptions on branded partnerships in foreign markets. USDA also approved CBB's proposal to conduct annual financial reviews and other financial checks, rather than full audits, on small QSBCs.
- Partnering with other commodity groups including soy, pork, beef and corn to conduct a study with Aimpoint Research. This project is currently underway and will share the findings once the results are ready to be presented.
- Participating in the USFRA Task Force as the organization is rebranding and rebuilding.
- Alumni Group is launching to start engaging former board members. Meetings will be held this spring.
- Checkoff Visionary Award applications will open on February 12, 2024. The winner will be announced and recognized at the Summer Business Meeting.
- Learning Management System (LMS) modules are being developed to utilize as a part of state and national training.
- Update on articles featured in Politico.
- Called upon Sarah Metzler, CBB, Director of Organizational Communications to provide a brief update on the preliminary findings from the Producer Attitude Survey.

Legal Update

Legal Counsel Wayne gave the following update:

- The administrative case is still pending.
- No further movement on anything else at this time.

Fulcrum Global Capital Update

Duane Cantrell, Managing Partner and Amber Oerly, Senior Analyst at Fulcrum Global Capital reviewed their organizational structure and how they partner with investors in the agricultural space.



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Financial Report

Ryan Moorhouse CBB Secretary-Treasurer presented the financial report.

Nominating Committee Report

Nominating Committee Chair Angie Meyer, provided a committee report and recommendations for the following slate of candidates for Cattlemen's Beef Board approval during the meeting on Friday, February 2, 2024.

CBB Chair

Andy Bishop, KY

CBB Vice Chair

Ryan Moorhouse, TX

Secretary-Treasurer

Cheryl DeVuyst, OK

CBB Executive Committee

Seth Denbow, TX

Steve Hobbs, MT

Mary Graner, ND

Mike Holden, IA

Ross Havens, IA

Bill Lipscomb, AL

David Henderson, TX

Caleb Plyler, AR

Beef Promotion Operating Committee

Trish Downton, ID

Terry Quam, WI

John Ferry, UT

Mark Sustaire, TX

Dave Hamilton, NE

Tammy Wiedenbeck, WI

Jason Hitch, OK

Travel Update

CEO Greg Hanes and CBB Officers gave the following travel updates:

- CBB Officers and/or staff have attended the following:
 - **Jan. 9:** Minnesota Top of Class @ CBB Office – Denver, CO
 - **Jan. 17-21:** New York Beef Council Checkoff Academy – Rome, NY
 - **Jan. 19-22:** AFBF Annual Convention & Trade Show – Salt Lake City, UT
 - **Jan. 31-Feb. 2:** Cattle Industry Convention – Orlando, FL
- CBB will also have representatives attending the following:
 - **Feb. 28-Mar. 1:** CBB Secretary-Treasurer and Officer Orientation – Denver, CO
 - **Mar. 14:** Georgia Cattlemen's Convention – Columbus, GA
 - **Mar. 22-24:** TSCRA Convention & Expo – Fort Worth, TX

Branded Partnerships

Chair Andy Bishop reported that there are no branded partnership requests to review at this time.



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Status of QSBC Audit Reports & Marketing Plans

CBB Financial Compliance Manager Tom Novota reported that all annual audit reports due October 31, 2023, with one exception, were received, reviewed, and approved in compliance with the Act and Order. The exception will be discussed during the executive session.

Updates to Budget & Audit Committee Roles and Responsibilities

Jeff Lutz, CFO presented proposed changes to the Committee roles and responsibilities as approved by the CBB Budget & Audit Committee to include additional language around the committee's selection of a new principal every five years. Should the committee approve the proposed changes, will then need to be submitted to USDA-AMS for final review and approval. Discussion. Steve Hobbs moved, and Mary Graner seconded to approve the updates to the committee's roles and responsibilities. Motion passed.

Feedback from Executive Committee Calls to CBB Members

Members of the committee provided a report on their discussions with members before the meetings. Overall, the feedback was positive, and they appreciate the Committee reaching out to check in.

Affirm Outgoing Chair's Service

CBB Legal Counsel Wayne Watkinson explained the affirmation process and the following action was taken: Steve Springer moved, and Seth Denbow seconded to affirm Jimmy Taylor's service as CBB Immediate Past Chair. Motion passed.

Oher Business

- The Committee recognized and thanked Bill Slovek and Steve Springer for their years of service to the Executive Committee as well as the board. Bill and Steve's term will end concluding this week's meetings.
- Next Executive Committee Meeting is scheduled for Tuesday, March 12, 2024 at 11:00 AM MST and will be held over Zoom.
- The New Member, Executive Committee and Beef Promotion Operating Committee Orientation/Training/Meetings will be held in Denver, CO on April 3-5, 2024.

Executive Session

Steve Hobbs moved, and Mary Graner seconded to enter Executive Session at 6:24 PM EST.

Adjourn

Ross Havens moved, and Seth Denbow seconded to adjourn at 6:43 PM EST.