



Stakeholder Engagement Committee Minutes

CattleCon2024

Orlando Convention Center, Orlando, Florida, Room S331 CD

Thursday, February 1, 2024, 2:30 PM-4:30 PM

Steven Springer, Co-Chair (CBB)
June Loseke, Co-Chair (Federation)

Purpose Statement:	Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.
Attendance:	Dean Black, Monte Bordner, Marsha Corbin, Gary Daniel, Jack Geiger, Debbie Gill, Mark Goes, Steve Hobbs, Don Hubbell, Larry Jones, Dan Kniffen, John Kriese, June Loseke, Brian Malaer, Nathan Martin, Tom McCall, Kristin McQueary, Josh Mueller, Hilary Paplow, Philip Perry, Allan Robison, Corey Schultz, Steven Springer, Kimberly Stone, VeaBea Thomas, Tammy Vaassen, and Ann Wittmann
Liaisons:	Jimmy Taylor, Officer Liaison; Wendy White and Tom Novota, Staff Liaisons

Welcome & Call to Order

- June Loseke called the meeting to order.
- Member introductions

Approval of Agenda and Minutes

- June Loseke requested a motion to approve the agenda.
- Brian Malaer made a motion to approve the agenda.
- Phil Perry seconded.
- Motion approved unanimously.
- June Loseke requested a motion to approve the meeting minutes from 2023 summer business meeting.
- VeaBea Thomas made a motion to approve the meeting minutes.
- Allan Robison seconded.
- Motion approved unanimously.

Review Committee Purpose, Initiatives, and Ground Rules

Contractor Presentation and Q&A

- National Institute for Animal Agriculture (NIAA)
- National Cattlemen’s Beef Association (NCBA)
- Cattlemen’s Beef Board (CBB)

Next Steps and Wrap Up

- Committee Co-chairs requested feedback on how to best engage committee members between meetings.
- The next committee meeting will be at the 2024 Cattle Industry Summer Business Meeting in San Diego, California, July 8-10, 2024.

Adjournment

- Steve Springer requested a motion for adjournment.
- Steve Hobbs made a motion to adjourn the meeting.
- Nathan Martin seconded.
- Motion approved unanimously.