



Funded by the Beef Checkoff

DOMESTIC MARKETING COMMITTEE MEETING MINUTES

CattleCon 2025

Wednesday, February 5, 2025 | 2:30 PM-5:30 PM CT
Henry B. González Convention Center, Room 214A, San Antonio, Texas

Sallie Miller, CBB Co-Chair
Daniel Hanrahan, Federation Co-Chair
Shelley Bradway, Staff Liaison

Purpose Statement

Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.

Attendees

Members

Sallie Miller	Bill Post	Joe Horstman	Heather Buckmaster
Jody Rogers	Becky Potmesil	Justin Iverson	Sydney Long
Matthew Allan	Wesley Ratcliff	Douglas Maag	Lauren Maehling
Verna Billedeaux	Marty Stingley	Jake Osborn	Brent Tanner
Wendy Bingham	Patty Wood	Jake Pannbacker	Tillman Treat
Rodney Cowan	Dan Hanrahan	Marsha Shoemaker	
Arin Crooks	Michael Smith	Steven Taylor	
Mary Graner	Amy Blum	Jerry Yates	
Diane Hoover	Russell Boles	Jason Zahn	
Jacquelyne Leffler	Michele Cutler	Valerie Bass	

Staff & Officers

Shelley Bradway	Jeff Lutz	Andy Bishop
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1. Welcome, Call to Order

Co-chairs Sallie Miller and Dan Hanrahan called the meeting to order at 2:30pm.

2. Introductions

Co-chairs Sallie Miller and Dan Hanrahan welcomed the committee members and introduced themselves. Committee members then introduced themselves and guests were welcomed.

3. Approval of Agenda and Minutes

Becky Potmesil made a motion to approve the day's agenda; Jake Pannbacker seconded the motion, and the committee approved the day's agenda.

STAKEHOLDER ENGAGEMENT COMMITTEE MEETING MINUTES

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Patty Wood made a motion to approve the minutes from the committee meeting during the 2024 Summer Business Meeting in San Diego, California; Mary Graner seconded the motion, and the committee approved the minutes.

4. Review Purpose Statement, Initiatives, Committee Ground Rules

Dan Hanrahan reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions, Beef Checkoff Planning Cycle, Checkoff Program Committees as well as the committee ground rules. Sallie Miller discussed Checkoff Evaluation resources and Budget Categories. Dan walked through the presentation format for the day and Sallie reviewed the schedule of presenters, and instructions on the feedback form process.

5. Contractor Presentations & Committee Feedback

Donna Moenning provided the Meat Institute and New York Beef Council update and answered committee member questions. Committee members then provided feedback.

Kaitlyn Swope and Kylie Lusk provided the Northeast Beef Promotion Initiative update and answered committee member questions. Committee members then provided feedback.

Aimee Long and Laura Hinton provided the National Cattlemen's Beef Association's Consumer Information update and answered committee member questions. Committee members then provided feedback.

Sarah Reece and Martin Roth provided the National Cattlemen's Beef Association's Promotion update and answered committee member questions. Committee members then provided feedback.

Mike Simone provided the National Cattlemen's Beef Association's Research update and answered committee member questions. Committee members then provided feedback.

6. Next Steps

Co-chairs shared how feedback provided during the meeting will be shared with CBB and contractors, thanked committee members for their active participation, encouraged them to complete the post-meeting survey and presented information on upcoming meetings.

7. Adjournment

Doug Maag made a motion to adjourn the meeting, the motion was seconded, and the meeting adjourned at 5:20pm.