



Funded by the Beef Checkoff

STAKEHOLDER ENGAGEMENT COMMITTEE MEETING MINUTES

CattleCon 2025

Wednesday, February 5, 2025 | 2:30-5:30 PM CT

Henry B. González Convention Center, Room 213, San Antonio, Texas

Ben Peterson, Co-Chair-CBB
June Loseke, Co-Chair-Federation
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

Members

Dean Black	Steve Hobbs	Tom McCall	Terry Quam
Monte Bordner	Don Hubbell	Kristin McQueary	Brandi Richards
Travis Choat	J.W. Irwin	Ryan Miller	Joan Ruskamp
Barb Copenhaver	Larry Jones	Jeri Moniz	Kimberly Stone
Marsha Corbin	John Kriese	Josh Mueller	VeaBea Thomas
Bill Dale	Evan Lesser	Kenton Ochsner	Ann Wittmann
Gary Daniel	Grace Link	Hilary Paplow	
Jack Geiger	Boe Lopez	Dustin Pearson	
Debbie Gill	June Loseke	Ben Peterson	
Mark Goes	Brian Malaer	Gaye Pfeiffer	

Staff & Officers

Wendy White	Sara Arp	Jimmy Taylor
-------------	----------	--------------

1. Welcome, Call to Order

Co-chairs, Ben Peterson and June Loseke, called the meeting to order at 2:31 PM.

2. Introductions

Co-chairs, June Loseke and Ben Peterson, welcomed the committee members and introduced themselves. Committee members then introduced themselves and guests were welcomed.

3. Approval of Agenda and Minutes

VeaBea Thomas made a motion to approve the day's agenda; Dean Black seconded the motion, and the committee approved the day's agenda.

STAKEHOLDER ENGAGEMENT COMMITTEE MEETING MINUTES

CattleCon 2025

Wednesday, February 5, 2025, 2:30 PM – 5:30 PM CT

Henry B. González Convention Center, Room 213, San Antonio, Texas

Mark Goes made a motion to approve the minutes from the committee meeting during the 2024 Summer Business Meeting in San Diego, California; Boe Lopez seconded the motion, and the committee approved the minutes.

4. Review Purpose Statement, Initiatives, Committee Ground Rules

Ben Peterson 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. June Loseke discussed Checkoff Evaluation resources and Budget Categories. June Loseke walked through the presentation format for the day, the schedule of presenters, and instructions on the feedback form process.

5. Contractor Presentations & Committee Feedback

Chandler Mulvaney and Josh White provided the National Cattlemen's Beef Association's Industry Information update and answered committee member questions. Committee members then provided feedback.

JJ Jones provided the National Institute for Animal Agriculture's update and answered committee members' questions. Committee members then provided feedback.

Sarah Metzler provided the Cattlemen's Beef Board's update and answered committee members' 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

Brandi Richards made a motion to adjourn the meeting; Steve Hobbs seconded the motion, and the meeting adjourned at 5:06 PM.