



## CBB EXECUTIVE COMMITTEE MEETING MINUTES

### 2025 Cattle Industry Summer Business Meeting

Monday, July 7, 2025 | 3:30 PM – 5:00 PM PT

Hilton Bayfront, San Diego, CA

Sapphire Ballroom H

**Cheryl DeVuyst, Chair**

#### Call to Order

Chair Cheryl DeVuyst called the meeting to order at 3:32 PM PT and thanked all attendees for their time. Mrs. DeVuyst asked Lynne Ostreicher to call roll of the committee members.

#### Members Present

Cheryl DeVuyst, Chair  
Andy Bishop  
Seth Denbow  
Ross Havens

Jason Hitch  
Ted Kingsley  
Pat McDowell  
Ryan Moorhouse

Ben Peterson  
Caleb Plyler  
Terry Quam

#### Members Not Present

Kim D'Anella

#### Staff Present

Davis Gidney, CBB  
Greg Hanes, CEO  
Sammi King, CBB

Tom Novota, CBB  
Lynne Ostreicher, CBB  
Chad Smith, CBB

Beka Wall, CBB

#### Guests

Anne Marie Bosshamer, NE Beef Council  
Heather Buckmaster, OK Beef Council  
Chaley Harney, MT Beef Council  
Jackie Madill, WA State Beef Commission

Molly McAdams, TX Beef Council  
Joan Ruskamp, CBB Member  
Amber Sisco, USDA-AMS  
Scott Stebner, KS Beef Council

Nicole Wardner, ND Beef Industry  
Commission  
Wayne Watkinson, Legal Counsel  
Stephanie Weiss, VA Beef Council

#### Quorum

Legal Counsel, Wayne Watkinson, declared that a quorum was present to conduct business.

#### Agenda

Chair Cheryl DeVuyst called for a motion to approve the amended agenda. Caleb Plyler moved, and Andy Bishop seconded to approve the amended agenda. Motion passed.

#### Minutes

Chair Cheryl DeVuyst asked for a motion to approve the June 3, 2025, meeting minutes as emailed. Ben Peterson moved, and Pat McDowell seconded to approve the minutes as emailed. Motion passed.



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### CEO Update

Greg Hanes, CBB CEO, provided an update.

- Introduced Sammi King and Lynne Ostreicher as new CBB staff members.
- Staff changes at AMS, including the new Administrator and the return of Jenn Porter are complete.
- Sixteen (16) Board members are terming off, two (2) are retiring (Sine Kerr and Doug McNicholl) so there will be eighteen (18) member openings. Twenty-three (23) members are up for reappointment. We are still waiting to get the notice for nominations from USDA.
- USDA-AMS, Amber Sisco, Kinley Hartman, and Mr. Park were at the CBB office for one week conducting the CBB Management Review. Their report should be provided to CBB soon.
- AR requests currently total \$49M, which is \$2M up from last year. At this time available funds are similar to this time last year.

### Legal Update

Legal Counsel, Wayne Watkinson, reported there are no issues at this time.

### Travel Update

Greg Hanes, CBB CEO, gave an update on the following meetings where CBB officers, members, and staff were in attendance:

- **June 4-7:** LMA Annual Convention and WLAC – Omaha, NE
- **June 6-7:** Akaushi Speaking Engagement – Kansas City, MO
- **June 11-12:** Iowa Cattlemen's Association Convention – Jefferson, IA
- **June 22-25:** Idaho Cattlemen's Annual Meeting – Burley, ID
- **June 23-25:** National Holstein Convention – St. Louis, MO
- **July 7-9:** Cattle Industry Summer Business Meeting – San Diego, CA

CBB will also have representatives attending the following upcoming meetings:

- **July 14:** South Dakota Stockgrowers Association Meeting – Rapid City, SD
- **July 15-17:** United Soybean Board Meeting – Norfolk, VA
- **July 20:** Virginia Beef Council Checkoff Academy – Blacksburg, VA
- **August 10-14:** Little League World Series – Williamsport, VA

### FY 2026 CBB Detailed Administration Budget

Greg Hanes, CBB CEO, reviewed the administration budget for the CBB. Ben Peterson moved, and Caleb Plyler seconded to approve the update to the CBB Administration Budget. Motion passed.

### Financial Report

Terry Quam, CBB Secretary-Treasurer presented the CBB May 2025 financial report. He discussed certain changes in assets, fund balances, and revenues.

### FY 2026 Checkoff Committee Coordination and Administrative Service Agreements

Greg Hanes, CBB CEO, reviewed the two agreements. Caleb Plyler moved, and Ross Havens seconded to approve the update to the Checkoff Committee Coordination and Administrative Service Agreements. Motion passed.



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## Branded Partnerships

Chair Cheryl DeVuyst presented NCBA (ARMS# 062725-01) Branding Iron Holdings – Chop House Smashed Burger/Sliders branded partnership. Discussion. Ross Havens moved, and Ryan Moorhouse seconded to approve the Branded Partnership. Motion passed.

## Status of QSBC Audit Reports & Marketing Plans

Tom Novota, Financial Compliance Manager, reported on the status of QSBC Audit Reports and Marketing Plans. All annual Audit Reports that were due by April 30, 2025, have been received and reviewed, except for two QSBCs, which have been granted an extension. All Marketing Plans that were due by February 15, 2025 have been received and reviewed.

## Feedback from Executive Committee Calls to CBB Members

Each Executive Committee Member provided a summary of the calls they made. Feedback was generally positive. Several members noted that San Diego is a difficult location to travel and are looking forward to a more central location for the Summer Business Meetings.

## Other Business

- Next Executive Committee Meeting
  - Zoom Call | August 5, 2025 @ 11:00 AM MT

## Executive Session

The committee entered into Executive Session at 4:40 PM PT.

## Adjourn

Ben Peterson moved, and Pat McDowell seconded to adjourn at 4:51 PM PT.

Respectfully submitted by:

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Terry Quam, CBB Secretary-Treasurer

10/28/2025

Date

Approved by:

Signed by:

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Cheryl DeVuyst, Executive Committee Chair

10/29/2025

Date