



## CBB EXECUTIVE COMMITTEE MEETING MINUTES - DRAFT

Tuesday, December 9, 2025 | 11:00 AM – 12:00 PM MT  
Zoom Call

**Cheryl DeVuyst, Chair**

### Call to Order

Chair Cheryl DeVuyst called the meeting to order at 11:00 AM MT and thanked all attendees for their time. Mrs. DeVuyst asked Sara Nusbickel to call the roll of the committee members.

### Members Present

Cheryl DeVuyst, Chair	Ross Havens	Ryan Moorhouse	Terry Quam
Andy Bishop	Ted Kingsley	Ben Peterson	
Seth Denbow	Pat McDowell	Caleb Plyler	

### Members Not Present

Kim D'Anella	Jason Hitch
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### Staff Present

Sara Arp, CBB	Greg Hanes, CBB	Tom Novota, CBB	Beka Wall, CBB
Davis Gidney, CBB	Jeff Lutz, CBB	Sara Nusbickel, CBB	
Sammi Hall, CBB	Sarah Metzler, CBB	Chad Smith, CBB	

### Guests

Kinley Hartman, USDA-AMS	Lauren Maehling, AZ Beef Council
Wayne Watkinson, Legal Counsel	
Heather Buckmaster, OK 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 agenda. Ben Peterson moved, and Seth Denbow seconded to approve the agenda as presented. Motion passed.

### Minutes

Chair Cheryl DeVuyst asked for a motion to approve November 4, 2025, meeting minutes as presented. Ben Peterson moved, and Ted Kingsley seconded to approve the minutes as emailed. Motion passed.



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### CEO Update

Greg Hanes, CBB CEO, provided an update.

- Maribel Reyna with USDA-AMS will be moving departments, and Mark Perigen will assume the role of Director of the R&P Division at USDA-AMS.
- Some groups in DC are providing the Administration with misinformation about the Checkoff, so AMS staff have been working to address any questions that arise. FOIA lawsuit is nearing completion; the final requested information has been submitted.
- Delivery of board packages and reapportionment has been delayed due to the government shutdown. The goal is to have these ready by the winter meetings in February.
- BPOC orientation will likely be held virtually this year, with additional in-person training sessions planned before and after the Summer Business Meeting in July.
- The current CBB Strategic Plan concludes this fiscal year, with plans to renew and revamp it.
- Group material ordering has resulted in improved economies of scale and provided insight into the most frequently used educational materials.

### Legal Update

Legal Counsel, Wayne Watkinson, reported there are no additional legal updates 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:

- **November 10-11:** MICA Annual Conference – Fort Worth, TX
- **November 12-14:** USMEF Strategic Planning Conference – Indianapolis, IN
- **November 18-20:** USAEDC Annual Workshop – Baltimore, MD
- **November 19-20:** NAFB Trade Talk – Kansas City, MO
- **December 2:** South Dakota Cattlemen's Association Annual Convention – Deadwood, SD

CBB will also have representatives attending the following upcoming meetings:

- **December 10-11:** NAAE Annual Convention – Nashville, TN
- **December 10-11:** South Dakota Farmers Union State Convention – Huron, SD
- **December 11-12:** Montana Stockgrowers Assoc. Convention – Billings, MT
- **December 11-13:** Georgia Checkoff Academy – Perry, GA
- **January 9-14:** American Farm Bureau Convention & Trade Show – Anaheim, CA

### Producer Surveys

Sarah Metzler, CBB Sr. Director of Organizational Communications, provided an update on producer surveys and results.

- Adjustments will be made to the producer surveys this fiscal year: Producer Attitude surveys will now be conducted every other year, with a qualitative survey administered in the off years.
- Participants in the Producer Content survey (subscribers to *The Drive*) were able to share the survey with affiliate organizations.
- Survey participation increased by 169% from 2024 to 2025.
- Survey results provided a substantial amount of measurable and actionable data to help improve sentiment toward the Checkoff.



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## Leadership Summit Update

Sara Arp, CBB Sr. Director of Operations, provided an update on the Leadership Summit held December 2–3, 2025.

- Checkoff Committee Co-Chairs, CBB Staff, and CBB Officers convened to discuss the new committee structure, the LRP, and provide guidance for the upcoming year.
- An email will be sent to announce the new committee assignments. Updates to reflect these assignments have been made to the website.

## Executive Committee Mentor Calls

Greg Hanes, CBB CEO, provided an update on the Executive Committee Mentor calls to be completed before the upcoming winter meetings. The Committee should be prepared to present a report on mentor calls at the next meeting. Call list to be sent at the conclusion of this meeting.


## Other Business

- Next Executive Committee Meeting to be held in-person in conjunction with CattleCon.

## Adjourn

Pat McDowell moved, and Ted Kingsley seconded to adjourn at 11:42 AM MT. Meeting adjourned.

Respectfully submitted by:

DocuSigned by:  
  
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 Terry Quam, CBB Secretary-Treasurer

2/16/2026  
 Date

Approved by:

DocuSigned by:  
  
 859C2235B645401...  
 Cheryl DeVuyst, Executive Committee Chair

2/16/2026  
 Date