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CBB EXECUTIVE COMMITTEE
MEETING MINUTES

2026 Beef Promotion Operating Committee & CBB Executive Committee Meetings
Thursday, September 3, 2026 | 1:30 PM – 2:30 PM MT
Denver Marriott Gateway Park, Denver, CO
Ballroom

Terry Quam, Chair

Call to Order
As the Beef Promotion Operating Committee meeting ended ahead of schedule, it was decided to start the Executive Committee meeting early. Chair Terry Quam called the meeting to order at 11:02 AM MT and thanked all attendees for their time. Terry then asked Sara Nusbickel to call roll of the committee members.

Members Present
Terry Quam, Chair
Monte Bordner
Kalena Bruce
Jay Calhoun
Gary Daniel
Cheryl DeVuyst
Mike Holden
Ted Kingsley
Pat McDowell
Ryan Moorhouse
Gwenna Prescott

Members Not Present
Caleb Plyler

Staff Present
Sara Arp, CBB
Davis English, CBB
Greg Hanes, CBB
Jeff Lutz, CBB
Sarah Metzler, CBB
Tom Novota, CBB
Sara Nusbickel, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests
Brian Amundson, BPOC Member
Valerie Bass, TN Beef Council
Anne Marie Bosshamer, NE Beef Council
Sarah Childs, BPOC Member
Randall Debler, BPOC Member
Bree DeMontigny, BPOC Member
Todd Johnson, Federation Staff
Dan Hanrahan, BPOC Member
Kinley Hartman, USDA-AMS
Justin Iverson, BPOC Member
Peter Lehning, BPOC Member
Jas Livingston, BPOC Member
June Loeske, BPOC Member
Sydney Long, MO Beef Industry Council
Travis Maddock, BPOC Vice Chair
Jackie Madill, WA State Beef Commission
Molly McAdams, TX Beef Council
Eric Moore, NCBA Staff
Hayley Moss, BPOC Member
Kenton Oschner, CO Beef Council
George Quackenbush, MI Beef Industry Commission
Joan Ruskamp, BPOC Member
Steve Springer, BPOC Member
Scott Stebner, KS Beef Council
Wayne Watkinson, Legal Counsel

Virtual Guests
Amanda Dackowsky, NY Beef Producer
Mark Goes, Federation Member
Chaley Harney, MT Beef Council
Nichole Hockenberry, PA Beef Council
Lauren Maehling, AZ Beef Council
Joy Patten, ND Beef Commission
Tammy Vassen, WI Beef Council
Stephanie Weiss, VA Beef Council

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

Agenda
Chair Terry Quam called for a motion to approve the agenda. Monte Bordner moved, and Mike Holden seconded to approve the amended agenda. Motion passed.

Minutes
Chair Terry Quam asked for a motion to approve the July 12, 2026, meeting minutes as presented. Pat McDowell moved, and Ted Kingsley seconded to approve the minutes as emailed. Motion passed.

CEO Update
Greg Hanes, CBB CEO, provided an update.

- Greg thanked the committee members for being present during the meetings over the last two days and for their involvement in this important process.
- He noted the recently approved process between UDSA-AMS and CBB which allows CBB to approve "low-risk" Checkoff materials through ARMS will commence once the ARMS software program is updated.
- Greg reviewed the recently approved late fee policy which now includes a two-week grace period that can be utilized at CBB's discretion.
- Provided an update on the active lawsuit happening within the Dairy Industry regarding sustainability. The relevant records that have been provided to USDA-AMS in response to their request.
- The Producer Communications Manager position has been filled by new CBB staff, Zach Alvira.
- Sammi Hall, CBB Organizational Project Specialist is currently on maternity leave after having her baby in August, she plans to return to the office in November.
- CBB's annual independent audit has started.
- The current five-year strategic plan is nearing completion and the process of developing the next five-year strategic plan is underway, with RFPs distributed to potential consultants.

Legal Update
Legal Counsel, Wayne Watkinson, reported there are no 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:

- **July 20-23:** International Livestock Identification Association - Layton, UT
- **August 4-6:** Animal Ag CEO Meeting - Chicago, IL
- **August 25-26:** USMEF ABC and EC Summer Meeting - Hilton Denver City Center - Denver, CO

CBB will also have representatives attending the following upcoming meetings:

- **September 6-13:** USMEF Heartland Team - Tokyo, Japan
- **September 15-16:** North Dakota Producer Spokesperson Training - Fargo, ND
- **September 21-23:** National Youth Cattle-Working Contest - Elizabethtown, KY
- **September 28-30:** Fall CRCEO Meeting - Washington, DC

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Summer Business Meeting Survey Results & Follow Up

Greg Hanes, CBB CEO, reviewed the results of the survey that was sent following the 2026 Summer Business Meeting.

Beef Promotion Operating Committee Report

Chair, Cheryl DeVuyst reported that the CBB identified $3,097,500 in additional funds available for the Beef Promotion Operating Committee (BPOC) to be allocated to fiscal year 2027 Authorization Requests (ARs). The total funds available to the BPOC were $39,518,000. The BPOC met on September 2-3, 2026, to allocate the available funds to fiscal year 2027 ARs in the areas of Promotion, Research, Consumer Information, Industry Information, Foreign Marketing, and Producer Communications.

The BPOC recommended and approved the following Budgets:

Promotion	$9,270,000
Research	$9,598,000
Consumer Information	$7,850,000
Industry Information	$2,700,000
Foreign Marketing	$8,100,000
Producer Communications	$2,000,000

Mrs. DeVuyst reported the preliminary CBB Budget approved at the Summer Business Meeting in Denver, CO was $40,810,000 and motioned for the Committee to approve the final amended Budget of $43,907,500 to recommend to the full Cattlemen's Beef Board. Discussion.

Motion passed to approve the FY 2027 Cattlemen's Beef Board Budget Amendment and recommend it to the full Board.

Status of QSBC Audit Reports & Marketing Plans

Tom Novota, CBB Financial Compliance Manager, provided an update on the status of QSBC marketing plans and financial audit reports.

CBB Nominating Committee & Checkoff Program Committee Leadership Update

Cheryl DeVuyst, CBB Chair, updated the committee with leadership appointments for the CBB Nominating Committee. Ryan Moorhouse (TX) was named Chair of the Nominating Committee and Sarah Childs (FL) will serve as an At-Large member. Mrs. DeVuyst thanked these individuals and their willingness to step up and serve in these important organizational roles.

Finally, she reported with the recent changes to the Checkoff Program Committee structure; the currently appointed co-chairs will continue to serve a three-year term or until they term off the Board, whichever comes first.

Other Business

- The committee discussed Alpha-gal Syndrome and the educational materials being developed by NCBA, which are expected to be forthcoming.
- Next Executive Committee Meeting
    - Zoom Call | October 6, 2026 @ 11:00 AM MT

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Executive Session

The committee entered Executive Session at 11:44 AM MT. Jay Calhoun moved, and Mike Holden seconded to move out of Executive Session.

Adjourn

Pat McDowell moved, and Monte Bordner seconded to adjourn at 12:42 PM MT. Meeting adjourned.

Respectfully submitted by:

DocuSigned by:
Kalena Bruce
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10/8/2026

Kalena Bruce, CBB Secretary-Treasurer — Date

Approved by:

DocuSigned by:
Terry Quam
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10/8/2026

Terry Quam, Executive Committee Chair — Date