CBB EXECUTIVE COMMITTEE
MEETING MINUTES - DRAFT

Tuesday, November 3, 2026 | 11:00 AM – 12:00 PM MT
Zoom Call

Terry Quam, Chair

Call to Order
Chair Terry Quam called the meeting to order at 11:00 AM MT and thanked all attendees for their time. Mr. Quam asked Sara Nusbickel to call roll of the committee members.

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

Members Not Present
Jay Calhoun

Staff Present
Zach Alvira, CBB
Sara Arp, CBB
Davis English, CBB
Sammi Hall, CBB
Greg Hanes, CBB
Jeff Lutz, CBB
Sarah Metzler, CBB
Sara Nusbickel, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests
Kinley Hartman, USDA-AMS
Wayne Watkinson, Legal Counsel

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 as emailed. Monte Bordner moved, and Ted Kingsley seconded to approve the agenda as emailed. Motion passed.

Minutes
Chair Terry Quam asked for a motion to approve October 5, 2026, meeting minutes as presented. Monte Bordner moved, and Pat McDowell seconded to approve the minutes as emailed. Motion passed.

CEO Update

Greg Hanes, CBB CEO, provided an update.

- There has been significant discussion online regarding the lawsuit against the North Dakota Beef Industry Commission regarding how their members are appointed. Sarah Metzler distributed talking points to the states; while it doesn't directly impact the national program, we will continue to monitor the situation.
- Due to no turnover in Committee Co-Chair positions this year, it was decided that the Leadership Summit will be held virtually on January 5, 2027.
- The call for elected position applications has gone out. Those interested in serving in an Officer position, on the Operating Committee, or the Executive Committee in 2027, must submit their applications by December 21, 2026.
- Work has begun with Agralytica, the selected contractor for the CBB Strategic Plan. The process will begin with interviews with key Checkoff stakeholders, including Officers and Executive Committee members. These interviews will be conducted virtually in December/January, or in-person at CattleCon in February.
- The November *Drive* E-Newsletter will include new information on Alpha-Gal Syndrome.
- The January edition of *The Drive* will feature a story on beef imports, including its role within the Checkoff, importance to the industry, how food safety is ensured, and other key points.

Legal Update

Legal Counsel, Wayne Watkinson, provided an update.

- Earlier this year, Wisconsin farmers filed a lawsuit against the Dairy Board and the U.S. Secretary of Agriculture. The lawsuit concluded with an agreement that Checkoff funds would not be used to support ESG programs.
- The North Dakota lawsuit challenges the allocation of board seats to specific organizations, alleging a violation of equal protection laws and arguing that organizations should be allowed to compete for representation. The matter does not impact the national Beef Checkoff, as national board members are appointed by the Secretary of Agriculture.

Travel Update

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

- **October 6-9**: MI Solutions Summit – New Orleans, LA
- **October 12:** Partnership in Action (PIA) – Denver, CO
- **October 21:** LMIC Industry Outlook – Denver, CO
- **November 2-4:** MICA Meeting – Scottsdale, AZ

CBB will also have representatives attending the following upcoming meetings:

- **November 10-11:** Mesa County Cattlemen Checkoff Academy – Grand Junction, CO
- **November 10-13:** USMEF Strategic Planning Conference – Palm Springs, CA
- **November 17-20:** USAEDC Annual Workshop – Baltimore, MD
- **November 18-19:** NAFB Trade Talk – Kansas City, MO
- **December 1-4:** National Association of Ag Educators (NAAE) – New Orleans, LA
- **December 2:** CattleFax Outlook Seminar – Denver, CO
- **December 7-8:** South Dakota Beef Industry Council Meeting – Pierre, SD
- **January 5:** Checkoff Leadership Summit – Virtual

Other Business

- Next Executive Committee Meeting
    - Zoom Call | December 15, 2026 @ 11:00 AM MT

Executive Session

The committee entered Executive Session at 11:20 AM MT.

Adjourn

Monte Bordner moved, and Mike Holden seconded to adjourn at 11:27 AM MT.