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CBB EXECUTIVE COMMITTEE
MEETING MINUTES

2026 Cattle Industry Summer Business Meeting
Sunday, July 12, 2026 | 3:30 PM – 5:00 PM MT
Gaylord Rockies, Aurora, CO
Valley 3

Terry Quam, Chair

Call to Order
Chair Terry Quam called the meeting to order at 3:35 PM MT and thanked all attendees for their time. Terry asked CBB staff, 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
Caleb Plyler
Gwenna Prescott

Staff Present
Sara Arp, CBB
Greg Hanes, CEO
Jeff Lutz, CFO
Sarah Metzler, CBB
Tom Novota, CBB
Sara Nusbickel, CBB

Guests
Connie Ahlgren, CBB Member
Melissa Bailey, USDA-AMS
Ann Marie Bosshamer, NE Beef Council
Eric Brown, CBB Member
Kevin Busher, CBB Member
Sarah Childs, CBB Member
Jake Cowen, CBB Member
Jon Dilworth, SD Beef Council
Kinley Hartman, USDA-AMS
Jeremiah Heupel, CBB Member
Jim Jordan, CBB Member
Oren Lesmeister, CBB Member
Sue Link, CBB Member
Mike Martz, CBB Member
Charles Maude, CBB Member
Molly McAdams, TX Beef Council
Jennifer Porter, USDA-AMS
Joan Ruskamp, CBB Member
Marsha Shoemaker, CBB Member
Steve Springer, CBB Member
VeaBea Thomas, CBB Member
Kathy Tokach, CBB Member
Nicole Wardner, ND Beef Industry Commission
Wayne Watkinson, Legal Counsel
Trevor Yates, CBB Member

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. Caleb Plyler moved, and Pat McDowell seconded to approve the agenda as emailed. Motion passed.

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Minutes

Chair Terry Quam asked for a motion to approve the June 2, 2026, meeting minutes as emailed. Monte Bordner moved, and Jay Calhoun seconded to approve the minutes as emailed. Motion passed.

CEO Update

Greg Hanes, CBB CEO, provided an update.

- Discussed unexpected schedule changes for this year's Summer Business Meeting resulting from late member appointments, as well as adjustments related to the new AR form and committee structure. He noted that feedback on these changes is welcome and encouraged.
- Greg welcomed the USDA-AMS guests in attendance, Melissa Bailey and Jennifer Porter. He highlighted the recently developed process for approving "low-risk" Checkoff materials by the CBB, as well as the new late fee policy, which includes a grace period through the end of the corresponding month at the discretion of the CBB and USDA-AMS. Discussion.
- Noted that the current five-year strategic plan is nearing completion and that the process of developing a new five-year strategic plan is underway. Feedback on the planning process is welcome and encouraged.
- With AI becoming more prevalent, CBB staff are exploring ways to safely incorporate AI into daily work processes as well as discussion with legal counsel on how to implement an AI policy for staff as well as the board.
- Noted the planned addition of a Producer Communications staff position. The goal is to have someone hired and onboard in the next couple of months.
- Recognized and thanked staff for their efforts in successfully organizing the meetings despite unforeseen circumstances.

Legal Update

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

Staff Program Update – Producer Survey Insights

Sarah Metzler, CBB Senior Director of Organizational Communications, provided an update on producer survey insights. Discussion.

Travel Update

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

- **June 18-20**: 2026 LMA Annual Convention and WLAC - Deadwood, SD

CBB will also have representatives attending the following upcoming meetings:

- **July 20-23:** International Livestock Identification Association - Layton, UT
- **August 4:** Animal Ag CEO Meeting - Chicago, IL

Financial Report

Kalena Bruce, CBB Secretary-Treasurer presented the CBB May 2026 financial report. She discussed certain changes in assets, fund balances, and revenues.

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FY 2026 Checkoff Committee Coordination and Administrative Service Agreements

Sara Arp, CBB Senior Director of Operations, reviewed the two agreements. Mike Holden moved, and Caleb Plyler seconded to approve the update to the Checkoff Committee Coordination and Administrative Service Agreements. Motion passed.

Updates to CBB Policies and Roles & Responsibilities

Jeff Lutz, CBB Chief Financial Officer, reviewed the CBB Policies & Procedures and Roles & Responsibilities documents. Pat McDowell moved, and Caleb Plyler seconded to approve the update to the CBB Policies & Procedures. Motion passed. Gwenna Prescott moved, and Caleb Plyler seconded to approve the update to the CBB Roles & Responsibilities. Motion passed.

Status of QSBC Audit Reports & Marketing Plans

Tom Novota, CBB Financial Compliance Manager, reported on the status of QSBC Audit Reports and Marketing Plans. All annual Audit Reports have been received and reviewed, except for one exception to be discussed during Executive Session.

Feedback from Executive Committee Calls to CBB Members

Executive Committee members provided feedback to the committee on their calls to CBB members.

Other Business

- Next Executive Committee Meeting
  - BPOC & CBB Executive Committee Meetings| September 2-3, 2026 | Denver, CO

Executive Session

The committee entered into Executive Session at 4:44 PM MT.

Adjourn

Ted Kingsley moved, and Pat McDowell seconded to adjourn at 5:38 PM MT.

Respectfully submitted by:

DocuSigned by:
Kalena Bruce
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9/4/2026

Kalena Bruce, CBB Secretary-Treasurer — Date

Approved by:

DocuSigned by:
Terry Quam
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9/4/2026

Terry Quam, Executive Committee Chair — Date