CATTLEMEN'S BEEF BOARD
MEETING MINUTES - DRAFT

2026 Cattle Industry Summer Business Meeting
Tuesday, July 14, 2026 | 4:00 PM – 6:00 PM MT
Gaylord Rockies, Aurora, CO
Crest 3-5

Cheryl DeVuyst, Chair
Terry Quam, Vice Chair
Kalena Bruce, Secretary-Treasurer
Ryan Moorhouse, Immediate Past Chair

Call to Order
Chair, Cheryl DeVuyst called the 80th meeting of the Cattlemen's Beef Promotion and Research Board to order at 4:00 PM MT. Vice-Chair, Terry Quam, led the Pledge of Allegiance.

Welcome & Introductions
Chair, Cheryl DeVuyst introduced fellow officers, Vice Chair, Terry Quam, Secretary-Treasurer, Kalena Bruce, Immediate Past Chair, Ryan Moorhouse, CBB CEO, Greg Hanes, and Legal Counsel, Wayne Watkinson of Watkinson & Miller. Mrs. DeVuyst then welcomed the entire Beef Board and thanked them for their continued dedication and hard work on behalf of the Beef Checkoff and for their participation in the meetings this week. She also greeted and thanked the QSBC and contractor staff in attendance for their partnership.

Chair, Cheryl DeVuyst introduced Kinley Hartman, Jennifer Porter, and Melissa Bailey of USDA-AMS. The Chair also introduced Federation Chair, Travis Maddock, Federation Vice Chair, Dan Hanrahan, and Glen Klippenstein, winner of the Beef Checkoff Visionary Award. She also acknowledged Brian Baxter, with Baxter Communications, was present as a member of the trade media.

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

Agenda
Chair, Cheryl DeVuyst called for a motion to approve the agenda. Bree DeMontigny moved, and VeaBea Thomas seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – February 4, 2026 & May 29, 2026
Chair, Cheryl DeVuyst asked for a motion to approve the February 4, 2026, and May 29, 2026 meeting minutes. Kristy Arnold moved, and Sarah Childs seconded to approve the minutes as emailed. Motion passed.

USDA Remarks
Chair, Cheryl DeVuyst, introduced Melissa Bailey, Associate Administrator of USDA-AMS, who provided an update to the board on work being conducted by USDA. Cheryl thanked her along with the rest of the USDA- AMS team for their partnership in support of the Beef Checkoff program.

Legal Update
Legal Counsel Wayne Watkinson reported there is no new litigation at this time.

CEO Update
CEO Greg Hanes began his remarks by welcoming new members to the board and thanking them for their dedication and involvement in the meetings this week. He also thanked staff for their work in preparing for the Summer Business Meetings and for keeping everything running smoothly. Next, Mr. Hanes provided the following updates:

- Welcomed the USDA-AMS guests in attendance and provided several program updates. He highlighted the newly implemented process for approving "low-risk" Checkoff materials by CBB, which is expected to expedite the release of materials while reducing USDA staff time and associated costs.
- Reviewed the new late fee policy, which includes a grace period through the end of the applicable month, to be applied at the discretion of CBB and USDA-AMS.
- Reapportionments are still pending, and the Board will continue operating under the current Board size until the process is finalized.
- 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 and the board.

40 Years of the Checkoff, Wayne Watkinson
Legal Counsel, Wayne Watkinson, presented an overview of the history of the Beef Checkoff, highlighting the legislation, voting process, and key milestones that shaped the program into what it is today.

Checkoff Visionary Award
CBB Chair, Cheryl DeVuyst, presented the 2026 Beef Checkoff Visionary Award to Glen Klippenstein, one of the original members of the Cattlemen's Beef Board. Mr. Klippenstein played a pivotal role in establishing the financial accountability and producer-focused principles that continue to guide the Beef Checkoff today. Following the award presentation, he shared reflections on the early years of the Beef Checkoff and offered brief remarks to the Board.

Financial Report
Secretary-Treasurer, Kalena Bruce, presented a report on the Board's financial statements for the period ending May 2026.

Business Meeting

a) **Cattlemen's Beef Board Strategic Plan Update**
Greg Hanes, CBB CEO, provided a Strategic Plan update. He explained the process staff used to identify priority areas, identified the areas that have been "achieved", and noted challenges. Significant progress has been made, as 80% of the 33 goals in the Strategic Plan have been achieved. This is the last year of the current Strategic Plan, so staff will conduct an RFP process to develop the next 5-year plan. The key pillars of the plan that CBB staff expect to focus on include transparency, communication, education, efficiency, and collaboration.

b) CBB Executive Committee Report and Approval of Minutes

Vice Chair, Terry Quam, introduced the 2026 Executive Committee members and recognized them for their efforts. He then provided a brief report on the activities of the Executive Committee. Following his report, Mr. Quam moved that the Board ratify the following CBB Executive Committee Minutes:

- February 3, 2026
- March 10, 2026
- April 9, 2026
- May 13, 2026
- June 2, 2026

Chair, Cheryl DeVuyst asked for a second. Becky Potmesil seconded to ratify the Executive Committee Minutes for February 3, 2026; March 10, 2026; April 9, 2026, May 13, 2026, and June 2, 2026. Motion approved.

c) FY 2027 Preliminary Budget

Secretary-Treasurer, Kalena Bruce, presented the fiscal year 2027 Beef Board's preliminary budget as recommended by the Budget & Audit committee, the Beef Promotion Operating Committee and the Executive Committee. The budget components are comprised of the following budgets:

- Authorization Request budget (the amount that will be available to the Beef Promotion Operating Committee for Authorization Requests) is recommended at $36.4 million.
    - Program Evaluation is recommended at $332 thousand.
    - Program Development is recommended at $833 thousand.
    - Checkoff Education is recommended at $214 thousand.
    - USDA Oversight is recommended at $540 thousand.
    - Supporting Services & Litigation is recommended at $200 thousand.
    - State Services is recommended at $230 thousand.
    - Administration is recommended at $2.0 million.

The total recommended budget for FY 2027 is approximately $40.8 million.

CBB Secretary-Treasurer, Kalena Bruce moved to approve the FY 2027 CBB budget as presented. Gwen Geis seconded. Motion approved.

d) Checkoff Program Committee Reports

Co-Chairs of the Checkoff Program Committees reports were given to the Board as follows:

- Consumer Information Committee: Co-Chair, Becky Potmesil
- Industry Information Committee: Co-Chair, Cindy Tews
- International Marketing Committee: Co-Chair, Mike Holden
- Promotion Committee: Co-Chair, Janet Parker
- Research Committee: Co-Chair, Steve Springer
- Checkoff Evaluation Committee: Chair, Gwen Geis

e) CBB Nominating Committee Member Elections

Legal Counsel, Wayne Watkinson reviewed the CBB Nominating Committee election process, and the Board members were grouped in different parts of the room based on their assigned region. Each region completed the election process and presented the following certified ballot results to Mr. Watkinson:

- Region 1 – John Kriese, NY
- Region 2 – Kristy Arnold, GA
- Region 3 – Mark Sustaire, TX
- Region 4 – Gaye Pfeiffer, OK
- Region 5 – VeaBea Thomas, SD
- Region 6 – Melissa Daniels, CA

Chair, Cheryl DeVuyst announced the election results to the Board and congratulated the 2027 CBB Nominating Committee and thanked those willing to serve.

f) CBB Chair Report

Chair, Cheryl DeVuyst, provided a report to the Board and encouraged Board members to be champions for the program and to spread the word about the good work that the Beef Checkoff is doing.

Other Business

No other business as noted.

Executive Session

No Executive Session was needed.

Adjourn

Steve Springer moved, and Boe Lopez seconded to adjourn at 6:11 PM MT.