Funded by the Beef Checkoff

PROMOTION COMMITTEE
MEETING MINUTES

2026 Cattle Industry Summer Business Meeting
Tuesday, July 14, 2026 | 8:00 AM – 2:00 PM MT
Gaylord Rockies Resort & Convention Center, Summit 6-7, Aurora, CO

Janet Parker, Co-Chair-CBB
Russell Boles, Co-Chair-Federation
Kim Smith, NCBA Staff Liaison

Purpose Statement

Guides the development of programs designed to stimulate consumer's preference and consumption of beef by sharing its unique attributes. Primary audience: Domestic Consumers

Attendees

Andrew Banchi
Celeste Blackburn
Jr, Jay Calhoun
Melissa Daniels
Gwen Geis
Mary Graner
Andrew Kopic
Amy Langvardt
Sallie Miller
George Harrison
Caleb Plyler
Joyce Racicky
Marty Stingley
David Uhrig
Patty Wood
Michele Cutler
Keith Baxter
Amy Blum
Joanie Shoemaker
Justin Iverson
Curt Larson
Peter Lehning
Jennifer Lewis
Jess Nehl
Jake Osborn
Dustin Pearson
Shannon Peterson
Kimberly Stone
Nikki Weston
Tillman Treat
Nicole Wardner
Stephanie Weiss
Ann Wittmann

Staff & Officers

Janet Parker (Co-Chair)
Russell Boles (Co-Chair)
Kim Smith (NCBA)
Dan Hanrahan (Officer)
Davis Gidney (CBB staff)

1. **Welcome, Call to Order**
   Co-chair Russell Boles called the meeting to order at 8:05 a.m.

2. **Introductions**
   Co-chairs welcomed the committee members and proceeded with introductions.

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3. **Approval of Agenda**
   Gwen Geis (WY) made a motion to approve the day's agenda, Kimberly Stone (NM) seconded the motion, and the committee approved the agenda.

4. **Approval of Minutes**
   Jay Calhoun (VA) made a motion to approve the CattleCon2026 meeting minutes, Jennifer Lewis (MI) seconded the motion, and the committee approved the meeting minutes.

5. **Committee Business**
   Co-chairs reviewed the committee's purpose statement and audiences, committee meeting ground rules, an brief overview of the Authorization Request (AR) process and scoring process.

6. **Contractor Presentations & Committee Feedback**
   Roxi Beck presented for the Meat Institute (MI) New York Beef Council (NYBC) and answered committee member questions. Committee members then provided feedback.

   Sarah Reece provided the National Cattlemen's Beef Association (NCBA) presentation and answered committee member questions. Committee members then provided feedback.

7. **Wrap Up/Next Steps**
   Co-chairs shared how feedback and scoring comments from each table for each AR- contractor presentation will be shared with the Beef Promotion Operating Committee (BPOC). Co-chairs also thanked committee members for their active participation and great discussions during scoring following each presentation. Co-chairs encouraged committee members to complete the post-meeting survey and presented information on upcoming Insights Webinar Series to learn more about proposed FY27 Beef Checkoff Programs as well as the upcoming BPOC meeting on September 2-3, 2026, in Denver, CO.

8. **Adjournment**
   A motion to adjourn the meeting was made by Jay Calhoun (VA) and seconded by Joyce Racicky (NE). The meeting adjourned at 12:50 p.m. MT