



CBB EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, November 5, 2024 | 11:00 AM – 12:00 PM MT
Zoom Call

Ryan Moorhouse, Chair

Call to Order

Chair Ryan Moorhouse called the meeting to order at 11:08 AM MT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members.

Members Present

Ryan Moorhouse, Chair	David Henderson	Mike Holden
Andy Bishop	Steve Hobbs	Caleb Plyler
Mary Graner		

Members Not Present

Seth Denbow	Bill Lipscomb
Cheryl DeVuyst	Jimmy Taylor
Ross Havens	

Staff Present

Sara Arp, CBB	Davis Gidney, CBB	Jeff Lutz, CBB	Chad Smith, CBB
Nancy Dugan, CBB	Greg Hanes, CBB	Sarah Metzler, 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 Ryan Moorhouse called for a motion to approve the agenda as emailed. Steve Hobbs moved, and Mary Graner seconded to approve the agenda as emailed. Motion passed.

Minutes

Chair Ryan Moorhouse asked for a motion to approve the October 8, 2024, meeting minutes as emailed. Mike Holden moved, and Steve Hobbs seconded to approve the minutes as emailed. Motion passed.



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CEO Update

CEO Greg Hanes gave an update on the following:

- Sad news: Donna Moenning's husband, Mark Moenning passed away on October 31st.
- Long Range Plan (LRP) Task Force meeting December 18-20, 2024, in Denver, CO.
- CBB Staff, Beka Wall continues work with Agralytica and incorporating their Results-Oriented Management (ROM) principles into the evaluation process.
- CBB Staff, Chad Smith is working on the Dairy Task Force with focus on educating the Dairy industry on the Beef Checkoff. He's also working on a potential change to The Order which would allow smaller processors to become collection points.
- CBB Staff, Sarah Metzler is working on the annual Producer Attitude Survey.
- Greg is thinking about how to provide continuing education to the Board. That may include taking more training modules that Davis Gidney has been making or having "guest speakers" on special Zoom calls.

Travel Update

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

- **Oct. 9- 11:** NAMI Protein PACT Summit - Austin, TX
- **Oct. 16-18:** Partnerships in Action - Denver, CO
- **Oct. 30- Nov. 1:** 2024 International Summit: The Societal Role of Meat & Livestock - Denver, CO

CBB will also have representatives attending the following upcoming meetings:

- **Nov. 6-8:** USMEF Strategic Planning Conference - Tucson, AZ
- **Nov. 13-14:** NAFB Trade Talk - Kansas City, MO
- **Nov. 19-21:** NIAA Antibiotics Symposium - Denver, CO
- **Nov. 19-21:** USDAEDC Annual Workshop - Baltimore, MD

Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- No updates to report

Branded Partnerships

Chair Ryan Moorhouse reported that there are no branded partnership requests to review at this time.

Other Business

Chair Ryan Moorhouse gave an update on the following meeting:

- Next Executive Committee Meeting – December 10, 2024 @ 11:00 AM MT

Adjourn

David Henderson moved, and Steve Hobbs seconded to adjourn at 11:36 AM MT.