



## CBB EXECUTIVE COMMITTEE MEETING MINUTES - DRAFT

### 2025 CattleCon

Tuesday, February 4, 2025 | 8:30 AM – 10:00 AM CT  
Marriott Rivercenter Hotel, San Antonio, TX  
Grand Ballroom – Salon I

**Ryan Moorhouse, Chair**

### Call to Order

Chair Ryan Moorhouse called the meeting to order at 8:31 AM CT and thanked all attendees for their time. Mr. Moorhouse asked Sara Arp to call roll of the committee members.

### Members Present

Ryan Moorhouse, Chair	Mary Graner	Mike Holden	Jimmy Taylor
Andy Bishop	Ross Havens	Bill Lipscomb	
Cheryl DeVuyt	David Henderson	Caleb Plyler	

### Members Not Present

Seth Denbow	Steve Hobbs
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### Staff Present

Sara Arp, CBB	Jeff Lutz, CBB	Chad Smith, CBB
Davis Gidney, CBB	Sarah Metzler, CBB	Beka Wall, CBB

### Guests

Mike Anderson, IA Beef Council	Ted Kingsley, CBB Member	Amber Sisco, USDA-AMS
Anne Marie Bosshamer, NE Beef Council	Jackie Madill, WA State Beef Commission	Steve Springer, WI Beef Council
Heather Buckmaster, OK Beef Council	Lauren Maehling, AZ Beef Council	Scott Stebner, KS Beef Council
Bree DeMontigny, CBB Member	Brian Maler, CBB Member	Tillman Treat, AR Beef Council
Kenny Granner, Guest	Pat McDowell, CBB Member	Paul Walker, CBB Member
Dan Hanrahan, IA Beef Council	Jennifer Neilson, NCBA	Nicole Wardner, ND Beef Industry Commission
Chaley Harney, MT Beef Council	Ben Peterson, CBB Member	Brian Warren, CBB Member
Kinley Hartman, USDA-AMS	Terry Quam, CBB Member	Wayne Watkinson, Legal Counsel
Jason Hitch, CBB Member	Carollann Romo, NM Beef Council	Stephanie Weiss, VA Beef Council
Todd Johnson, Federation of State Beef Councils	Joan Ruskamp, CBB Member	Claudia Wright, CBB Member
Larry Kendig, CBB Member	Jason Schmidt, CBB Member	



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### 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 striking the CEO Update because Greg Hanes, CBB, CEO, was unable to attend the meeting. Mike Holden moved, and Mary Graner seconded to approve the amended agenda. Motion passed.

### Minutes

Chair Ryan Moorhouse asked for a motion to approve the December 10, 2024, meeting minutes as emailed. Bill Lipscomb moved, and Caleb Plyler seconded to approve the minutes as emailed. Motion passed.

### Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- No updates to report and there are no changes to the APA case, which is still pending.

### Producer Communications Survey Update

Sr. Director of Organizational Communications, Sarah Metzler, provided an update with the preliminary results of the Producer Communications Survey results. She will provide a more detailed review once she has all of the data compiled from the surveys on a future Executive Committee call.

### Financial Report

Cheryl Devuyt, CBB Secretary-Treasurer presented the financial report on December 31, 2024, financial statements.

### Nominating Committee Report

Chair, Ryan Moorhouse informed the committee that the CBB Nominating Committee was currently conducting candidate interviews. Once the Nominating Committee has finalized their recommended slate of candidates for CBB Officer, CBB Executive Committee and CBB Beef Promotion Operating Committee, a memo will be shared with the full Board ahead of the Board meeting on Thursday, February 6<sup>th</sup>. During the CBB Board meeting the CBB Nominating Committee recommended a slate of candidates will be voted on by the full Board.

### Travel Update

Chair Ryan Moorhouse and the CBB Officers/staff gave an update on the meetings where CBB officers, members and staff were in attendance:

- **Dec. 11:** Checkoff Committee Leadership Summit – Denver, CO (Virtual)
- **Jan. 24-25:** TN Cattlemen's Convention - Murfreesboro, TN
- **Jan. 24-29:** American Farm Bureau Annual Convention – San Antonio, TX

CBB will also have representatives attending the following upcoming meetings:

- **Feb. 27-28:** CBB Secretary-Treasurer & Officer Orientation – Denver, CO

### Branded Partnerships

Chair Ryan Moorhouse presented MICA/NEBPI's branded partnership with Giant Foods-All Natural Angus Beef Brand (ARMS# 012325-10). Discussion. Ross Havens moved, and Bill Lipscomb seconded to approve the branded partnership. Motion passed.



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## Status of QSBC Audit Reports & Marketing Plans

Jeff Lutz, CFO, reported that all annual audit reports due for FY 24 have been received, with the exception of two. One has requested an extension due to an issue with sourcing an auditor, the other will be discussed with the Committee during the executive session.

## Feedback from Executive Committee Calls to CBB Members

Members of the Committee provided a report on their discussions with members before the meetings. Overall, the feedback was positive, and they appreciated the outreach by the Committee ahead of the meetings. The newly elected Executive Committee will make post-meeting follow-up calls this spring.

## Affirm Outgoing Chair’s Service

CBB Legal Counsel, Wayne Watkinson, provided an explanation of the affirmation process to the Committee. He clarified that CBB Chair, Andy Bishop’s term on the Board will extend beyond the upcoming elections. As a result, no action by the committee is required, as Mr. Bishop will continue serving as a member of the Board based on his current term. Additionally, he will remain on the CBB Executive Committee in his capacity as Immediate Past Chair.

## Other Business

- Discussion for the endorsement of the Protein PACT was tabled until the next meeting.
- The Committee recognized and thanked Steve Hobbs for his years of service to the Executive Committee as well as the Board. Steve’s term will end concluding this week’s meetings.
- Sara Arp, Sr. Director of Operations, provided the Committee with a Beef Industry Long Range Plan (LRP) update as well as an update of the FY 26 Authorization Request (AR) Form changes.
- Mike Holden provided an update on the Youth Task Force activities in the state of Iowa.
- The New Member, Executive Committee and Beef Promotion Operating Committee Orientation/Training/Meetings will be held in Denver, CO on April 2-4, 2025.

## Executive Session

The committee entered the Executive Session at 9:47 AM CT.

## Adjourn

Ross Havens moved, and Mary Graner seconded to adjourn at 10:12 AM CT.

Respectfully submitted by:

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Cheryl DeVuyst, CBB Secretary-Treasurer

\_\_\_\_\_  
Date

Approved by:

\_\_\_\_\_  
Ryan Moorhouse, Executive Committee Chair

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Date