

JOINT INFORMATION COMMITTEE
2008 Cattle Industry Annual Convention
Reno-Sparks Convention Center ~ Reno, NV
February 8, 2008

Lucinda Williams, Chair
Laurie Lickley, Vice Chair

TENTATIVE AGENDA

Meeting Purpose: To review issues and opportunities in the current consumer environment, discuss strategic factors affecting FY2009 planning in public relations and issues management and establish priorities for FY2009 program planning to support Long Range Plan priorities.

Meeting Room: D10 Room Time of Meeting: 10:45am – 12:00pm

1. Call to Order

Welcome and Introductions
Approval of Summer 2007 committee minutes
Approval of meeting agenda

2. Meeting Overview

3. FY09 planning process

FY09 challenges and opportunities – review of issues affecting the consumer environment
Review and discussion of FY09 planning factors

4. Review of subcommittee meetings: charge to subcommittees for developing FY09 priorities

5. Other Business

6. Adjourn morning session of Joint Information Committee

JOINT INFORMATION COMMITTEE MEETING #2

Meeting Room: D3 Room Time of Meeting: 4:30pm – 6:00pm

1. Call to Order

Meeting Overview

3. Subcommittee Reports

- Issues Management
- o Discussion & approval of Issues Management FY09 planning factors and priorities

- Public Relations
 - o Discussion & approval of Public Relations FY09 planning factors and priorities
- 3. Report on current activist campaigns affecting the beef industry
 - Roundtable discussion of beef industry response
- 4. Other Business
- 6. Adjourn

Committee Objective: The Joint Information Committee is a joint industry committee consisting of members representing the NCBA Policy and Federation of State Beef Council Divisions and the Cattlemen's Beef Board. The Committee provides necessary strategic guidance that will assure implementation of the Industry Long Range Plan to create value through beef production, create growth through consumer markets, create sustainability through a favorable business climate and create opportunity through global competitiveness. The committee will establish policy and provide guidance for Public Relations including food communications, nutrition and safety communications and policy communications; and Issues Management for beef industry issues.