

JOINT PUBLIC RELATIONS SUBCOMMITTEE
2012 Cattle Industry Annual Convention, Nashville, Tennessee
Friday, February 3, 2012

Joyce Bupp, Chair
Jim Freeman, Vice Chair

AGENDA

2:30 p.m. – 5:30 p.m.
Joint Public Relations Group Meeting
Opryland Hotel, Canal B

Meeting Purpose: The Joint Public Relations Subcommittee will receive updates on 2011 fiscal year-end results and 2012 fiscal year programs.

1. Call to Order
 - A. Welcome and Introductions
 - B. Approval of meeting agenda
 - C. Approval of August 2011 minutes
2. Social Media 101
3. Update: Public Relations Programs: August 2011 – January 2012
4. Other Business
5. Adjournment