

**EXECUTIVE COMMITTEE
BEEF PROMOTION AND RESEARCH BOARD
SHERATON DENVER HOTEL
DENVER, COLORADO
JULY 29, 2010**

Governor's Square 11 Room

Meeting Begins at 1:30 p.m.

1. Call to Order and Introduction of Guests – Chair Tom Jones
2. Establish a Quorum
3. Approve Agenda
4. Approve Minutes of the following meetings:
 - June 22, 2010 Meeting
 - July 9, 2010 Conference Call
 - July 13, 2010 Conference Call
 - July 20, 2010 Conference Call
5. Financial Report – Robert Fountain, Treasurer
6. Administration Subcommittee Report – Virginia Davis, Chair
7. Status of State Marketing Plans – Angie Olejnik
8. Status of State Audit Reports – Angie Olejnik
9. Brand or Trade Name References – Polly Ruhland
 - National Partnerships
 - State Partnerships
10. Producer Communications Update – Lynn Heinze
11. Discuss Executive Committee Calls to CBB Members
12. Other Business
 - Future Dates and Locations for Executive Committee Meetings
 - ❖ September 21, 2010 – Denver, CO
 - ❖ February 2, 2011 – Denver, CO
13. Executive Session
14. Adjourn