



INNOVATION COMMITTEE MEETING AGENDA

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom G

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

Additional Meetings to Attend:

Checkoff Program Update Meeting

Thursday, August 2, 2018

9:30 AM – 12:00 PM

Capitol Ballroom 1-3

Ted Reichmann, Co-Chairman (C)

Buck Wehrbein, Co-Chairman (F)

Purpose Statement: *To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.*

Checkoff Committee Meetings – Part I

- 2:00 p.m. Welcome/Call to Order
- Introductions
- 2:25 p.m. Approve Agenda and Minutes
- 2:30 p.m. Committee Agenda Overview
- Review Mission Statement & Committee Ground Rules
 - Today's Goal – Review and Score Checkoff Contractor AR (Authorization Request) Tactics
- 2:35 p.m. Review AR Process and Tactic Scoring (watch video)
- 2:45 p.m. Contractors Present FY2019 ARs
- Score each tactic based on how well it supports committee prioritized LRP initiatives
- 5:55 p.m. Wrap Up and Next Steps
- 6:00 p.m. Adjourn



INNOVATION COMMITTEE MEETING AGENDA

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom G

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

Checkoff Committee Meetings – Part II

- 9:15 a.m. Welcome/Call to Order
- 9:20 a.m. Committee Agenda Overview
- Today's Goal: Gather committee's comments to be provided to the Operating Committee with scores from Day 1
- 9:40 a.m. Engage contractors for additional information specific to ARs
- Questions
 - Clarification
- 10:15 a.m. AR Tactic Scoring Alignment
- Present scores
 - Collect and compile committee comments
- 11:50 a.m. Wrap-up and Next Steps
- 12:00 p.m. Adjourn