



Funded by the Beef Checkoff.

INVESTOR RELATIONS WORKING GROUP MEETING AGENDA

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Capitol Ballroom 5-6

Friday, August 3, 2018 • 12:30 PM – 3:00 PM

Jo Stanko: Co-Chairman (C)
Kristin Larson: Co-Chairman (F)

Purpose Statement: *Develop strategies that communicate Checkoff-funded program results, educate, and build relationships with Checkoff investors to gain a better understanding of the Beef Checkoff Program.*

1. Call to Order/Welcome
 - a. Introductions
 - b. Approve Meeting Agenda
 - c. Approve Meeting Minutes
2. Producer Communications Program Review Report Overview – *David Rockland, Ph. D, Sarah Dutton & Emily Peet*
3. Presentation of Proposed Producer Communications FY 2019 AR
4. Discussion and Committee Score Card Exercise
5. Other Business
6. Adjourn