Export Growth Committee Meeting DRAFT Agenda

2019 Cattle Industry Convention
Ernest N. Morial Convention Center • Room 244
Friday, February 1 • 12:30-3:30 PM

Hugh Sanburg: Co-Chairman (C)
Clark Price: Co-Chairman (F)

12:30 PM Welcome/Call to Order
- Meeting Ground Rules
- Introductions

1:00 PM Approve Agenda and Summer Meeting Minutes

1:05 PM Committee Agenda Overview
- Review Purpose Statement
  - To set priorities for the operating committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in value of beef exports as a percent of total production to 16 percent.
- Review Long Range Plan and how it should guide your decision-making process
- Review previous year’s Strategic Initiatives
- Today’s Goals: Adopt Export Growth’s FY2020 Strategic Initiatives and equip each committee member with one point that they will take back home to communicate with producers regarding how the checkoff is benefiting producers

1:20 PM Program

2:30 PM Adopt FY2020 Strategic Initiatives

3:00 PM Wrap-up, Next Steps and Adjourn

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Additional Meetings to Attend

<table>
<thead>
<tr>
<th>Checkoff Program Update</th>
<th>CBB Board Meeting</th>
<th>NCBA Board of Directors</th>
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<tbody>
<tr>
<td>Thursday, January 31, 2019 2:00 – 4:00 PM</td>
<td>Friday, February 1, 2019 4:30 – 6:30 PM</td>
<td>Saturday, February 2, 2019 7:30 – 10:00 AM</td>
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<tr>
<td>La Nouvelle Ballroom BC</td>
<td>Hilton Riverside</td>
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<td>Grand Salon A</td>
<td>Grand Ballroom AB</td>
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