



Funded by Beef Farmers & Ranchers

# Investor Relations Working Group Meeting Draft Agenda

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 216

Thursday, January 31 • 4:30 PM - 5:30 PM

## Additional Meetings to Attend

### **Checkoff Program Update**

Thursday, January 31, 2019

2:00 – 4:00 PM

La Nouvelle Ballroom BC

### **CBB Board Meeting**

Friday, February 1, 2019

4:30 – 6:30 PM

Hilton Riverside

Grand Salon A

### **NCBA Board of Directors**

Saturday, February 2, 2019

7:30 – 10:00 AM

Hilton Riverside

Grand Ballroom AB

Brian Malaer: Co-Chairman (C)

Glenn Payne: Co-Chairman (F)

**Purpose Statement:** *Develop strategies to communicate the structure, process, and program results to build understanding and ownership of the Beef Checkoff Program with checkoff investors.*

**4:30 PM** Welcome/Call to Order

1. Introductions
2. Approval of Agenda
3. Review Summer Meeting Minutes
4. Review Purpose Statement
5. FY2019 Strategic Direction Discussion
6. Producer Attitude Survey – *Sarah Metzler, CBB*
7. Producer Communications Program Update – *Sarah Metzler, CBB*
8. Other Business
9. Adjourn