Tentative Agenda

**Investor Relations Working Group**

Friday, July 14, 2017

12:30-2:30

Hyatt Regency Hotel – Agate Room

*Denver, Colorado*

**Investor Relations Working Group Mission: 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.**

Co-chairs: Jo Stanko & Kristin Larson

**July 14, 2017**

1. Call to Order/Welcome **(12:30 p.m.) Jo Stanko**
   1. Introductions
   2. Approve Meeting Agenda
   3. Approve Minutes, January 21, February 21 Meetings
2. Staff and Agency Update **Polly Ruhland**
3. Presentation of Proposed Producer Communications FY 2018 AR **Suzi Sutton-Vermeulen, Melissa Jackson, Dal Grooms**
4. Discussion and Committee Score Card Exercise **Kristin Larson**
5. Other Business
6. Adjourn