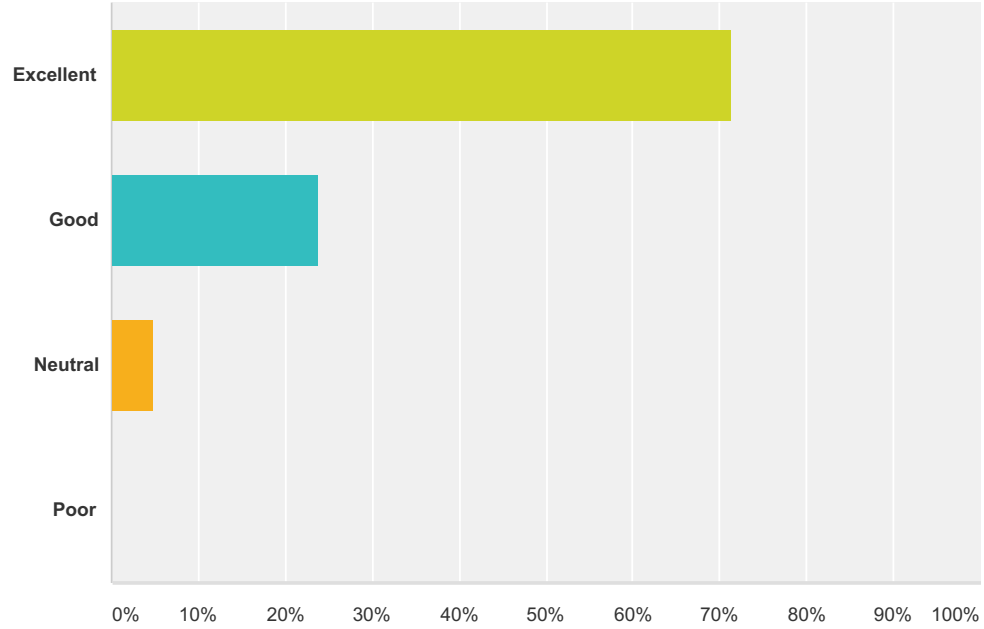


**Q1 How would you rate communications from CBB about the 2016 Cattle Industry Convention in helping you prepare for it?**

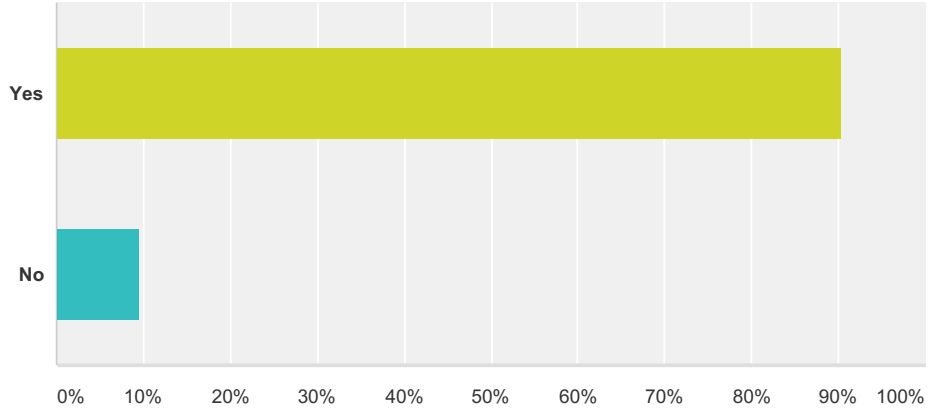
Answered: 42 Skipped: 0



Answer Choices	Responses
Excellent	71.43% 30
Good	23.81% 10
Neutral	4.76% 2
Poor	0.00% 0
<b>Total</b>	<b>42</b>

## Q2 Was it easy to locate all of your committee materials from the links to the MyBeefCheckoff Meeting Center?

Answered: 42 Skipped: 0



Answer Choices	Responses
Yes	90.48% 38
No	9.52% 4
<b>Total</b>	<b>42</b>

#	Other (please specify)	Date
1	The links they had did not work.	2/9/2016 9:28 AM
2	safety committee ar,s were not well identified	2/7/2016 3:55 PM

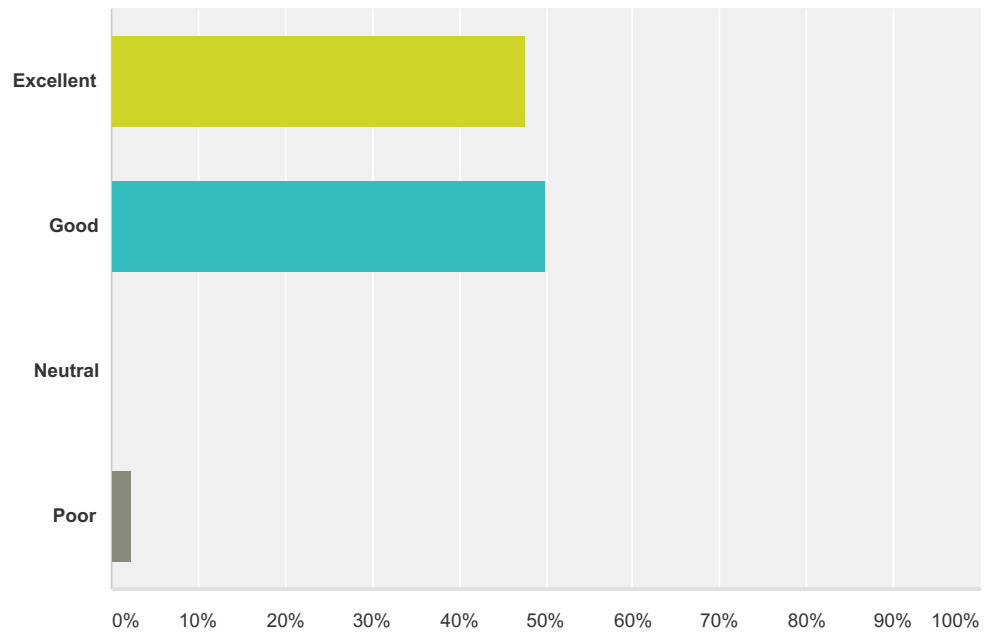
**Q3 If you have specific comments about those communications, please provide detail in the space below.**

Answered: 7 Skipped: 35

#	Responses	Date
1	Need all committee items located in one place on the CBB website. Had new material I had never seen at committee meeting.	2/8/2016 5:11 PM
2	really enjoyed having a notebook from my liason for the week, very organized and thoughtful.	2/7/2016 2:22 PM
3	not posted soon enough	2/7/2016 10:15 AM
4	Half of the time the links won't open on my mobile devices. I would suggest on the items such as agendas and A.R.'s that we find another way than a link.	2/7/2016 3:28 AM
5	very easy access and helpful. Save the trees	2/6/2016 8:07 AM
6	None	2/5/2016 5:36 PM
7	Appreciated them very much.	2/5/2016 3:42 PM

### Q4 How would you rate your overall experience with the CBB Meeting Center?

Answered: 42 Skipped: 0

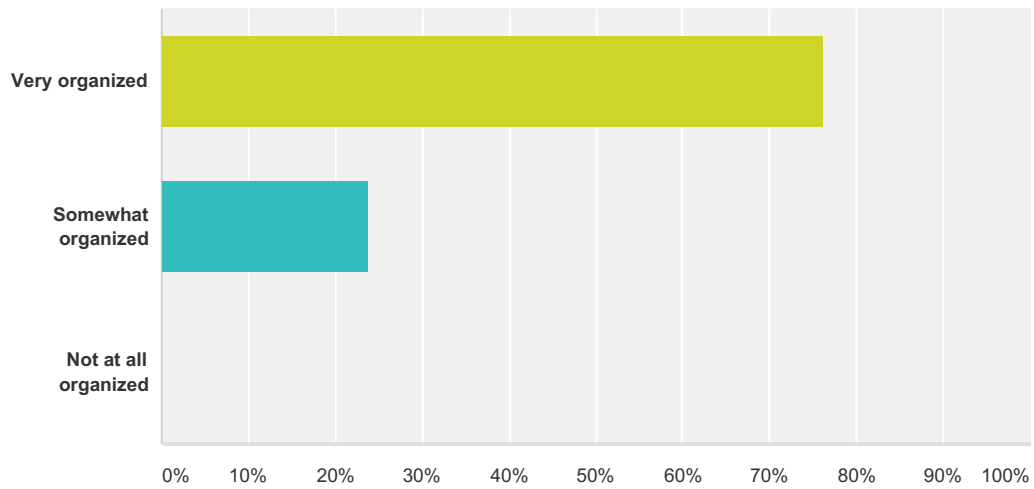


Answer Choices	Responses
Excellent	47.62% 20
Good	50.00% 21
Neutral	0.00% 0
Poor	2.38% 1
<b>Total</b>	<b>42</b>

#	Other (please specify)	Date
1	if you are talking about the facility	2/7/2016 10:15 AM

### Q5 How organized was the convention?

Answered: 42 Skipped: 0

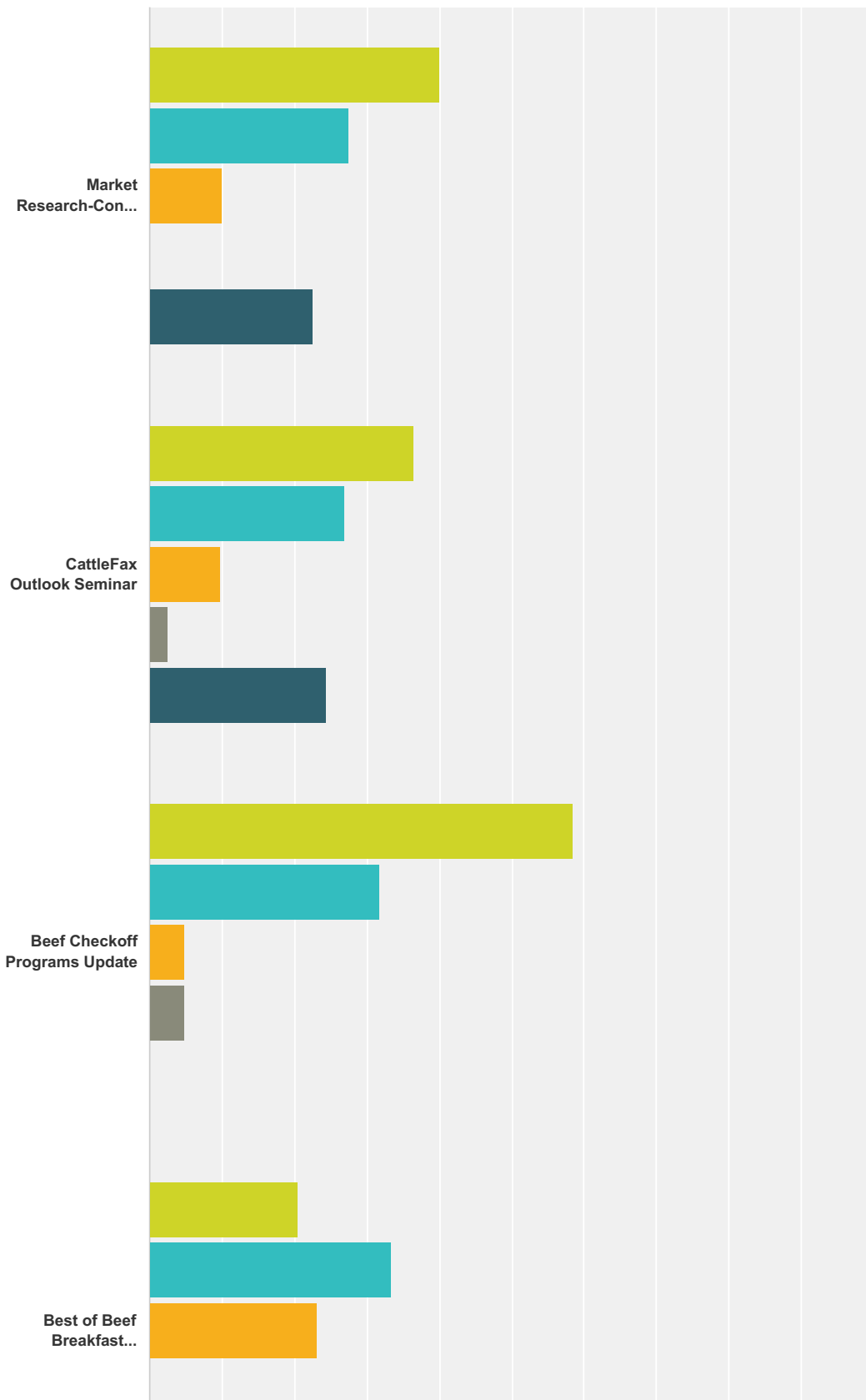


Answer Choices	Responses
Very organized	76.19% 32
Somewhat organized	23.81% 10
Not at all organized	0.00% 0
<b>Total</b>	<b>42</b>

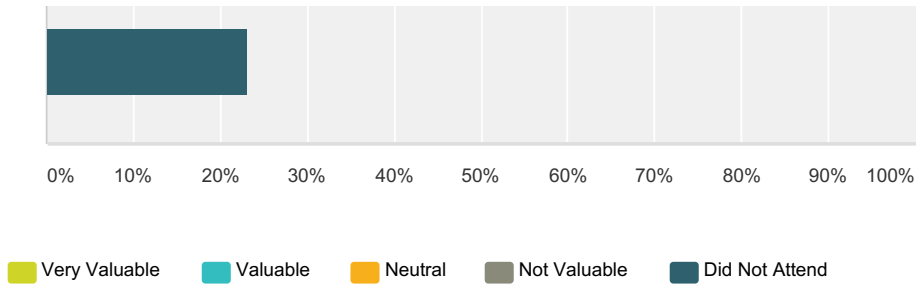
#	Other (please specify)	Date
1	I realize that NCBA is the primary contractor, but I do not understand why CBB was a minor part of the agenda.	2/8/2016 10:14 AM
2	lots of walking....really spread out	2/5/2016 8:46 PM

**Q6 Please rate the value of each of the following:**

Answered: 42 Skipped: 0



## 2016 CBB WINTER CONVENTION

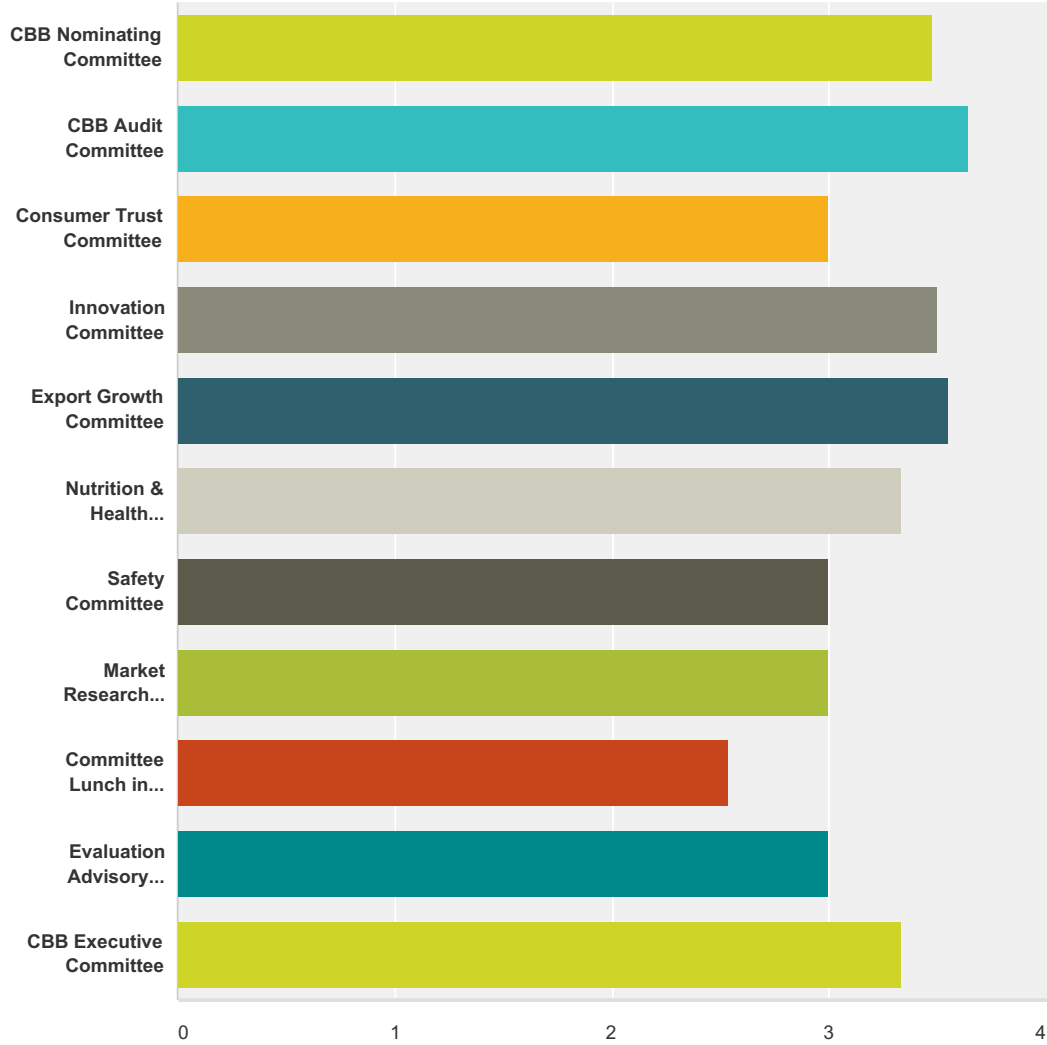


	Very Valuable	Valuable	Neutral	Not Valuable	Did Not Attend	Total
Market Research-Consumer Insights Session	<b>40.00%</b> 16	<b>27.50%</b> 11	<b>10.00%</b> 4	<b>0.00%</b> 0	<b>22.50%</b> 9	40
CattleFax Outlook Seminar	<b>36.59%</b> 15	<b>26.83%</b> 11	<b>9.76%</b> 4	<b>2.44%</b> 1	<b>24.39%</b> 10	41
Beef Checkoff Programs Update	<b>58.54%</b> 24	<b>31.71%</b> 13	<b>4.88%</b> 2	<b>4.88%</b> 2	<b>0.00%</b> 0	41
Best of Beef Breakfast Program	<b>20.51%</b> 8	<b>33.33%</b> 13	<b>23.08%</b> 9	<b>0.00%</b> 0	<b>23.08%</b> 9	39

#	Other (please specify)	Date
1	Would love to have a more specific on the committee I'm on before update session	2/16/2016 9:07 AM
2	Overlap on a couple of meetings	2/8/2016 2:56 PM

### Q7 How would you rate your committee meeting(s) on content and value of information?

Answered: 42 Skipped: 0



	Excellent	Good	Neutral	Poor	N/A	Total	Weighted Average
CBB Nominating Committee	41.67% 15	5.56% 2	5.56% 2	0.00% 0	47.22% 17	36	3.47
CBB Audit Committee	21.21% 7	12.12% 4	0.00% 0	0.00% 0	66.67% 22	33	3.64
Consumer Trust Committee	9.09% 3	12.12% 4	3.03% 1	0.00% 0	75.76% 25	33	3.00
Innovation Committee	22.58% 7	12.90% 4	0.00% 0	3.23% 1	61.29% 19	31	3.50
Export Growth Committee	19.35% 6	16.13% 5	0.00% 0	0.00% 0	64.52% 20	31	3.55
Nutrition & Health Committee	23.33% 7	13.33% 4	3.33% 1	0.00% 0	60.00% 18	30	3.33



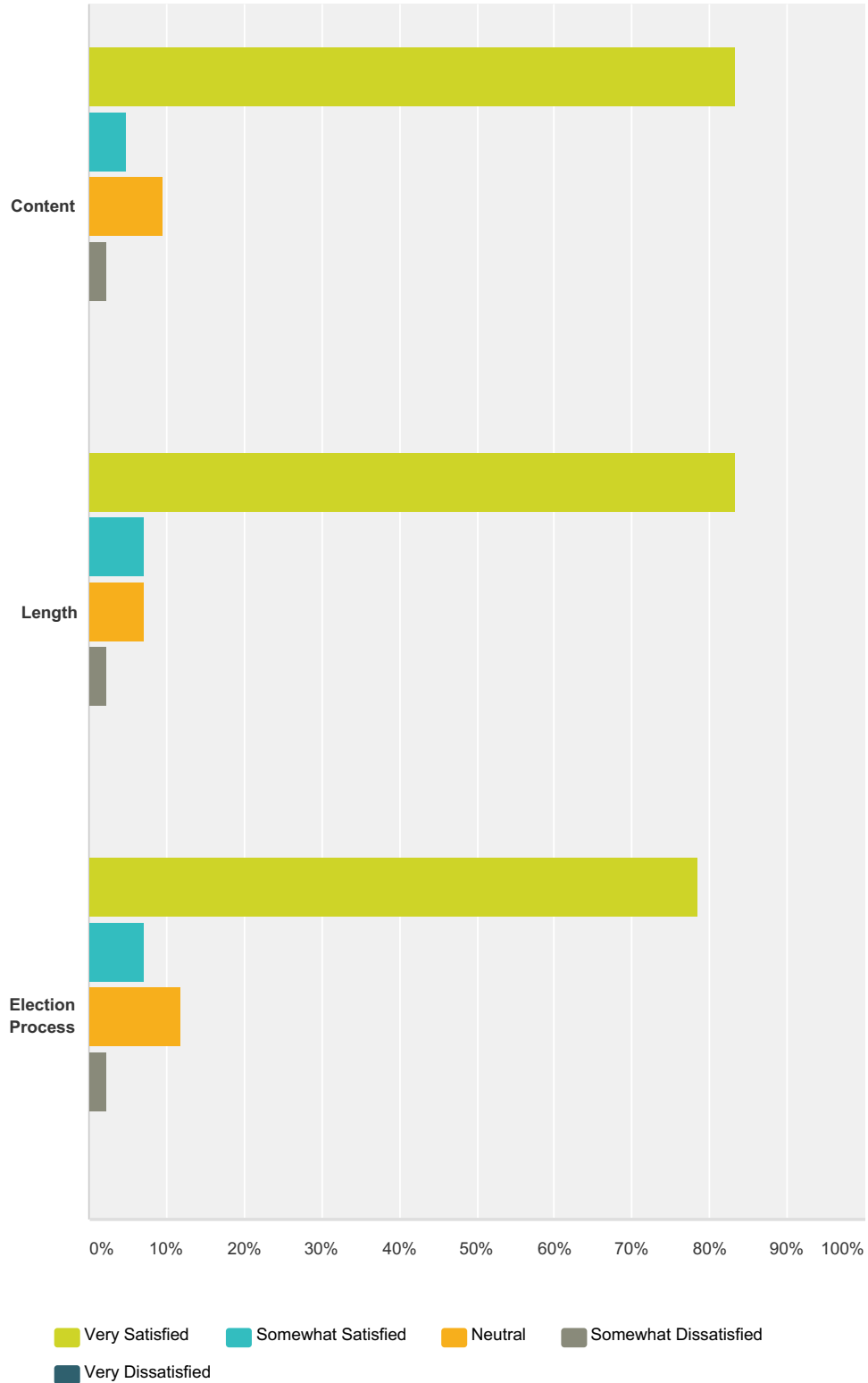
## 2016 CBB WINTER CONVENTION

Safety Committee	<b>8.57%</b> 3	<b>17.14%</b> 6	<b>2.86%</b> 1	<b>0.00%</b> 0	<b>71.43%</b> 25	35	3.00
Market Research Working Group	<b>13.79%</b> 4	<b>17.24%</b> 5	<b>3.45%</b> 1	<b>3.45%</b> 1	<b>62.07%</b> 18	29	3.00
Committee Lunch in Tradeshow	<b>13.89%</b> 5	<b>47.22%</b> 17	<b>16.67%</b> 6	<b>0.00%</b> 0	<b>22.22%</b> 8	36	2.54
Evaluation Advisory Committee	<b>10.00%</b> 3	<b>16.67%</b> 5	<b>3.33%</b> 1	<b>0.00%</b> 0	<b>70.00%</b> 21	30	3.00
CBB Executive Committee	<b>26.47%</b> 9	<b>11.76%</b> 4	<b>2.94%</b> 1	<b>2.94%</b> 1	<b>55.88%</b> 19	34	3.33

#	Other (please specify)	Date
1	The leadership of the Consumer Trust Committee did not do a very good job of explaining where we were and what we needed to do.	2/9/2016 9:28 AM
2	Appreciate the pre-conference webinar for the Investor Relations workshop.	2/5/2016 3:42 PM

**Q8 Please indicate your overall satisfaction with the Cattlemen's Beef Board Meeting on Friday, Jan. 29, 2016.**

Answered: 42 Skipped: 0



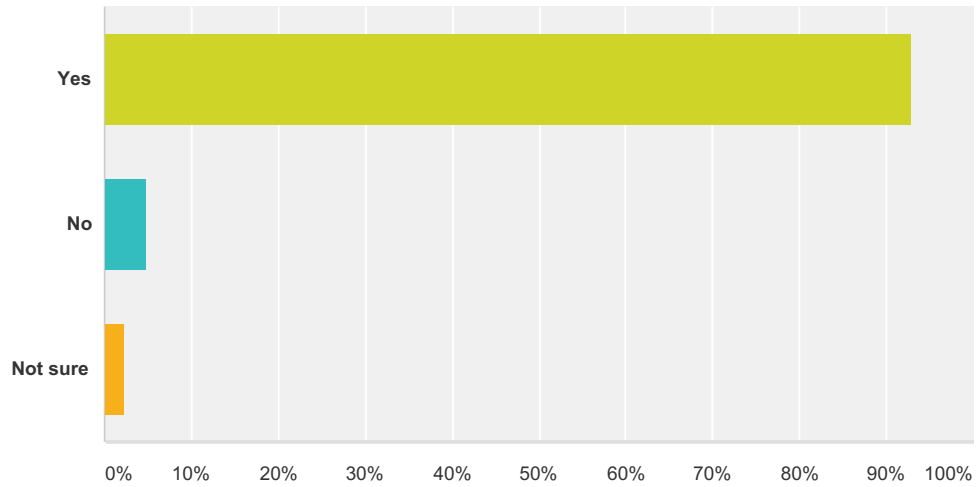
## 2016 CBB WINTER CONVENTION

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total
Content	<b>83.33%</b> 35	<b>4.76%</b> 2	<b>9.52%</b> 4	<b>2.38%</b> 1	<b>0.00%</b> 0	42
Length	<b>83.33%</b> 35	<b>7.14%</b> 3	<b>7.14%</b> 3	<b>2.38%</b> 1	<b>0.00%</b> 0	42
Election Process	<b>78.57%</b> 33	<b>7.14%</b> 3	<b>11.90%</b> 5	<b>2.38%</b> 1	<b>0.00%</b> 0	42

#	Other (please specify)	Date
1	Condense the election process.	2/12/2016 8:55 PM
2	I wish that people would leave their cell phones off during meetings. Does some one need to tell them???	2/9/2016 1:14 PM
3	really pleased to have it on Friday afternoon	2/7/2016 10:15 AM
4	Recommend that the Executive committee minutes are emailed or printed for the board meeting or some way to make sure it is easy to review those prior to voting on them at the board meeting.	2/6/2016 3:06 PM
5	I did not attend so really can't comment	2/6/2016 2:14 PM
6	Liked the scheduled time on friday	2/6/2016 8:07 AM
7	really like meeting in afternoon on last full day rather than in early morning on Saturday as in the past. Saves money for many that are able to fly/drive home without the extra night expense. Please consider making this a regularly scheduled event at summer and winter meetings.	2/5/2016 8:46 PM

### Q9 Did you like having the Beef Board Meeting on Friday afternoon?

Answered: 42 Skipped: 0

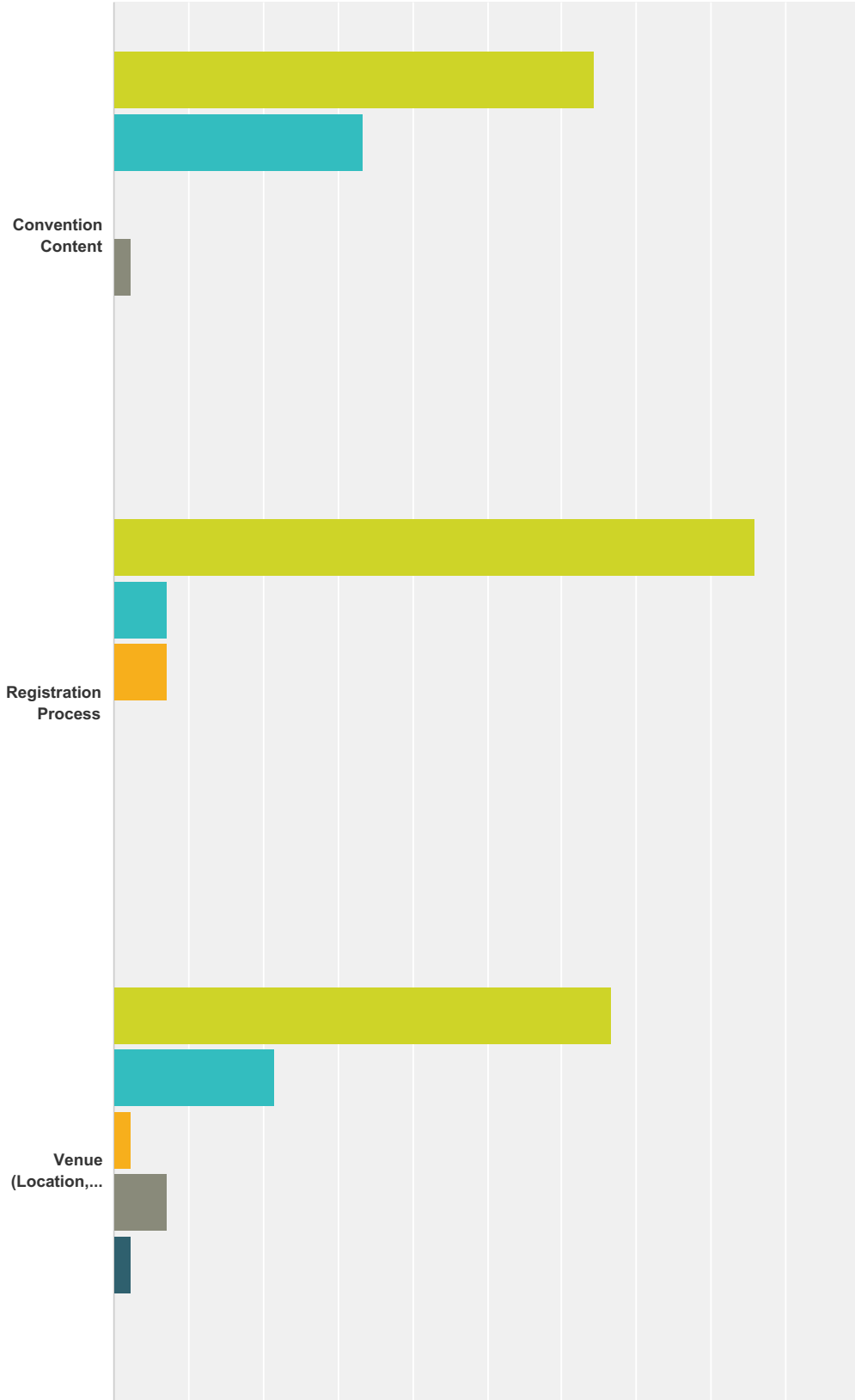


Answer Choices	Responses
Yes	92.86% 39
No	4.76% 2
Not sure	2.38% 1
<b>Total</b>	<b>42</b>

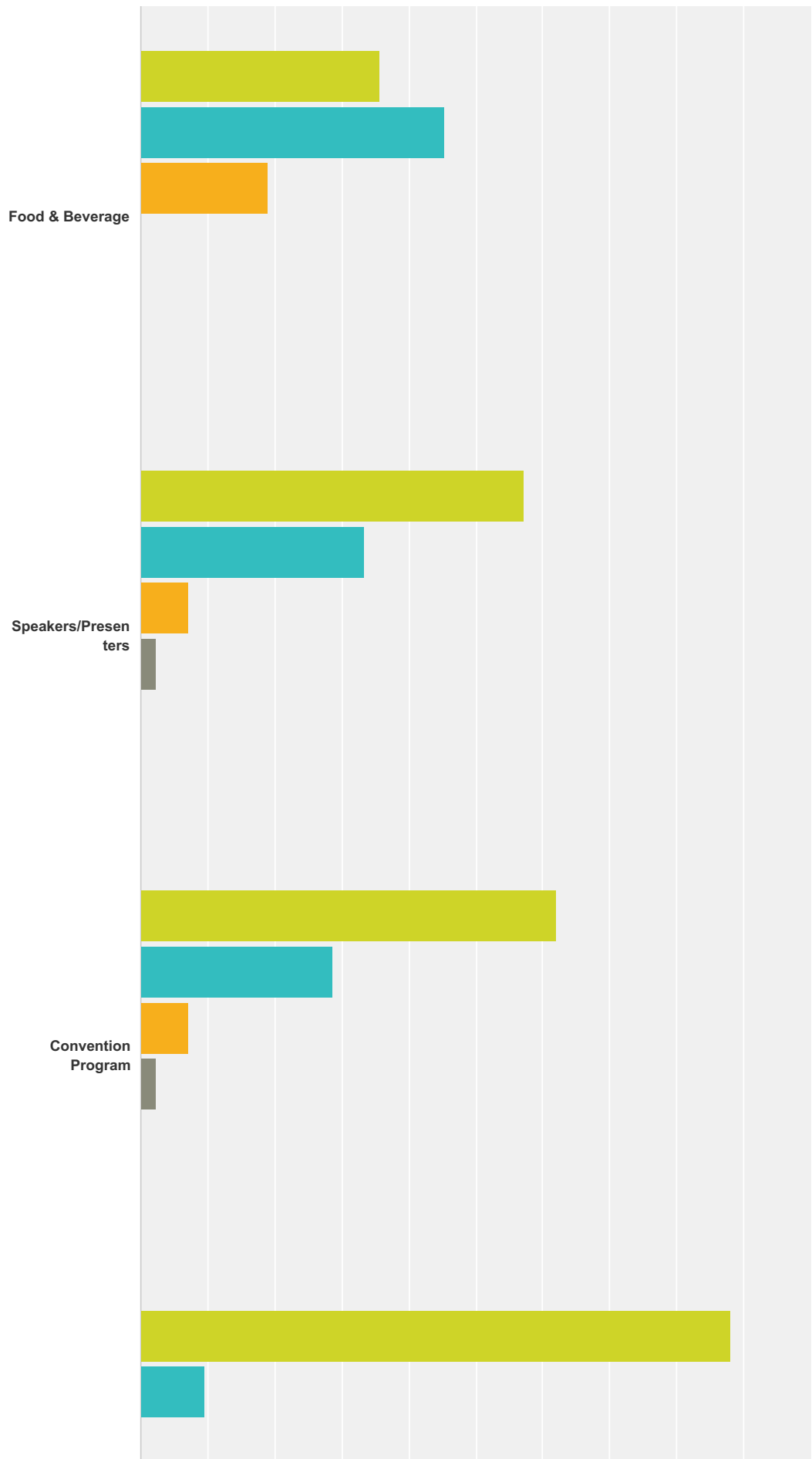
#	Other (please specify)	Date
1	Made it very easy to make travel arrangements to get back home.	2/9/2016 9:28 AM
2	Best idea of all!	2/7/2016 9:13 PM
3	Better than Saturday	2/7/2016 3:28 AM
4	(see above comments)	2/5/2016 8:46 PM
5	Wish it could have been earlier in afternoon.	2/5/2016 7:24 PM
6	This was great and allowed for early flights on Saturday	2/5/2016 2:22 PM

### Q10 Please indicate your overall satisfaction with the 2016 Winter Convention

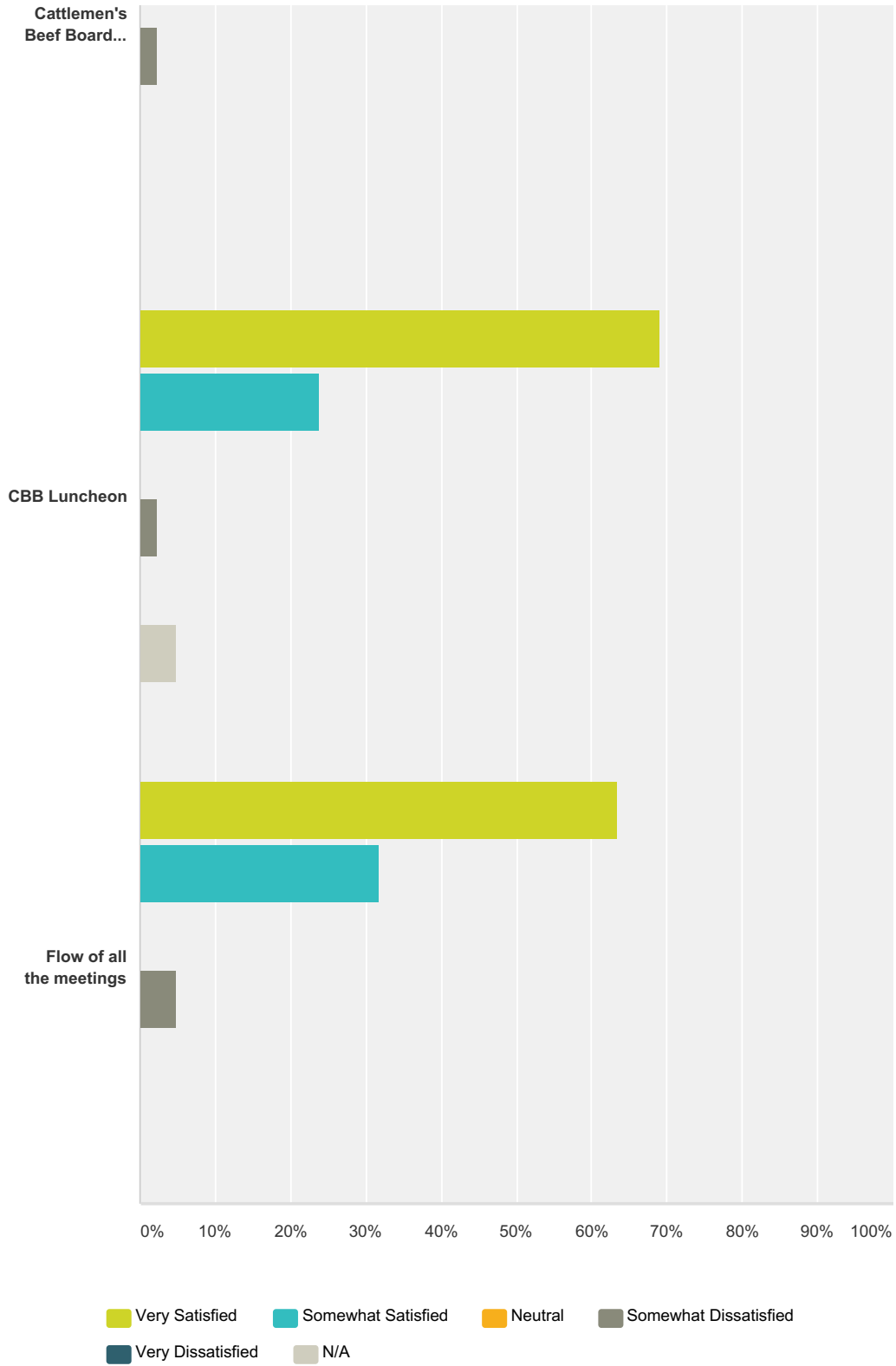
Answered: 42 Skipped: 0



2016 CBB WINTER CONVENTION



## 2016 CBB WINTER CONVENTION



	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	N/A	Total
Convention Content	64.29% 27	33.33% 14	0.00% 0	2.38% 1	0.00% 0	0.00% 0	42
Registration Process	85.71% 36	7.14% 3	7.14% 3	0.00% 0	0.00% 0	0.00% 0	42

## 2016 CBB WINTER CONVENTION

Venue (Location, Hotel, etc.)	<b>66.67%</b> 28	<b>21.43%</b> 9	<b>2.38%</b> 1	<b>7.14%</b> 3	<b>2.38%</b> 1	<b>0.00%</b> 0	42
Food & Beverage	<b>35.71%</b> 15	<b>45.24%</b> 19	<b>19.05%</b> 8	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	42
Speakers/Presenters	<b>57.14%</b> 24	<b>33.33%</b> 14	<b>7.14%</b> 3	<b>2.38%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	42
Convention Program	<b>61.90%</b> 26	<b>28.57%</b> 12	<b>7.14%</b> 3	<b>2.38%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	42
Cattlemen's Beef Board Meeting	<b>88.10%</b> 37	<b>9.52%</b> 4	<b>0.00%</b> 0	<b>2.38%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	42
CBB Luncheon	<b>69.05%</b> 29	<b>23.81%</b> 10	<b>0.00%</b> 0	<b>2.38%</b> 1	<b>0.00%</b> 0	<b>4.76%</b> 2	42
Flow of all the meetings	<b>63.41%</b> 26	<b>31.71%</b> 13	<b>0.00%</b> 0	<b>4.88%</b> 2	<b>0.00%</b> 0	<b>0.00%</b> 0	41

#	Other (please specify)	Date
1	Everything was very far apart. Made it hard for folks with motor skills issues	2/9/2016 9:28 AM
2	Trade show meat was rather dry	2/6/2016 6:52 AM



2016 CBB WINTER CONVENTION

**Q11 What did you like most about the convention?**

Answered: 42 Skipped: 0

#	Responses	Date
1	liked the new venue nice to be in a different location, and that the Beef Board meeting was on Friday afternoon	2/16/2016 3:35 PM
2	Good timing in conjunction with trade show	2/16/2016 9:07 AM
3	very informative liked the flow of the meetings	2/15/2016 7:54 PM
4	Seeing other cattle people and learning more about trends in the industry	2/14/2016 2:39 PM
5	Interaction with CBB officers and staff as well as discussion of issues.	2/14/2016 12:26 PM
6	Speakers	2/13/2016 9:18 AM
7	location - great. physical limitations - very accommodating.	2/13/2016 8:51 AM
8	well organized	2/13/2016 7:43 AM
9	Location, guest speakers	2/12/2016 8:55 PM
10	Content	2/12/2016 3:43 PM
11	Cattlemen's college	2/11/2016 2:22 PM
12	San Diego	2/9/2016 5:18 PM
13	The general sessions, the trade show, my committee meeting, seeing old friends and making new ones.	2/9/2016 1:14 PM
14	Interaction with fellow producers.	2/9/2016 9:59 AM
15	The weather! And the agendas.	2/9/2016 9:28 AM
16	Speakers	2/8/2016 5:11 PM
17	Great meetings & Excellent venue, best we have ever had.	2/8/2016 2:56 PM
18	Keynote by the Chef.	2/8/2016 10:14 AM
19	meetings were spaced out just right not going into saturday	2/7/2016 10:25 PM
20	Rob O as speaker	2/7/2016 9:13 PM
21	Laction	2/7/2016 3:55 PM
22	scheduling of the meetings	2/7/2016 2:22 PM
23	some of the presentations	2/7/2016 10:15 AM
24	The pedibikes	2/7/2016 3:28 AM
25	Location and how well everyone was in agreement in my committee meeting!	2/6/2016 3:06 PM
26	Organized.	2/6/2016 2:50 PM
27	the weather!!	2/6/2016 2:14 PM
28	Weather and a shuttle.	2/6/2016 11:41 AM
29	key meeting speakers were interesting and insightful Generally positive tenure of meeting regarding status of industry	2/6/2016 9:20 AM
30	Site was nice, weather was great, flow to meetings was good	2/6/2016 8:07 AM
31	Meeting content and the location. Great exercise in all the walking.	2/6/2016 6:52 AM
32	Was busy and no wasted time	2/6/2016 5:55 AM
33	We are beginning to implement the LRP	2/6/2016 5:09 AM
34	Committee meeting	2/6/2016 4:33 AM

## 2016 CBB WINTER CONVENTION

35	business session timing	2/5/2016 8:46 PM
36	The organization by the staff	2/5/2016 7:24 PM
37	Trade show	2/5/2016 5:36 PM
38	Good info	2/5/2016 4:49 PM
39	The opportunity to mix, learn and work toward a common good,	2/5/2016 3:42 PM
40	Location	2/5/2016 3:33 PM
41	Venue was great as it allowed for walking around outside and exploring nearby restaurants/sights Meetings flowed very well, good organization overall	2/5/2016 2:22 PM
42	speakers, meeting contents	2/5/2016 2:17 PM

2016 CBB WINTER CONVENTION

**Q12 What did you like least about the convention?**

Answered: 42 Skipped: 0

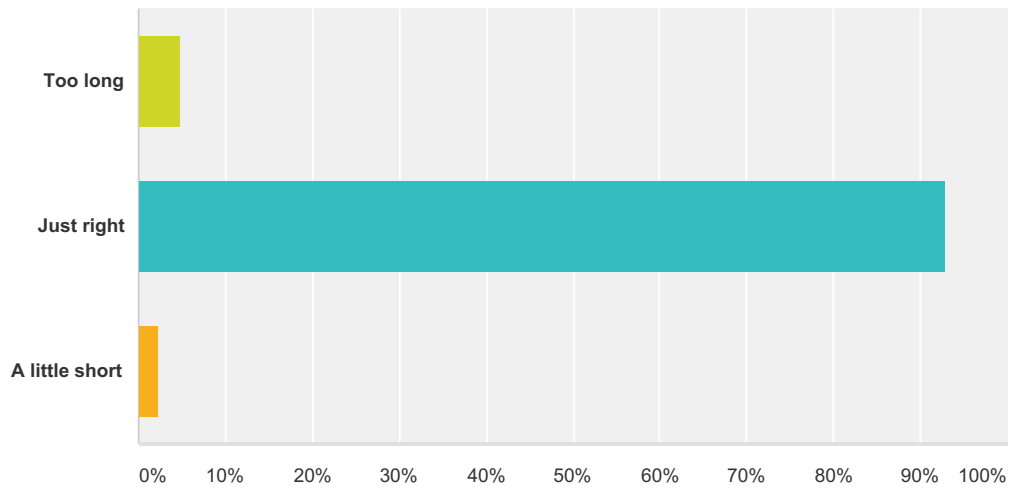
#	Responses	Date
1	The convention was about the same as in the past nothing that I liked least	2/16/2016 3:35 PM
2	To far from home	2/16/2016 9:07 AM
3	very far from home meeting in Nashville would be a great idea	2/15/2016 7:54 PM
4	cannot think of anything	2/14/2016 2:39 PM
5	Cost of spouse registration, seems like so much is geared for profit for the ncba.	2/14/2016 12:26 PM
6	Tight schedule between some meetings.	2/13/2016 9:18 AM
7	could not attend all the committee meetings i would have liked to.	2/13/2016 8:51 AM
8	convention center too far!	2/13/2016 7:43 AM
9	Too many meetings went overlong or were light on content	2/12/2016 8:55 PM
10	Distance between meetings	2/12/2016 3:43 PM
11	Meeting on Friday night.	2/11/2016 2:22 PM
12	Too much walking	2/9/2016 5:18 PM
13	Many events over lapped. Some times it was hard to eat as some meetings were close together.	2/9/2016 1:14 PM
14	Nothing	2/9/2016 9:59 AM
15	Having to walk so far around the convention center to get to the meeting rooms and the trade show	2/9/2016 9:28 AM
16	Long walk from hotel	2/8/2016 5:11 PM
17	the animal rights people :-)	2/8/2016 2:56 PM
18	CBB activities were a minor part! We were required to be there Tues - Sat for 2 committee meetings & one Board meeting, It was a waste of time.	2/8/2016 10:14 AM
19	taking a spouse for the three day trade show it was good but to expensive	2/7/2016 10:25 PM
20	Distance from hotel	2/7/2016 9:13 PM
21	hotel was farther than usual	2/7/2016 3:55 PM
22	hotel distance from convention center	2/7/2016 2:22 PM
23	hotel and convention center too far apart for convenience of majority of attendees.	2/7/2016 10:15 AM
24	The walk.	2/7/2016 3:28 AM
25	The long walk from hotel to convention center, but the buses were very helpful and greatly appreciated.	2/6/2016 3:06 PM
26	Food show	2/6/2016 2:50 PM
27	the location of the hotel in conjunction with the convention center	2/6/2016 2:14 PM
28	Meeting rooms were too spread out.	2/6/2016 11:41 AM
29	LOTS of long walks from meeting to meeting. Venue was REALLY spread out.	2/6/2016 9:20 AM
30	Walk from hotel to convention site was long, but was probably good to have the exercise	2/6/2016 8:07 AM
31	Know it can not be done but love to be able to attend every meeting.	2/6/2016 6:52 AM
32	Time difference	2/6/2016 5:55 AM
33	Traveling from the convention to the hotel	2/6/2016 5:09 AM
34	It was all good	2/6/2016 4:33 AM

## 2016 CBB WINTER CONVENTION

35	too spread out...wished the meetings had been closer together...too much walking.	2/5/2016 8:46 PM
36	The walking distance from hotel to convention site.	2/5/2016 7:24 PM
37	Committee process as it has been removed from grass roots	2/5/2016 5:36 PM
38	Can't think of anything I liked least	2/5/2016 4:49 PM
39	The distance to the meetings until they started running the shuttles. Then things were great. Wish they had started the shuttles a day earlier.	2/5/2016 3:42 PM
40	Convention center too large	2/5/2016 3:33 PM
41	During the second session everyone was getting up to leave after the Navy Seal speaker. It seems like it would be better to keep final comments to a minimum after the speaker.	2/5/2016 2:22 PM
42	no break to regroup	2/5/2016 2:17 PM

### Q13 Was the duration of the convention?

Answered: 42 Skipped: 0



Answer Choices	Responses
Too long	4.76% 2
Just right	92.86% 39
A little short	2.38% 1
<b>Total</b>	<b>42</b>

#	Other (please specify)	Date
1	bordering on a little shorter	2/13/2016 8:51 AM

## Q14 What suggestions and/or comments do you have for improving the convention?

Answered: 9 Skipped: 33

#	Responses	Date
1	None	2/9/2016 5:18 PM
2	I think that every time CBB has a executive , operational and general meeting, the board should be sent a copy of the minutes.	2/9/2016 1:14 PM
3	lets have it in Denver forget about the trade show just stick with our meetings	2/7/2016 10:25 PM
4	n/a	2/7/2016 2:22 PM
5	do not go back to san diego; eliminate the federation from our meetings.	2/7/2016 10:15 AM
6	None	2/6/2016 11:41 AM
7	see above comments	2/5/2016 8:46 PM
8	None	2/5/2016 5:36 PM
9	The location and weather were very helpful. It was a little frustrating to be sharing the venue with another group since we were on the far end. Really like the ability to get out in the surrounding community to meet the locals.	2/5/2016 2:22 PM

## 2016 CBB WINTER CONVENTION

### Q15 Additional Comments:

Answered: 6 Skipped: 36

#	Responses	Date
1	If you have a bill from convention, it should be accompanied by a receipt.	2/9/2016 1:14 PM
2	n/a	2/7/2016 2:22 PM
3	Nice job everyone involved!!!!!!	2/6/2016 8:07 AM
4	The new committees have become rubber stamps instead of grassroots initiated. Until the vendors step back and allow grassroots to initiate, it will never change!	2/5/2016 5:36 PM
5	I really appreciate the card which came with my registration showing the meetings and locations. It was much faster than checking the calendar that I had put on my phone for each meeting, I also liked the buffet for the CBB luncheon better than the sit down lunch. There was more room and more opportunity to share. The meal was lighter which was better for the middle of the day when we are just meeting not working.	2/5/2016 3:42 PM
6	The other comment would be the BOB breakfast was not a very good sample of beef. Last year it was a perfectly done steak. This year it was dry roast. It would be nice to make sure the cut can be prepared for so many people without sacrificing quality.	2/5/2016 2:22 PM