



# Evaluation Committee Meeting DRAFT Agenda

2019 Cattle Industry Summer Business Meeting

Denver, Colorado

Gaylord Rockies Resort & Colorado Convention Center

Monday, July 29, 2019 • 1:00 PM – 3:00 PM • Red Rock 6 - 7 Room

## Additional Meeting to Attend:

### **Checkoff Highlight Session**

Tuesday, July 30, 2019

9:30 AM – 12:00 PM

Colorado Ballroom B

Jackie Means: Chairman (C)

Ryan Moorhouse: Vice-Chairman (F)

**Purpose Statement:** *The Joint Evaluation Advisory Committee will measure program effectiveness in accomplishing industry and program goals, objectives, and strategies, to inform the program decisions of producer leaders. The evaluation process is essential for improving future programs, strengthening producer profitability and enhancing accountability to producers.*

1:00 PM	Welcome/Call to Order
1:10 PM	Approve Agenda
1:12 PM	Review 2019 Orientation Webinar Minutes
1:15 PM	FY2019 3 <sup>rd</sup> Quarter Checkoff Program Report
1:20 PM	Econometric Analysis of Checkoff Expenditures (ROI) Study Report
2:00 PM	Consumer Trends Update
2:40 PM	Future ROI Studies – Environmental Scan Discussion
2:55 PM	Other Business
3:00 PM	Adjourn

### **Board Meetings:**

Wednesday, July 31

4:30 – 6 PM                      Cattlemen’s Beef Board Meeting                      Colorado Ballroom B

Thursday, August 1

7:30 – 10:30 AM                      NCBA Board of Directors Meeting                      Colorado Ballroom A