



Funded by the Beef Checkoff

Investor Relations Working Group DRAFT Agenda

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Spruce 4 Room

Wednesday, July 31, 2019 • 12:30 PM – 3:00 PM

Brian Malaer: Co-Chairman (C)

Glenn Payne: Co-Chairman (F)

Purpose Statement: *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.*

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| 12:30 PM | Welcome/Call to Order <ul style="list-style-type: none">• Introductions• Approve Agenda• Approve Minutes of Prior Meeting• Working Group Ground Rules• Review Purpose Statement |
| 12:50 PM | Review Tactic Scoring Process |
| 1:00 PM | Contractor Presentation of FY 2020 Producer Communications AR <ul style="list-style-type: none">• Score each tactic based on how well it supports the working group's LRP strategic initiatives• Questions for contractor |
| 2:00 PM | Break |
| 2:15 PM | Tactic Scoring Alignment <ul style="list-style-type: none">• Present and discuss scores• Follow-up questions for contractor• Vote to approve score for each tactic• Working Group members develop comments |
| 2:45 PM | Wrap Up and Next Steps |
| 3:00 PM | Adjourn |