Norman Voyles Jr.: Co-Chairman (C)
Alan Lyman: Co-Chairman (F)

**Purpose Statement:** Engage at committee meetings to understand and feel confident that, where applicable, market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated.

1:30 PM  Welcome (Al/Norm)
- Roll call and introductions
- Approve agenda and minutes
- Working group ground rules
- Purpose statement
- FY2020 committee priorities

1:40 PM  Market Research & Channel Intelligence AR Discussion
- Revisit ARs
- Review AR scores from Committee Meetings
- Discussion on ARs from Committee Meetings
  - Q & A on ARs
  - Any feedback to enhance ARs
  - Any Market Research or Channel Intelligence knowledge gaps

2:50 PM  Wrap-up (Al/Norm)

3:00 PM  Adjourn