Investor Relations Working Group Meeting
Draft Agenda
2020 Cattle Industry Convention and NCBA Trade Show
San Antonio, TX
Henry B. Gonzalez Convention Center • Room 221 B
Thursday • Feb 6 • 4:30 - 6:00 PM

**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.

1. **Welcome/Call to Order**
   - Introductions
   - Goals and ground rules

2. **Approve Agenda and Minutes**

3. **Review Purpose Statement**

4. **Producer Attitude Survey - Sarah Metzler, CBB**

5. **Review Beef Checkoff Planning Process**

6. **Adopt FY2021 Strategic Initiatives**

7. **Contractor Updates on FY2020 Programs and Q&A**

8. **Wrap Up, Next Steps, Adjourn**