Innovation Committee DRAFT Meeting Agenda
2020 Cattle Industry Convention and NCBA Trade Show
San Antonio, TX
Henry B. Gonzalez Convention Center • Room 217 D
Thursday • Feb 6 • 1:30 - 4:30 PM

Purpose Statement: To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.

1. Welcome/Call to Order
   • Introductions
2. Approve Agenda and Minutes
3. Committee Agenda Overview
   • Review purpose statement and committee ground rules
   • Today’s goals: adopt Strategic Initiatives and learn about checkoff programs
4. Review Beef Checkoff Planning Process
5. Adopt FY2021 Strategic Initiatives
6. Break
7. Contractor Updates on FY2020 Programs and Q&A
8. Wrap Up, Next Steps, Adjourn

Additional Meetings to Attend

<table>
<thead>
<tr>
<th>Checkoff Highlight Session</th>
<th>CBB Board Meeting</th>
<th>NCBA Board of Directors</th>
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<tbody>
<tr>
<td>Wednesday, February 5</td>
<td>Friday, February 7</td>
<td>Friday, February 7</td>
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<tr>
<td>1:00 – 3:00 PM</td>
<td>9:00 – 11:00 AM</td>
<td>1:00 – 4:00 PM</td>
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<td>Convention Center</td>
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<td>Stars at Night Ballroom – B4</td>
<td>Room 221 B/C</td>
<td>Stars at Night Ballroom – B1 - B3</td>
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Katie Cooper, Co-Chairman (C)
Steve Walker, Co-Chairman (F)
Laura Hinton, Staff Liaison