



Funded by the Beef Checkoff.

# Innovation Committee DRAFT Meeting Agenda

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Summit 8-9

Part I – Tuesday, July 28, 2020 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 29, 2020 • 9:15 AM – 12:00 PM

## Additional Meetings to Attend

### **Checkoff Highlight Session**

Tuesday, July 28  
9:30 AM – 11:30 AM  
Adams Ballroom A

### **CBB Board Meeting**

Wednesday, July 29  
4:00 – 6:00 PM  
Adams Ballroom A

### **NCBA Board of Directors**

Wednesday, July 29  
6:00 – 8:00 PM  
Aurora Ballroom BCD

### **Checkoff Market Research: Consumer Insights Meeting**

Wednesday, July 29 — 12:00 – 1:30 PM  
Adams Ballroom A

Katie Cooper: Co-Chairman (C)  
Steve Walker: Co-Chairman (F)  
Laura Hinton: Staff Liaison

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

**Today's Goal:** *Review and score Checkoff contractor tactics for FY2021*

## **Checkoff Committee Meetings – Part I**

- 2:00 PM Welcome/Call to Order
  - Introductions
- 2:25 PM Approve Agenda and Minutes
- 2:30 PM Review purpose statement and committee ground rules
- 2:35 PM Review Scoring System and Process for Scoring Contractor's Tactic Presentations
  - Tactics Scored ONE time only
- 2:45 PM Contractors Present FY2021 Tactics
  - Contractor names and presentation order will be provided at meeting
  - Score each tactic based on how well it supports committee prioritized Long Range Plan initiatives
  - Will have a break during presentations
- 5:55 PM Wrap Up and Next Steps
  - Turn in Tactic Score Sheets
- 6:00 PM Adjourn



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

**Today's Goal:** *Provide a unified set of comments to the Operating Committee based on committee's tactic scores and discussion.*

## Checkoff Committee Meetings – Part II

- |          |  |
|----------|--|
| 9:15 AM  | Welcome/Call to Order  |
| 9:20 AM  | Review Committee Tabulated Scores and Process of Assembling Collective Committee Comments for Operating Committee  |
| 9:40 AM  | Engage Contractors for Additional Information Specific to Tactics <ul style="list-style-type: none"><li>• Questions</li><li>• Clarification</li></ul>  |
| 10:20 AM | Group Discussion of Tactics and Gather Comments <ul style="list-style-type: none"><li>• Presentation of Committee Tabulated Scores</li><li>• Obtain Consensus on Committee Comments/Feedback for Operating Committee</li></ul> |
| 11:50 AM | Wrap-up and Next Steps   |
| 12:00 PM | Adjourn  |