



Executive Committee Conference Call Agenda

Wednesday, January 6, 2021
12:00 PM – 1:00 PM MT
Zoom Virtual Meeting

Join Zoom Meeting

<https://zoom.us/j/95540371396?pwd=UC9SQW5RRUhncGpuOU5sOTJuZG1UZz09>

Meeting ID: 955 4037 1396

Passcode: 241735

or

Dial by your location for phone only

+1 669 900 9128

1. Call to Order
2. Establish a Quorum
3. Approve Agenda
4. Approve Minutes of November 10, 2020 Conference Call
5. CEO Report
6. Financial Report
7. Officer & CEO Travel Update
8. Brand or Trade Name References

National Promotions

- USMEF requests approval for a partnership with Pepper Lunch

State Promotions

- Washington State Beef Commission requests a partnership with AgriBeef Co.

9. Discuss Executive Committee Calls to Board Members Prior to Winter Business Meetings
10. Other Business
 - Legal Update
 - Next Executive Committee Meeting – February 3, 2021 Virtual Meeting
11. Executive Session
12. Adjourn

Beef Board Mission Statement

The Cattlemen's Beef Promotion & Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and strengthening beef's position in the marketplace.