



Executive Committee Meeting Agenda

Wednesday, February 3, 2021

10:00 AM – 12:00 PM MT

Virtual Meeting

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1. Call to Order
 2. Establish a Quorum
 3. Approve Agenda
 4. Approve Minutes of January 6, 2021 Conference Call
 5. CEO Report
 6. Financial Report
 7. Brand or Trade Name Reference Report
 8. Status of State Marketing Plans & Status of State Audit Reports
 9. Producer Attitude Survey Results
 10. Discuss Executive Committee Calls to CBB Members
 11. Other Business
 - Nominating Committee Report
 - Legal Update
 - FOIA Update
 - Next Executive Committee Conference Call – TBD
 - Executive Committee, Beef Promotion Operating Committee and New Member Orientation/Meetings – April 7-9, 2021
 12. Affirm Immediate Past CBB Chair's Service
 13. Executive Session
 14. 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.