



Funded by the Beef Checkoff.

# International Marketing Committee DRAFT Meeting Agenda *Virtual Meeting*

Thursday • Feb 4, 2021 • 8:00 AM – 1:30 PM MT

Jimmy Taylor, Co-Chairman (C)  
Bill Lickley, Co-Chairman (F)  
Chad Smith, Staff Liaison

**8:00 AM – 10:30 AM MT** (7 AM PT, 9 AM CT, 10 AM ET)

**1. Checkoff Highlights Session** — All CBB Members, Federation Directors, and Contractors

- a. Review 2021 Beef Checkoff programs and the year ahead.
- b. Contractors Q & A session, following Checkoff Highlight presentations.

- **To Join Zoom Meeting:**

- <https://zoom.us/j/92022018918?pwd=a29SdXF3MUIJMUZXTVlnZXI4b1B6dz09>

- **To Join via Phone:** (253) 215-8782 and enter Meeting ID & Passcode  
**Meeting ID:** 920 2201 8918 / **Passcode:** 818608

**10:30 – 11:30 AM MT: Break** — *Committee members should leave the virtual meeting*

**11:30 AM – 1:30 PM MT** (10:30 AM PT, 12:30 PM CT, 1:30 PM ET)

**2. Checkoff Committee General Session & Meetings**

- a. Checkoff leadership will present a 2021-2025 Beef Industry Long Range Plan (LRP) overview, describe how Checkoff work aligns to the LRP, and discuss updates to the Checkoff Committee structure.
- b. Committee members will be divided into “Zoom Rooms” based on their individual committee.

- **To Join Zoom Meeting:**

- <https://zoom.us/j/92794176770?pwd=S0xJRUI2L05SU0QvRnExNk02YlpxUT09>

- **To Join via Phone:** (253) 215-8782 and enter Meeting ID & Passcode  
**Meeting ID:** 927 9417 6770 / **Passcode:** 936321

**3. Individual Committee Meetings**

- a. Welcome/Call to Order
- b. Committee Agenda Review
- c. Review Long Range Plan, Committee Purpose, and Initiatives
- d. Wrap Up, Next Steps, Adjourn