



Funded by the Beef Checkoff.

# Domestic Marketing Committee DRAFT Meeting Agenda

2022 Cattle Industry Convention and NCBA Trade Show

George R. Brown Convention Center • Houston, TX • **Room 362AB**

Wednesday, February 2, 2022 • 4:00 – 5:30 PM

## Additional Meetings to Attend

### ***Checkoff Highlight Session***

Wednesday, February 2

1:30 – 3:30 PM

General Assembly B  
Convention Center

### ***CBB Board Meeting***

Thursday, February 3

10:00 AM – 1:30 PM

Room 360  
Convention Center

### ***NCBA Board of Directors***

Thursday, February 3

1:30 - 3:30 PM

Lanier Grand Ballroom G - L  
Hilton Americas Hotel

Andy Bishop: Co-Chairman (C)  
Becca McMillan: Co-Chairman (F)  
Laura Hinton: Staff Liaison

**Purpose Statement:** Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication, and marketing.

## **Checkoff Committee Meeting – 4:00 – 5:30 PM**

Welcome/Call to Order

- Introductions
- Goals of meeting

Approve Agenda and Minutes

Committee Overview

- Review committee ground rules, purpose statement and initiatives

Engage Contractors for Additional Information Specific to Tactics

- Questions – Brief Update/Timed presentation
- Clarification

Wrap-up and Next Steps

- Questions

Adjourn