



# Stakeholder Engagement Committee DRAFT Meeting Agenda

2022 Cattle Industry Convention and NCBA Trade Show

George R. Brown Convention Center • Houston, TX • **Room 370EF**

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

Funded by the Beef Checkoff.

## 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

Brian Malaer: Co-Chairman (C)  
Travis Maddock: Co-Chairman (F)  
Wendy White: Staff Liaison

**Purpose Statement:** Engage beef community stakeholders in programs that enhance understanding of the beef checkoff and advance the beef industry.

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

Welcome/Call to Order

- Introductions

Approve Agenda and Minutes

Committee Overview

- Review purpose statement, initiatives, and committee ground rules

Engage Contractors for Additional Information Specific to Tactics

- Questions – Brief Update/Timed presentation
- Clarification

Wrap-up and Next Steps

- Engagement between meetings
- Volunteers to help with scoring during Summer Business Meeting
- Questions

Adjourn