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Domestic Marketing Committee Meeting Minutes

2023 Cattle Industry Convention and NCBA Trade Show

Ernest N. Morial Convention Center • New Orleans, LA • **Room 238-239**

Thursday, February 2, 2023 • 2:00 – 4:00 PM

Sallie Miller: Co-Chairman (C)
Dan Hanrahan: Co-Chairman (F)

Purpose Statement:	Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication, and marketing.
Attendees:	Mike Anderson, Russell Boles, Arin Crooks, Brett Dailey, Mark Goes, Diane Hoover, Ken Krutz, Bill McDonald, Kenneth McKenzie, Todd Mortenson, Warren Nop, Jake Pannbacker, Jenni Peters, Bill Post, Becky Potmesil, Trista Priest Brown, Wesley Ratcliff, Becky Reed, Jody Rogers, Jeff Rudolph, Marty Stingley, Steven Taylor, Chloe Wilson, Jerry Yates, Jason Zahn, Valerie Bass, Heather Buckmaster, George Quackenbush, Lauren Scheller Maehling, Donette Spann, Brent Tanner, Sydney Thummel (*no official sign in sheet)
Liaisons:	Andy Bishop, Officer Liaison; Shelley Bradway and Jeff Lutz, Staff Liaison

- 2:00 PM** Welcome/Call to Order
- Sallie Miller called the meeting to order
 - Member introductions
- 2:07 PM** Approve Agenda and Minutes
- Dan Hanrahan requested a motion to approve the agenda.
 - Bill Post made a motion to approve the agenda
 - Brett Dailey seconded.
 - Motion approved unanimously.
- Dan Hanrahan requested a motion to approve the meeting minutes.
 - Arin Crooks made a motion to approve the meeting minutes.
 - Steven Taylor seconded.
 - Motion approved unanimously.
- 2:09 PM** Review Committee Purpose, Initiatives and Ground Rules
- 2:14 PM** Contractor Presentation and Q&A: National Cattlemen’s Beef Association (NCBA)
- 2:38 PM** Contractor Presentation and Q&A: MICA/NEBPI
- 3:07 PM** Contractor Presentation and Q&A: USCA/K-State
- 3:21 PM** Contractor Presentation and Q&A: NAMI/NYBC
- 3:35 PM** Next Steps and Wrap Up
- Committee co-chairs requested feedback on how to best engage committee members between meetings.
 - The next committee meeting will be at the 2023 Cattle Industry Summer Business Meeting in San Diego, California, July 24-27, 2023.
- 3:37 PM** Adjournment
- Dan Hanrahan requested a motion for adjournment
 - Bill Post made a motion to adjourn the meeting
 - Bill McDonald seconded.
 - Motion approved unanimously.