



Funded by the Beef Checkoff.

Domestic Marketing Committee DRAFT Meeting Agenda

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

Additional Meetings to Attend

Checkoff Highlight Session

Thursday, February 2

10:00 AM – 12:00 PM

Room 217-219

Convention Center

12:00 – 1:30 pm Trade Show Lunch

CBB Board Meeting

Friday, February 3

9:00 – 11:00 AM

Room R08 – R09

Convention Center

NCBA Board of Directors

Friday, February 3

1:00 - 3:00 PM

La Nouvelle Ballroom B-C

Convention Center

Sallie Miller: Co-Chairman (C)
Dan Hanrahan: Co-Chairman (F)
Shelly Bradway: 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 – 2:00 – 4:00 PM

Welcome/Call to Order

- Introductions

Approve Agenda and Minutes

Committee Overview

- Review purpose statement, initiatives, and committee ground rules
- Beef Promotion Operating Committee Outcome

Engage Contractors for Additional Information Specific to Tactics

- Program Update
- Questions

Wrap-up and Next Steps

- Questions

Adjourn