



Funded by the Beef Checkoff.

**Checkoff Domestic Marketing Committee Agenda**  
**2023 Cattle Industry Summer Business Meeting**  
Manchester Grand Hyatt, Coronado Ballroom (4<sup>th</sup> Floor), San Diego, CA  
Wednesday, July 26, 2023, 8:00 AM-2:00 PM

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**Additional Meetings to Attend**

**Federation Forum**

Monday, July 24, 6:00 PM – 7:30 PM  
Harbor Ballroom A-F

**CBB Board Meeting**

Wednesday, July 26, 4:00 PM – 6:00 PM  
Coronado Ballroom D-E

**Checkoff Highlight Session**

Tuesday, July 25, 2:00 PM – 4:30 PM  
Harbor Ballroom G-I

**NCBA Board of Directors Meeting**

Wednesday, July 26, 5:30 PM – 7:30 PM  
Harbor Ballroom A-F

**Sallie Miller, Co-Chair-CBB**  
**Dan Hanrahan, Co-Chair-Federation**  
**Shelley Bradway, NCBA Staff Liaison**

**Purpose Statement:**

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

- **Welcome, Call to Order**
- **Introductions**
  - Co-Chairs
- **Approval**
  - 2023 Cattle Industry Annual Convention Meeting Minutes
  - 2023 Summer Business Meeting
- **Review**
  - Purpose Statement and Initiatives
  - Committee Ground Rules
- **Authorization Request (AR):**
  - Describe AR presentation format.
  - Tactic scoring
- **Contractor Presentations & Tactic Scoring**
  - Present FY2024 AR Tactics
  - As a table, complete a scoresheet and comments for each tactic.

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- **Wrap-Up**
  - Share scores and comments from each table.
  
- **Next Steps**
  - Share results with Contractors and Beef Promotion Operating Committee (BPOC).
  - Wrap-up webinar following September BPOC meeting to review funding decisions.
  
- **Adjournment**