



# Checkoff Domestic Marketing Committee Agenda

2024 CattleCon

Orlando Convention Center, Room S330 C-D, Orlando, Florida

Thursday, February 1, 2024, 2:30 PM-4:30 PM

## Additional Meetings to Attend – Orlando Convention Center

**Checkoff Evaluation Committee Meeting**  
Wednesday, January 31, 10:30 AM – 12:30 PM  
Room S331 C-D

**Market Research-Today's Beef Consumer**  
Wednesday, January 31, 1:00 PM - 2:45 PM  
Room S310 G-H + Corridor

**Checkoff Highlight Session**  
Thursday, February 1  
10:00 AM – 12:00 PM  
Room S210 A-D

**CBB Board Meeting**  
Friday, February 2  
10:30 AM – 12:30 PM  
Room S230 B-D

**NCBA Board of Directors**  
Friday, February 2  
3:00 PM – 5:00 PM  
Room S320

**Sallie Miller, CBB Co-Chair**  
**Daniel Hanrahan, Federation Co-Chair**  
**Shelley Bradway, 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**

- Chair

### **Approval of:**

- Agenda
- Minutes from 2023 Cattle Industry Summer Business Meeting

### **Committee Overview**

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

### **Contractor Engagement**

- Description
- Program updates
- Questions

### **Wrap-up and Next Steps**

- Questions
- Engagement and communication between meetings

### **Adjourn**

- Date and time