



Domestic Marketing Committee Minutes

CattleCon2024

Orlando Convention Center, Orlando, Florida, Room S330 CD

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

Sallie Miller, Co-Chair (CBB)

Dan Hanrahan, Co-Chair (Federation)

Purpose Statement:	Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication, and marketing.
Attendance:	Sallie Miller, Wendy Bingham, Trista Priest Brown, Rodney Cowan, Arin Crooks, Ray Erbele, Mary Graner, Jason Hitch, Diane Hoover, Benjamin Peterson, Bill Post, Becky Potmesil, Jody Rogers, Marty Stingley, Mark Sustaire, Dan Hanrahan, Russell Boles, Joe Horstman, Justin Iverson, Doug Maag, Pat McDowell, Todd Mortenson, Jake Pannbacker, Becky Reed, Marsha Shoemaker, Michael Smith, Steven Taylor, Jerry Yates, Jason Zahn, Valerie Bass, Heather Buckmaster, Patrick Fisk, Brent Tanner, and Sydney Thummel
Liaisons:	Andy Bishop, Officer Liaison; Shelley Bradway, Staff Liaison

Welcome & Call to Order

- Sallie Miller called the meeting to order.
- Member introductions

Approval of Agenda and Minutes

- Dan Hanrahan requested a motion to approve the agenda.
- Justin Iverson made a motion to approve the agenda.
- Jason Hitch seconded.
- Motion approved unanimously.

- Dan Hanrahan requested a motion to approve the meeting minutes.
- Mark Sustaire made a motion to approve the meeting minutes.
- Arin Crooks seconded.
- Motion approved unanimously.

Review Committee Purpose, Initiatives, and Ground Rules

Contractor Presentation and Q&A

2:57 pm National Cattlemen's Beef Association (NCBA)

3:26 pm North American Meat Institute (NAMI) / New York Beef Council

3:44pm Northeast Beef Promotion Initiative (NEBPI) / Meat Importers Council of America (MICA)

Next Steps and Wrap Up

- Engagement and communication between meetings.
- Next meeting will be at 2024 Cattle Industry Summer Business Meeting in San Diego, California, July -1, 2024.

Adjournment

- Sallie Miller requested a motion for adjournment.
- Doug Maag made a motion to adjourn the meeting.
- Mary Garner seconded.
- Motion approved unanimously.