



Funded by the Beef Checkoff

DOMESTIC MARKETING COMMITTEE MEETING AGENDA

CattleCon 2025

Wednesday, February 5, 2025, 2:30 PM-5:30 PM CT

Henry B. Gonzalez Convention Center, Room 214A, San Antonio, Texas

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.

- 1. Welcome, Call to Order**
- 2. Introductions**
- 3. Approval**
 - Agenda
 - 2024 Summer Business Meeting Minutes
- 4. Review Purpose Statement, Initiatives, Committee Ground Rules**
- 5. FY2025 Authorization Request (AR) Updates from Contractors and Program Feedback**
- 6. Next Steps**
 - Share Feedback Form with Contractors
 - Committee members refine their post-Convention takeaway
- 7. Adjournment**