Funded by the Beef Checkoff

PROMOTION COMMITTEE
MEETING AGENDA

2026 Cattle Industry Summer Business Meeting
Tuesday, July 14, 2026 | 8:00 A.M. – 2:00 P.M. MT
Gaylord Rockies Resort & Convention Center, Summit 6-7, Aurora, CO

Janet Parker, Co-Chair-CBB
Russell Boles, Co-Chair-Federation
Kim Smith, Staff Liaison

Purpose Statement

This committee guides the development of programs designed to stimulate consumers' preference and consumption of beef by sharing its unique attributes.

1. **Welcome & Call to Order**

2. **Approval of Agenda**

3. **Approval of CattleCon 2026 Meeting Minutes**

4. **Committee Business**
   - Review Committee Purpose Statement and Audiences
   - Authorization Request (AR) overview
   - Ground rules

5. **Contractor Presentations & Scoring**
   - Present FY2027 Authorization Requests (ARs)
   - Score and comment on FY2027 ARs

6. **Wrap-up**
   - Finalize scores and comments for BPOC and contractors.

7. **Adjournment**