



Funded by the Beef Checkoff

# STAKEHOLDER ENGAGEMENT COMMITTEE MEETING AGENDA

## 2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 AM-2:00 PM PT

Hilton Bayfront, San Diego, California

Sapphire Ballroom A

**Ben Peterson, Co-Chair-CBB**

**June Loseke, Co-Chair-Federation**

**Wendy White, Staff Liaison**

### Purpose Statement

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Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.

#### 1. Welcome, Call to Order

#### 2. Introductions

#### 3. Approval

- Agenda
- 2024 Cattle Industry Convention Meeting Minutes

#### 4. Review Purpose Statement, Initiatives, Committee Ground Rules

- Purpose Statement
- Initiatives
- Ground Rules

#### 5. Authorization Requests (AR):

- Describe AR presentation format.
- Tactic scoring

#### 6. Contractor Presentations & Tactic Scoring

- Present FY2025 AR Tactics
- As a table, complete a scoresheet and comments for each tactic.

#### 7. Wrap-up

- Share scores and comments from each table.

#### 8. Next Steps

- Share results with Contractors and Beef Promotion Operating Committee (BPOC).
- Wrap-up webinar following September BPOC meeting to review funding decisions.



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Sapphire Ballroom A

### 9. Adjournment

#### Additional Meetings

<b>Checkoff Evaluation Committee Meeting</b>	Tuesday, July 9, 2024	9:30 AM-12:00 PM PT	Sapphire Ballroom A
<b>Checkoff Highlight Session</b>	Tuesday, July 9, 2024	2:00-4:00 PM PT	Sapphire Ballroom IM
<b>Cattlemen's Beef Board Meeting</b>	Wednesday, July 10, 2024	4:00-6:00 PM PT	Sapphire Ballroom LP
<b>NCBA Board of Directors</b>	Wednesday, July 10, 2024	5:30-7:30 PM PT	Sapphire Ballroom BCFGJKNO