

# BEEF

IT'S WHAT'S FOR DINNER®



**PARTNERING  
TO POSITION  
BEEF AS THE  
TOP PROTEIN!**

COLLABORATION

INSPIRATION

EDUCATION



Funded by Beef Farmers & Ranchers

## AGENDA

### Monday (Oct. 16th)

9:00 a.m. – Noon

Noon – 1:00 p.m.

1:00 p.m. – 4:00 p.m.

4:00 p.m. – 4:30 p.m.

4:30 p.m. – 6:30 p.m.

6:30 p.m. – 8:00 p.m.

Pre-Arranged Meetings with NCBA Program Staff

Lunch & Welcome

**Beef. It's What's For Dinner. Re-Launch**

Break

**Evening Event: Beef It's What's For Dinner. Trends**

*SBC Executive Officer Meeting (Closed)*

### Tuesday (Oct. 17th)

6:00 a.m.

7:00 a.m. – 7:30 a.m.

8:00 a.m. – 9:30 a.m.

9:30 a.m. – 10:00 a.m.

10:00 a.m. – 11:30 a.m.

11:30 – 11:55 a.m.

Noon – 1:15 p.m.

1:15 p.m. – 3:00 p.m.

3:00 p.m. – 3:30 p.m.

3:30 p.m. – 4:00 p.m.

4:00 p.m. – 6:00 p.m.

Breakfast at the Hyatt Place

Vans Depart for NCBA Office

**Beef is a Food for Strength**

Break

**Beef in the Early Years**

Break

Lunch

**Beef is Responsibly Raised**

Break

**Beef's Taste Advantage**

**Evening Event: Beef. It's What's For Dinner.**

**Brand in Action!**

### Wednesday (Oct. 18th)

6:00 a.m.

7:00 a.m. – 7:30 a.m.

8:00 a.m. – 9:00 a.m.

9:00 a.m. – 11:00 a.m.

11:00 a.m. – Noon

Noon – 2:00 p.m.

12:30 p.m. – 1:00 p.m.

1:00 p.m. – 1:30 p.m.

2:00 p.m.

Breakfast at the Hyatt Place

Vans Depart for NCBA Office

**State Sharing**

**Issues & Advocacy Updates**

**Beef for Sustainable Nutrition**

Lunch & Wrap Up Session

**USFRA in FY 2018**

**Art Institute Opportunity from CA Beef Council**

*Begin departing for Denver International Airport (on your own)*