



**Monday, October 13 – Wednesday, October 15, 2014**

**Conference meetings held at NCBA Office/Lodging at the Sheraton DTC\***

**\*\*Participants will take SuperShuttle from/to DIA • NCBA will provide transportation from/to hotel**

**AGENDA**

**Monday (Oct. 13<sup>th</sup>)**

Morning	SBC Staff arrive	
9:00 a.m. – 12:00 p.m.	Optional media training available to all staff.	<i>T-Bone &amp; Chuckwagon Rooms</i>
Noon – 1:00 p.m.	Lunch & Welcome	<i>North &amp; South 40 (Board Rooms)</i>
1:00 p.m. – 2:00 p.m.	Conference Opener – <i>Roll Call &amp; Intros</i>	<i>North &amp; South 40</i>
2:00 p.m. – 4:00 p.m.	Top 10 State/National Partnerships & State Sharing	<i>North &amp; South 40</i>
2:00 p.m. – 4:30 p.m.	Optional media training available to all staff.	<i>T-Bone &amp; Chuckwagon Rooms</i>
3:00 p.m. – 4:30 p.m.	SBC Executive Roundtable (Execs Only)	<i>Homestead Room</i>
4:30 p.m. – 6:30 p.m.	<b>Taste of States Welcome Reception</b>	<i>North &amp; South 40</i>

**Tuesday (Oct. 14<sup>th</sup>)**

6:00 a.m.	Breakfast	<i>Sheraton Hotel Restaurant</i>
7:00 a.m. – 7:30 a.m.	Vans Depart for NCBA Office	
8:00 a.m. – 9:00 a.m.	<b>Welcome &amp; Foundation for Measurement</b>	<i>North &amp; South 40</i>
9:00 a.m. – 9:45 a.m.	<b>Market Research 10 Findings that Shaped 2015 Planning</b>	<i>North &amp; South 40</i>
9:45 a.m. – 10:00 a.m.	Break	
10:00 a.m. – 12:00 p.m.	<b>2015 Plan to Address Optimal Diet, Eating Experience &amp; Production Systems</b>	<i>North &amp; South 40</i>
12:00 p.m. – 1:15 p.m.	Lunch with Checkoff Contractors	<i>Various Meeting Rooms</i>
	<i>Cattlemen's Beef Board</i>	<i>North &amp; South 40</i>
	<i>ANCW and NAMA</i>	<i>Chuckwagon Room</i>
	<i>AFB and USMEF</i>	<i>Homestead Room</i>
1:15 p.m. – 3:15 p.m.	<b>2015 Plan to Address Optimal Diet, Eating Experience &amp; Production Systems</b>	<i>North &amp; South 40</i>
3:15 p.m. – 3:30 p.m.	Break	
3:30 p.m. – 5:00 p.m.	<b>Meal Solutions for Today</b>	<i>North &amp; South 40</i>
5:15 p.m. – 5:45 p.m.	<b>Protein Challenge in Action! Team Planning Session</b>	<i>North &amp; South 40</i>
6:30 p.m.	<b>3<sup>rd</sup> Annual Great Idea Awards &amp; New Year's Celebration</b>	<i>Sheraton Hotel</i>
	(Attire Business Casual)	

*\*The Sheraton DTC is located in the Denver Tech Center approximately 2 miles from the NCBA office.*

*\*\*SuperShuttle has provided a special rate for PIA attendees. Please use the link provided on the registration site.*

<b>Wednesday (Oct. 15<sup>th</sup>)</b>	Wednesday attire is favorite University colors/jerseys.	
6:00 a.m.	Breakfast	<i>Sheraton Hotel Restaurant</i>
7:00 a.m. – 7:30 a.m.	Vans depart for NCBA office	
8:00 a.m. – 9:00 a.m.	<b>Protein Challenge in Action! Recipe Execution</b>	<i>Culinary Innovations Center</i>
9:00 a.m. – 10:00 a.m.	<b>Partnerships &amp; the Help Desk</b>	<i>North &amp; South 40</i>
10:00 a.m. – 10:15 a.m.	Break	
10:15 a.m. – 12:00 p.m.	<b>Program Deep Dives</b> <i>Attendees will choose one of three.</i> <i>Programs will repeat during the 1:45 p.m. – 3:30 p.m. session.</i>	
	Track 1: <b>Digital Advertising</b>	<i>North 40</i>
	Track 2: <b>Retail/Foodservice Program</b>	<i>South 40</i>
	Track 3: <b>Consumer Influencers &amp; Experiences</b>	<i>Chuckwagon Room</i>
12:00 p.m. – 1:45 p.m.	Lunch – <b>Protein Challenge in Action! Judging &amp; Results</b>	<i>Hosted in Various Meeting Rooms</i>
1:45 p.m. – 3:30 p.m.	<b>Program Deep Dives</b> <i>Attendees will choose one of three.</i> <i>Programs repeat from the 10:15 a.m. – 12:00 p.m. session.</i>	
	Track 1: <b>Digital Advertising</b>	<i>North 40</i>
	Track 2: <b>Retail/Foodservice Program</b>	<i>South 40</i>
	Track 3: <b>Consumer Influencers &amp; Experiences</b>	<i>Chuckwagon Room</i>
3:30 p.m. – 4:30 p.m.	<b>Break &amp; Wrap-up Discussion</b>	<i>North &amp; South 40</i>
4:30 p.m.	SuperShuttle to begin departing for Denver International Airport	

**We strongly encourage you to participate in the entirety of the Wednesday program to ensure you will not miss valuable information. We recommend that your flight home depart no earlier than 7:00 p.m. Mountain Time.**