



INTELLECTUAL PROPERTIES COMMITTEE MEETING

Wednesday, April 10th, 2019

12:45 – 1:45 pm

Park Hyatt Aviara

Carlsbad, CA

MISSION: This Committee is responsible for developing, promoting, and protecting NAMI's intellectual properties, including but not limited to *The Meat Buyer's Guide*® products, and Center of the Plate Training® courses.

DRAFT AGENDA

Peter Bozzo, Michael's Finer Meats, Chairman

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| I. Roll call and Introductions | Peter Bozzo |
| II. Approve minutes of April 2018 meeting and subsequent conference calls | Peter Bozzo |
| III. Sales and Marketing Report | Haidee Elliott |
| IV. Committee Activities | Peter Bozzo |
| A. Committee marketing strategies | |
| B. Re-naming committee | |
| C. Finding new committee members/leaders | |
| V. Project Updates | Ann Wells |
| A. The Poultry Book | |
| B. The Veal Book | |
| C. Posters | |
| D. Chinese MBG | |
| E. Center of the Plate Training | |
| VI. Future of Meat Buyers Guide | Ann Wells |
| A. Inventory and next printing | |
| B. Development of 9 th edition | |
| VII. Future Committee Meetings and Participation | Peter Bozzo |
| VIII. New Business | |
| IX. Adjourn | |