

# Wisconsin Beef Leadership Institute Spring Workshop

## April 4-5

Sponsored by the Wisconsin Beef Council

### TUESDAY, APRIL 4

**9:30-10:00 a.m.** – Arrive at Wisconsin Beef Council Office (957 Liberty Drive, Suite 201, Verona, WI)

**10:00-10:30 a.m.** – Travel to UW-Madison Meat Science and Animal Biologics Discovery Building (1933 Observatory Dr, Madison, WI)

- **10:30-10:45 a.m.** – Welcome and overview
- **10:45-11:45 a.m.** – Facility Tour
- **11:45-12:45 p.m.** – Hands-on Meat Cutting Demonstration (industry evolution, marketing, quality, retail cutting demonstration/fabrication/merchandising)

**12:45-1:30 p.m.** – Lunch Break (product sampling at UW?)

**1:30-2:00 p.m.** – Travel to Hyatt Place (846 Liberty Drive, Verona, WI) (or stay at UW-Meat Lab if meeting space is available)

**2:30-3:00 p.m.** – Overview of the Wisconsin Beef Council

**3:00-6:30 p.m.** – Workshop with Chandler Mulvaney, NCBA Directory of Grassroots Advocacy & Spokesperson Development (social media, working with the media, crafting your message)

**6:30-7:30 p.m.** – Dinner

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### WEDNESDAY, APRIL 5

**7:00-7:50 a.m.** – Continental breakfast at hotel

**8:00-11:00 a.m.** – Workshop with Chandler Mulvaney, NCBA Directory of Grassroots Advocacy & Spokesperson Development (cont.)

**11:30 a.m.** – Travel to WISC-TV (7025 Raymond Road, Madison, WI)

**12:00-1:00 p.m.** – View noon show featuring beef and tour television station

**12:00-1:00 p.m.** – Lunch & Wrap Up

