

CALIFORNIA PEAR ADVISORY BOARD

1521 "I" Street Sacramento, CA 95814-2016 Phone: 916 / 441-0432 Fax: 916 / 446-1063

PROMOTION COMMITTEE MEETING NOTICE

Patrick Archibeque, Chair
Mike Fay
Laura Naumes
Virginia Chhabra

Steve Johnson
Kyle Persky
David Thiessen
Shirley Campbell

March 23, 2010

CONFERENCE CALL or at CPAB Office
1521 I Street
Sacramento, CA 95814
916-441-0432
3:00pm – 4:00pm

Conference Call In Number 866-815-0941

Conference Code 4411075

AGENDA

- | | |
|---|---------|
| I. Call to Order | 3:00 pm |
| II. Roll Call | 3:05 pm |
| III. North America Promotion Program <i>2010/2011 – 2011/12</i> | 3:15 pm |
| <ul style="list-style-type: none">• Final Determination of Program Elements<ul style="list-style-type: none">✓ Strategic Account List✓ Direct Mail✓ Other• Committee Comments, Discussion and Approval | |
| IV. Other Business | |
| V. Adjourn | 4:00pm |

Action may be taken on any of the above items

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The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at
<http://www.calpear.com>.

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