

# CALIFORNIA PEAR ADVISORY BOARD

---

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

## PROMOTION COMMITTEE MEETING NOTICE

**February 8, 2010**

**California Farm Bureau Federation  
Harvest Room  
2300 River Plaza Drive  
Sacramento, CA 95833  
Phone: (916) 561-5500**

**9:00 a.m. – 12:30pm**

### **AGENDA**

- |   |         |
|---|---------|
| I. Call to Order  | 9:00 am |
| II. Roll Call   | 9:05 am |
| III. Marketing Team Strategic Planning Report   | 9:15 am |
| <ul style="list-style-type: none"><li>• Overview of Planning</li><li>• Shippers Comments</li><li>• Marketing Team Comments</li><li>• Call to Action</li></ul> |         |
| IV. 2010/2011 – 2011/12 Marketing Plan  | 11:15am |
| V. Other Business   | Noon    |
| VI. Adjourn   |         |

Action may be taken on any of the above items

The CPAB prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability and marital or familial status. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Chris Zanobini at 916-441-0432.

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>.

Action may be taken on any of the above items