

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

January 30, 2012
2:00pm – 3:30PM

CONFERENCE CALL
Call In Number 1-866-815-0941
Conference Code 4413714

or may be attended in person at

CPAB CONFERENCE ROOM
1521 I Street
Sacramento, CA 95814
916-441-0432

AGENDA

- | | |
|-------------------------------------|--------|
| I. Call to Order | 2:00pm |
| II. Roll Call | |
| III. Promotion/Marketing Tool Box | 2:05pm |
| • Category/Consumer/Retail Research | |
| ✓ Future Research/Category Needs | |
| • Support Materials | |
| ✓ Shippers List Update – Electronic | |
| ✓ Educational Materials | |

Action may be taken on any of the above items

- Produce Marketing Association
 - ✓ 2011 Result – 2012 Plans
 - Web Update and Contents
 - ✓ Making the tool box more user friendly
 - Promotional Items
 - ✓ Susan G Komen
 - ✓ Costco Cookbook
- IV. Public Relations Program 3:00pm
- Crop and Industry Updates
 - Sustainability Workgroup Efforts
- V. Budget and Committee Recommendation to Board
- VI. Other Business
- VII. Adjourn 3:30pm

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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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