



NOVEMBER MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION
November 17, 2011

THURSDAY – November 17, 2011

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

8:30 a.m.	BOARD ORIENTATION
10:00 a.m.	BOARD MEETING CONVENES
2:00 p.m.*	BOARD MEETING ADJOURNS
2:00 p.m.	MARKETING ADVISORY COMMITTEE MEETING

IMPORTANT – BOARD MEMBERS & ALTERNATES

PLEASE CALL CRISTINA GUERRA AT (800) 344-4333: IF YOU CANNOT ATTEND OR IF YOU NEED A HOTEL ROOM RESERVATION

*Scheduled Adjournment. Timing varies, however, and meeting time may run over schedule if necessary to complete all agenda items.



AGENDA

BOARD ORIENTATION CALIFORNIA AVOCADO COMMISSION

CAC Board Room
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, November 17, 2011
8:30 a.m.

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- 8:30 a.m. CALL TO ORDER**
-- Roll Call
-- Introductions
- 8:35 a.m. 1. COMMISSION BASICS**
A. Mission, Key Goals, and Governing Law
B. Commission Structure, External Relationships and Funding Sources
- 8:45 a.m. 2. PRIMARY ROLES AND RESPONSIBILITIES**
A. Overview of Leadership Partnership
B. Board Common Law Duties and General Functions
C. Executive Committee, Board Chair, and President Functions
- 9:00 a.m. 3. THE PARTNERSHIP RELATIONSHIP**
A. Operating Values and Building Trust
B. Expectations of the President, Board, and Executive Committee
C. Board Interaction with Staff
- 9:15 a.m. 4. HOW THE BOARD DOES ITS WORK**
A. Board Work Processes and Tools
B. Planning Cycle
- 9:30 a.m. 5. BOARD MEMBER PERFORMANCE**
- 9:45 a.m. 6. ADMINISTRATIVE MATTERS**
- 9:55 a.m. 7. OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.

10:00 a.m. ADJOURN MEETING

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should

be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <http://www.californiaavocadogrowers.com/agendas-and-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact April Aymami at aaymami@avocado.org or 1-800-344-4333.



AGENDA

REGULAR MEETING BOARD OF DIRECTORS CALIFORNIA AVOCADO COMMISSION

CAC Board Room
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, November 17, 2011

10:00 a.m.

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- 10:00 a.m.** **1. CALL TO ORDER – Dennis Manderfield, CDFA Presiding**
A. Announcement of Election Results and Introduction of New Members and Alternates
B. Roll Call

- 10:10 a.m.** **2. ELECTION OF OFFICERS**
A. Instruction on How Nominations and Voting for Board Officers will be Conducted
B. Nominations and Election of Chairperson

- 10:20 a.m.** **3. CHAIRPERSON TAKES GAVEL AND PRESIDES**
A. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer
B. Chairperson's Opening Remarks

- 10:30 a.m.** **4. CONSENT CALENDAR**

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board of Directors at one time without discussion. If any Board member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- A. Consider Approval of Board of Director's Meeting Minutes of October 20, 2011
- B. Consider Approval of Proposed 2011-12 Meeting Schedule
- C. Consider Approval of Grievance Committee Appointments

- 10:35 a.m.** **5. PRESIDENT'S REPORT**
A. Consider By Law Amendment to Remove or Modify Attendance Provisions [Note: 2/3 vote required for adoption]
B. Consider Amendment of Alcohol Purchase Policy
C. Water Update

- 11:15 a.m.** **6. AVOCADO ATTITUDE & USAGE TRACKING STUDY**
A. Presentation by Ken Roberts, Cooper Roberts Research

- 12:00 p.m.** **ADJOURN FOR LUNCH**

- 1:00 p.m.** **7. PRODUCTION RESEARCH REPORT**
A. Consider Approval of Concept Proposals Recommended by Production Research Committee

- 1:30 p.m.** **8. FINANCIAL UPDATE**
A. 2010-11 Financial Highlights

- 1:45 p.m.** **9. HASS AVOCADO BOARD REPORT**

1:50 p.m. 10. OPPORTUNITY FOR PUBLIC COMMENT

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2:00 p.m. ADJOURN MEETING

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SUMMARY DEFINITION OF CONFLICT OF INTEREST

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following ***Summary Definition of Conflict of Interest*** may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.



AGENDA

MARKETING ADVISORY COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

CAC Board Room
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, November 17, 2011
2:00 p.m.

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- 2:00 p.m. 1. **CALL TO ORDER**
A. Roll Call / Establish Quorum
- 2:05 p.m. 2. **CONSIDER APPROVAL OF MINUTES OF JULY 12, 2011 MARKETING ADVISORY COMMITTEE MEETING**
- 2:10 p.m. 3. **CROP DISCUSSION**
A. 2011-12 California Crop Outlook (Aggregate and California Volume, Timing, Supply Transitions, Sizing)
- 2:20 p.m. 4. **CONSUMER TRACKING AND SEGMENTATION STUDY DISCUSSION**
- 2:50 p.m. 5. **OPPORTUNITY FOR PUBLIC COMMENT**

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3:00 p.m. ADJOURN MEETING

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