



MAY MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION
May 18-19, 2011

WEDNESDAY – May 18, 2011

Locations:

Production Research Committee Meeting: CAC Board Room
Executive Committee Meeting: CAC Conference Room
12 Mauchly, Suite L, Irvine, CA

11:30 a.m.	PRODUCTION RESEARCH COMMITTEE CONVENES
*2:30 p.m.	PRODUCTION RESEARCH COMMITTEE ADJOURNS
3:00 p.m.	EXECUTIVE COMMITTEE CONVENES
*5:00 p.m.	EXECUTIVE COMMITTEE ADJOURNS

THURSDAY – May 19, 2011

Locations:

Finance Committee Meeting: CAC Conference Room
Board Meeting: CAC Board Room
12 Mauchly, Suite L, Irvine, CA

8:00 a.m.	FINANCE COMMITTEE MEETING
9:00 a.m.	BOARD MEETING CONVENES
*3:00 p.m.	BOARD MEETING ADJOURNS

IMPORTANT – BOARD MEMBERS & ALTERNATES

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

*Scheduled Adjournment. However, timing varies and meeting time can run over schedule in order to complete all agenda items.



AGENDA

PRODUCTION RESEARCH COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

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

Wednesday, May 18, 2011
11:30 a.m.

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- 11:30 a.m.** **1. CALL TO ORDER**
A. Roll Call / Establish Quorum
- 11:35 a.m.** **2. APPROVAL OF MINUTES**
A. Consider Approval of Production Research Committee Meeting Minutes of March 2, 2011
B. Consider Approval of Production Research Committee Meeting Minutes of March 16, 2011
C. Consider Approval of Production Research Committee Meeting Minutes of April 18, 2011
- 11:40 a.m.** **3. INDUSTRY IMPEDIMENTS AND PROGRAM INITIATIVES**
- 1:50 p.m.** **4. INSECT ISSUES RELATED TO IMPORTED AVOCADOS**
- 2:20 p.m.** **5. OPPORTUNITY FOR PUBLIC COMMENT**

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

2:30 p.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/upcoming-meetings-events/> and <http://it.cdffa.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

EXECUTIVE COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

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

Wednesday, May 18, 2011
3:00 p.m.

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- 3:00 p.m. 1. **CALL TO ORDER**
A. Roll Call / Establish Quorum
- 3:05 p.m. 2. **CONSIDER APPROVAL OF MINUTES OF DECEMBER 20, 2010 EXECUTIVE COMMITTEE MEETING**
- 3:10 p.m. 3. **DISCUSSION ITEMS**
A. Future of the Hass Avocado Board
B. Development of Strategy for Water Pricing
C. Exploration of Expedited Labeling for Uniconazole (Sunny)
- 4:50 p.m. 4. **OPPORTUNITY FOR PUBLIC COMMENT**

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5:00 p.m. **ADJOURN MEETING**

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AGENDA

FINANCE COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

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

Thursday, May 19, 2011
8:00 a.m.

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- 8:00 a.m.** **1. CALL TO ORDER**
A. Roll Call / Establish Quorum
- 8:05 a.m.** **2. CONSIDER APPROVAL OF MINUTES OF OCTOBER 28, 2010 FINANCE COMMITTEE MEETING**
- 8:10 a.m.** **3. DISCUSSION ITEMS**
A. 2010-11 Financial Updates
B. Review of List of Contractors With Contracts Over \$25,000
C. Review of Corporate Insurance
D. Internal Control Policies and Procedures Update
E. Assessment Rebate
F. Cash Disbursement Audit
- 8:50 a.m.** **4. OPPORTUNITY FOR PUBLIC COMMENT**

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

9:00 a.m. **ADJOURN MEETING**

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If you have questions on the above agenda, please contact Aria Lukman at alukman@avocado.org or 1-800-344-4333.



AGENDA
REGULAR MEETING
BOARD OF DIRECTORS
CALIFORNIA AVOCADO COMMISSION

Board Room
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, May 19, 2011
9:00 a.m.

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- 9:00 a.m.** **1. CALL TO ORDER**
A. Roll Call / Establish Quorum
B. Introductions

- 9:05 a.m.** **2. 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.

- D. Consider Approval of Board of Directors Meeting Minutes of March 17, 2011
E. Consider Approval of GAP Committee Appointments and changes to Marketing Advisory Committee Appointments

- 9:15 a.m.** **3. AUTHENTIC COMMUNICATIONS**
A. A Short-Course in Communications by Fred Cook, President, Golin Harris Public Relations

- 10:00 a.m.** **4. COMMITTEE REPORTS**
A. Production Research Committee
B. GAP Committee

- 10:30 a.m.** **5. CHAIRMAN'S REPORT**
A. Report on CAC's 2011 Annual Meetings
B. Consider Avocado Educational Installation at Ventura County Agricultural Museum
C. Discussion of HAB's Future
D. Water Pricing Strategy
E. Exploration of Expedited Labeling for Uniconazole (Sunny)

- 11:30 a.m.** **6. PRESIDENT'S REPORT**
A. Proposed Strategies and Tactics for the 7 Point Plan

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

- 1:00 p.m.** **6. PRESIDENT'S REPORT (Continued)**
B. Crop Update and Acreage Survey Results

C. Alternate Bearing Project Update

- 1:30 p.m.** **7. MARKETING REPORT**
A. Marketing Program Highlights
B. Program Measurement Using the %Dashboard+Tool
- 2:15 p.m.** **8. TREASURER'S REPORT**
A. Finance Committee Report
B. Consider Approval of Finance Committee Recommendation Regarding Corporate Insurance
C. 2010-11 Financial and Crop Update
- 2:45 p.m.** **9. HASS AVOCADO BOARD REPORT**
- 2:50 p.m.** **10. OPPORTUNITY FOR PUBLIC COMMENT**

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3:00 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.