



# SEPTEMBER MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION  
September 15-16, 2010

**WEDNESDAY – September 15, 2010**

**Location: CAC Conference Room, 12 Mauchly, Suite L, Irvine, CA**

1:00 p.m.	GAP COMMITTEE CONVENES
4:00 p.m.	GAP COMMITTEE ADJOURNS

**THURSDAY – September 16, 2010**

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

8:00 a.m.	FINANCE COMMITTEE MEETING
9:15 a.m.	BOARD MEETING CONVENES
*2:15 p.m.	BOARD MEETING ADJOURNS

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



# AGENDA

## GAP COMMITTEE MEETING

### CALIFORNIA AVOCADO COMMISSION

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

**Wednesday, September 15, 2010**  
**1:00 p.m.**

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- 1:00 p.m.**      **1. CALL TO ORDER**  
A. Roll Call / Establish Quorum
- 1:10 p.m.**      **2. DISCUSSION ITEMS**  
A. Review of/Input Regarding California Avocado GAP Manual  
B. Determine Applicable Manual Edits  
C. Establish Objectives/Timeline Moving Forward
- 3:50 p.m.**      **3. OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Committee at this time upon any subject not identified on this Agenda but within the jurisdiction of the California Avocado Commission; however, any matter that requires action will be referred to staff for a report and action at a subsequent Committee or Board meeting. As to matters on the Agenda, an opportunity will be given to address the Committee when the matter is considered.

**4:00 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](mailto: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.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.



# AGENDA

## FINANCE COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

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

**Thursday, September 16, 2010**  
**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 AUGUST 19, 2010 FINANCE COMMITTEE MEETING**
- 8:10 a.m.**      3. **DISCUSSION ITEMS**  
A. 2009-10 Financial Updates  
B. 2010-11 Budget and Assessment Rate  
C. Capitalization Policy  
D. Opening of a New Investment Account  
E. Renewal of Line of Credit
- 9:10 a.m.**      4. **OPPORTUNITY FOR PUBLIC COMMENT**

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**9:15 a.m.**      **ADJOURN MEETING**

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If you have questions on the above agenda, please contact Aria Lukman at [alukman@avocado.org](mailto:alukman@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, September 16, 2010**  
**9:15 a.m.**

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- 9:15 a.m.**      **1. CALL TO ORDER**  
A. Roll Call / Establish Quorum  
B. Introductions

- 9:20 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.

- A. Consider Approval of Board of Director's Meeting Minutes of August 19, 2010

- 9:10 a.m.**      **3. TREASURER'S REPORT**  
A. Finance Committee Report / 2009-10 Financial and Crop Update  
B. 2010-11 Budget and Assessment Rate  
C. Opening of a New Investment Account  
D. Renewal of Line of Credit

- 9:40 a.m.**      **4. 2010-11 PLANNING**  
A. Consider 2010-11 Proposed Action Plans and Budgets

- 11:00 a.m.**      **5. CHAIRMAN'S REPORT**  
A. Set Preliminary Assessment Rate for 2010-11

- 11:30 a.m.**      **6. MARKETING REPORT**  
A. Consumer Public Relations Program Update  
B. Program Measurements

- 12:15 p.m.**      **ADJOURN FOR LUNCH**

- 1:00 p.m.**      **7. PRESIDENT'S REPORT**  
A. 2010 General Election Update  
B. 2010-11 Referendum

- 1:10 p.m.**      **8. RESEARCH REPORT**  
A. Consider Funding for International Alternate Bearing Research Project

- 1:45 p.m.**      **9. HASS AVOCADO BOARD REPORT**  
A. Status of Fall Promotions

- 2:00 p.m.**      **10. OPPORTUNITY FOR PUBLIC COMMENT**

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## **2:15 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.