



# JANUARY MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION  
January 19-20, 2011

## WEDNESDAY – January 19, 2011

**Location: Hyatt Regency Hotel, Salon A Meeting Room,  
17900 Jamboree Blvd, Irvine, CA**

10:00 – 4:00 p.m.	SPECIAL BOARD MEETING ON RESEARCH STRATEGY
-------------------	--

## THURSDAY – January 20, 2011

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

8:30 a.m.	BOARD MEETING CONVENES
12:30 p.m.*	BOARD MEETING ADJOURNS

### **IMPORTANT – BOARD MEMBERS & ALTERNATES**

**PLEASE CALL APRIL AYMAMI 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

**SPECIAL MEETING ON RESEARCH STRATEGY  
BOARD OF DIRECTORS  
CALIFORNIA AVOCADO COMMISSION**

**Hyatt Regency Hotel  
17900 Jamboree Boulevard  
Salon A Meeting Room  
Irvine, CA 92614**

**Wednesday, January 19, 2011**  
**10:00 a.m.**

- 
- 10:00 a.m.**     **1. CALL TO ORDER** – Chairman Wolk  
A. Roll Call / Establish Quorum  
B. Opening Remarks
- 10:10 a.m.**     **2. INTRODUCTION TO PLANNING SESSION** – Mark Burrell, WestMark Group  
A. Meeting Overview and Objectives  
B. Meeting Format and Ground Rules  
C. Historical Perspective on CAC's Research Investment
- 10:30 a.m.**     **3. IDENTIFY 5-YEAR IMPERATIVES FOR INDUSTRY VIABILITY**
- Break Out Groups**  
                    Consider broad imperatives necessary for industry to remain viable in 2016 and beyond
- Board Discussion**  
                    Discuss, summarize, and identify 5-8 key imperatives
- 12:00 p.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.
- 12:15 p.m.**     **ADJOURN FOR LUNCH**
- 1:00 p.m.**     **5. IDENTIFY CURRENT IMPEDIMENTS TO ACHIEVING EACH IMPERATIVE**
- Break Out Groups**  
                    Each group will be assigned 1-2 key imperatives, and will be tasked with identifying known obstacles to achieving these imperatives
- Board Discussion**  
                    Discuss, summarize and identify key impediments for each imperative
- 2:30 p.m.**     **6. RANK IMPEDIMENTS IN ORDER OF IMPORTANCE**
- Break Out Groups**  
                    Each group will rank the impediments for their imperative(s) in order of importance

### **Board Discussion**

Discuss and summarize priority of impediments

3:15 p.m. 7. **WRAP-UP AND NEXT STEPS**

3:45 p.m. 8. **OPPORTUNITY FOR PUBLIC COMMENT**

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

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>.

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

### **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

## REGULAR MEETING BOARD OF DIRECTORS CALIFORNIA AVOCADO COMMISSION

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

Thursday, January 20, 2011  
8:30 a.m.

- 
- 8:30 a.m.      1. **CALL TO ORDER**  
A. Roll Call / Establish  
B. Introductions

8:35 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 November 18, 2010
- B. Consider Approval of Committee Appointments
- C. Consider Approval of CAC as Provider of Avocado Inspection Program Administrative Services for the CDFR for the period from July 2011 through June 2012

- 8:40 a.m.      3. **TREASURER'S REPORT**  
A. Consider Acceptance of 2009-10 Audited Financial Statements  
B. Consider Approval for Establishing New Bank Account  
C. Finance Committee 2010-11 Activity Calendar and Operational Plans  
D. 2010-11 Financial and Crop Update

- 9:10 a.m.      4. **CHAIRMAN'S REPORT**  
A. Consider Approval of Research Strategic Initiatives  
B. Consider Approval of International Alternate Bearing Project MOU  
C. Participation at the World Avocado Congress, September 2011  
D. Consider Assessment Penalty Waiver Requests (Rincon Farms and South Coast Packing)

- 10:10 a.m.      5. **PRESIDENT'S REPORT**  
A. 2011 Referendum and Redistricting Update  
B. Report on Exploration of Export Market Opportunities  
C. Status Report on GAP Project

- 10:40 a.m.      6. **MARKETING REPORT**  
A. Consumer Advertising Update / 2010-11 Creative & Media Presentation  
B. Report of November 18, 2010 Marketing Advisory Committee Meeting

- 11:40 a.m.      7. **HASS AVOCADO BOARD REPORT**

- 11:45 a.m.      **8. CLOSED SESSION**  
A. Discussion of possible litigation in connection with the CDFA Audit #08-082 - Pursuant to Section 11126(e)(1) of the California Government Code  
B. Return to Open Session and Report of Action Taken, if any, in Closed Session

12:15 p.m.      **9. OPPORTUNITY FOR PUBLIC COMMENT**

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

12:30 p.m.      **ADJOURN MEETING (LUNCH PROVIDED)**

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>.

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

**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.