

NOTICE



**CALIFORNIA AVOCADO COMMISSION
MARKETING ADVISORY COMMITTEE MEETING
Thursday, February 17, 2011**

**Meeting Location: California Avocado Commission
12 Mauchly, Suite L, Irvine, CA 92618**

MEMO DATE: February 3, 2011

TO: Marketing Advisory Committee

cc: Board of Directors, Tom Bellamore, Jan DeLyser, Aria Lukman, Jonathan Dixon

FROM: Committee Chairman, Bob Lucy

SUBJECT: NOTICE OF MARKETING ADVISORY MEETING

Thursday, February 17, 2011

12:00 p.m.	MARKETING ADVISORY COMMITTEE CONVENES
*2:00 p.m.	MARKETING ADVISORY COMMITTEE ADJOURNS

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

Lunch will be available at 11:30 a.m.



CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE MEETING AGENDA

Thursday, February 17, 2011

Meeting Location: 12 Mauchly, Suite L, Irvine, CA 92618

CAC Marketing Advisory Committee: Chairman Bob Lucy, Phil Henry, Chris Henry, Ben Holtz, Jamie Johnson, Rankin McDaniel, Doug Meyer, Steve Taft, Dana Thomas, Shane Tucker, Rob Wedin, Ross Wileman, Bob Witt

12:00 p.m. CALL TO ORDER

- Roll Call
- Establish Quorum
- Approve November Minutes

12:05 p.m. DISCUSSIONS

- Crop Forecast and Timing
- Media Timing and Markets for 2010-11 season
- AMRIC reporting presentation (Gwen Peterson)
- Presentation of Creative and Media Plans (DGWB Advertising)

1:50 p.m. OPPORTUNITY FOR PUBLIC COMMENT

2:00 p.m. ADJOURN*

* 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 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 aymami@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 notice and agenda are available on the internet at www.CaliforniaAvocado.com. If you have questions on the above agenda, please contact Jan DeLyser at (800) 344-4333.