

**CALIFORNIA AVOCADO COMMISSION
BOARD MEETING MINUTES
September 16, 2010**

A meeting of the California Avocado Commission (CAC) Board was held on Thursday, September 16, 2010 in the CAC board room in Irvine, California, with the following people present:

MEMBERS PRESENT

Scott Bauwens
Todd Elder (Alt. Carbone)
Reuben Hofshi
Ben Holtz
Ohannes Karaoghlanian
Bob Lucy
Tom Markle
Bradley Miles
Doug O'Hara
Tom Pecht
Andria Pontello,
Public Member
Don Reeder
Steve Taft
Charley Wolk
Gary Woodworth

MEMBERS ABSENT

Gene Carbone
Jim Donovan, ex-officio
HAB

CAC STAFF PRESENT

April Aymami
Tom Bellamore
Zachary Benedict
Dave Cruz
Jan DeLyser
Jonathan Dixon
Angela Fraser
Angie Hanson
Dave Howald
Stacia Kierulff
Aria Lukman

ALTERNATES PRESENT

Ron Araiza
Ernie Arana
Andy Bailard
Laura Eggering
John Lamb
Ed McFadden
Bob Schaar
Rick Shade
Donna Singmaster
Nick Stehly, Jr.
Shane Tucker
San Vaccaro
Bob Witt

ALTERNATES ABSENT

None

GUESTS PRESENT

Betty Bohrk
Will Carleton
Austin Gavin
Conan Houghtaling
Doug Koegeboehn
James McCormac
Steven Muro
Gary Nichols
Joanne Robles
Carol Steed

OFFICIALLY PRESENT

Jennifer Baker-Asiddao,
Golin Harris
Dennis Manderfield, CDFA
Kevin Masuhara, CDFA
Jose Luis Obregón, HAB
Maureen Pello, USDA/AMS
Lori Small, Golin Harris

ITEM #1 CALL TO ORDER

Roll Call/Establish Quorum- Item 1.A.

Don Reeder, CAC Chairman, called the meeting to order at 9:20 a.m. with a quorum present.

Introductions – Item 1.B.

Kevin Masahara, Director, CDFA Marketing Services Division, was introduced. He noted that he visits all of the California boards and this was his annual visit to the CAC.

ITEM #2 CONSENT CALENDAR

Consider Approval of Board of Directors' Meeting Minutes – Item 2.A.

Action Item

Chairman Reeder asked for questions or comments regarding the August 19, 2010 Minutes. Hearing none, the following Motion was offered:

MOTION:

The California Avocado Commission Board of Directors approves the Consent Calendar, Item 2.A., Board of Directors' Meeting Minutes of August 19, 2010 (Markle/Miles) MSC Unanimous

ITEM #3 TREASURER'S REPORT

Finance Committee Report / 2009-10 Financial and Crop Update – Item 3.A.

Discussion Item Only

Finance Committee Report

CAC Board Treasurer and Finance Committee Chairman, Ben Holtz, summarized the Finance Committee meeting held this morning, noting that the Ending Reserves for the 2009-10 Season are now projected at \$7.2 million. The committee is confident in its assumptions that the actual crop is closer to 490 million pounds rather than the original 470 million-pound estimate, due to pounds yet to be harvested in September and October. Current Revenues are \$1.3 million above budget; total spending for the season is estimated at \$730,000 under budget due to some Industry Affairs category contingencies that were not fulfilled.

Financial Update

Aria Lukman, Finance/Accounting Manager, reported that based on CAC's current crop projection of 490 million pounds, an estimated average of 75 cents-per-pound in September and October, and an estimated unspent budget of \$1.3 million, CAC would end the 2009-10 season on October 31, 2010 with an estimated \$7.2 million in Reserves.

The *Financial Report*, in its entirety, is included in the September 2010 Board Packet, Item 3.A, 1-9.

Crop / U.S. Aggregate Volume Update

The 2009-10 Fiscal Year Aggregate Avocado Volume in the U.S., by country of origin and month for all varieties, is included in the Board Packet as Item 3.A-10.

Opening of a New Investment Account – Item 3.C.

Action Item.

As a continuing item from last month, concerns with the proposed Wells Fargo public funds investment account had been researched and; other options were reviewed by the Finance Committee. A unanimous recommendation from the committee was offered to open a new savings account with Wells Fargo Bank. A summary is included in the Board Packet as Item 3.C-1.

CAC's Internal Control Policy requires Board authorization for this action. The following Motion was offered for approval:

MOTION:

The California Avocado Commission Board of Directors approves opening a Business Premium Market Account for Public Funds with Wells Fargo Bank. (Karaoghlanian /O'Hara) MSC Unanimous

Renewal of Line of Credit – Item 3.D.

Action Item

To act prudently and be prepared for a worst-case situation (e.g. catastrophic crop failure), the Finance Committee discussed and unanimously recommended renewal of a \$3.0 million line of credit with Wells Fargo Bank for the 2010-11 Season. There is no cost to renew; costs are incurred only if funds are borrowed. A summary is included in the Board Packet as Item 3.D-1.

MOTION:

The California Avocado Commission Board of Directors approves renewal of CAC's line of credit with Wells Fargo Bank in the amount of three million dollars (\$3,000,000) for the 2010-11 crop season, with no up-front fee. (Karaoghlanian/Markle) MSC Unanimous

201—11 Budget and Assessment Rate – Item 3.B.

Action Item

Mr. Holtz stated that the largest responsibility for his Finance Committee and the Board comes with the assessment rate that must be approved each season. His committee had a detailed meeting regarding the proposed budget and assessment for the upcoming 2010-11 Season. A detailed presentation for assessment revenue projection, along with the proposed budget and projected Reserves for Research and Marketing were discussed with the Board. The Finance Committee and management had initially considered a tentative assessment rate of 1.75%, but with the current crop level and projected Reserves it was felt that the rate could be lowered further.

The ultimate vote at Finance Committee recommended an assessment rate of 1.65%; only one vote favored a 1.7% rate.

A copy of the *CAC Assessment Rate and Budget Planning* is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

The Board was also provided the CAC 2010-11 Projection & Budget with comparison to 2009-10. Commissioners were requested to read and digest the five-page report and request any details; everything in the preliminary budget was up for consideration. It was based on a 1.75% assessment rate. The Board would act on the final budget at the October Board meeting. It was agreed that the Board would be provided with a revised budget based on a 1.65% assessment in advance of the next meeting.

Mr. Holtz noted that as the new season develops from November to January 2011, there may be an opportunity in January to allocate \$1.0 million to shore up areas in Research and Marketing as needed.

Chairman Reeder explained there were still questions regarding Production Research. At the last Board meeting when Dr. Jonathan Dixon spoke about the new strategy, the Board felt comfortable about funding current ongoing research projects, but new project funding was delayed until further discussions today. He noted that in January 2011 there will be a planning session to pick new studies and determine the amount to spend on research.

There was detailed discussion on the pros and cons of the \$365,000 new proposed projects as well as the merit of ongoing projects that should be evaluated in January 2011. Most of the ongoing projects end after two years. Dr. Dixon had thoroughly investigated these projects and noted they are delivering results. He stressed that research has no guarantees for immediate results and progress reports can differ from year to year, so you need to see the projects through to the end, even if they need more time to finish naturally. A process is needed with a series of steps and checkpoints (milestone table) along the way to determine whether to stop or advance. This process is also important for audit tracking.

At this time, a Motion on the Assessment Rate was withheld until the Chairman's Report.

A copy of the *2010-11 Projection and Budget* is attached to the permanent copy of these Minutes and identified as EXHIBIT C.

ITEM #4 2010-11 PLANNING

Consider 2010-11 Proposed Action Plans and Budgets – Item 4.A.
Information Item Only

President Tom Bellamore provided the Board with a copy of the *2010-11 Preliminary Business Plan*, which is attached to the permanent copy of these Minutes and identified as EXHIBIT D.

He presented an overview of the Plan's CAC mission, priorities and industry strategic intent reaching out to 2020. In the face of many challenges, he said the CAC aspires to occupy a premium position in the U.S. market with a premium price to growers; consistent and high-quality production; highly productive growers through efficiencies and socially responsible practices; leaders in innovation; and consumers perceiving California Avocados to be an essential part of a healthy lifestyle.

Vice President of Marketing Jan DeLyser next presented the Plan's Marketing program which was derived from reviewing various crop scenarios and adding components from the successful 2009-10 program, along with projecting consumer market growth in the next ten years. She noted the Marketing Committee would meet on September 24 to check staff's assumptions.

Plan Highlights:

- A new *Avo Babies* promotion with a social media outreach tapping into the extended family.
- Stepped-up Public Relations with the successful Artisan Chef program. CAC and HAB may promote jointly in the supply transition periods.
- Social Media 2010-11 online budget has been cut but may be stepped-up if funding is increased in 2011.
- Disney's California Adventure would like to do a billboard with CAC in the Adventure park at a cost of \$200,000, if funds become available.

Mr. Bellamore noted that further ideas and opportunities are available if CAC has available additional funds in 2011.

In conclusion of the planning discussions he suggested Commissioners talk about the proposed budget and assessment rate in their District meetings and provide feedback to CAC staff on any modifications. Commissioners could discuss these issues at the October Board meeting before the final vote.

Ms. DeLyser said the Marketing Committee would meet next week to provide input and discuss opportunities for the 2010-11 Marketing Plan. Chairman Lucy noted that his committee may want to consider entering the international market again; Mr. Karaoghlanian suggested a \$20,000 - \$50,000 line item for foreign market development.

Mr. Wolk suggested preparing a two-year budget. The Board would still vote annually on the assessment rate, but a two-year time frame would help the Board look at other

options to evaluate. Mr. Bellamore said CAC staff thinks in those terms already in consideration of alternate bearing crops, so they would have no problem with this idea.

ITEM #5 CHAIRMAN'S REPORT

Set Preliminary Assessment Rate for 2010-11 - Item 5.A.

Action Item

Chairman Reeder requested a Motion to set the preliminary assessment rate for the 2010-11 Season.

MOTION:

The California Avocado Commission Board of Directors approves a preliminary Assessment Rate of 1.65% for the 2010-11 Season. (Karaoghlanian/Miles) MSC Unanimous

Meeting with Avocado Producers & Exporting Packers Assn. of Michóacan (APEAM)

Chairman Reeder reported that CAC leadership met with newly seated APEAM officials in Los Angeles recently. Among the topics of discussion were information sharing, quality assurance, and greater cooperation between CAC and APEAM.

ITEM #6 MARKETING REPORT

Consumer Public Relations Program Update – Item 6.A.

Information Item Only

Ms. DeLyser introduced Lori Small and Jennifer Baker-Asiddao of Golin Harris, CAC's public relations firm for the past four year. They presented the Public Relations and Nutrition Program Review for 2009-10. A summary of the Public Relations Program results that achieved approximately 1.3 billion media impressions with the Artisan Chef, Cinco de Mayo, Nutrition Bureau and Nutrition Communications Programs follows:

-Artisan Chef Program – Partner chefs are well known in their communities; they appear on various programs in the media, are active in social media such as Facebook and Twitter as well as being featured in regional magazines. Video clips were shown: *Too Hot Tamales* video recipe demonstration with Mary Sue Milliken and Susan Feniger; broadcast coverage of Artisan Chefs including Eric Ripert on the *Today Show* with Hoda and Kathy Lee; and Trey Foshee and Kent Rathbun on local television stations presenting creative avocado usage concepts.

-Regional Artisan Chef Media Dinners – Two events were held with local media in San Francisco and Dallas. The events featured intimate events for bloggers and local food writers to engage with Chef Mark Dommen in San Francisco and Kent Rathbun in Dallas.

-Artisan Chef Program/Avocado Week June 14-19, 2010 – Tasting menus/special menu items featuring California Avocados were held around the country in the Artisan Chefs' restaurants providing great exposure.

- Consumer Media Impressions 13,085,570 to date from the Artisan Chef Program.

-Cinco de Mayo – A blogger event with 20 food bloggers was held the week before Cinco de Mayo at *Ciudad* in Los Angeles with Mary Sue Milliken and Susan Feniger. The event featured a cooking demonstration with Susan and Mary Sue preparing the dishes served for lunch. Additionally the attendees participated in a “Top Chef” style guacamole competition. The event provided excellent online and print coverage of California Avocados leading into and throughout Cinco de Mayo.

-TV Broadcast efforts for Cinco – Examples of the television broadcast efforts were shown featuring the partnership with *Martha Stewart Show* on Cinco de Mayo; the segment with the *Too Hot Tamales* on Cinco de Mayo featuring their crispy avocado tacos on FOX network news program *Good Day LA*; and a segment with Chef Bruce Auden featured in San Antonio.

-Media Impressions for Cinco de Mayo were over 185 million.

-Broadcast Grower Stories Coverage – 9 Grower stories highlighted. Video clips were shown of growers Mike Sanders, Gene Bianchi, and Rob Brokaw. More than 265 million grower impressions achieved from this program.

-News Bureau Mat Releases – Developed a release about avocados as a fat replacement in baking and in entertaining; the release was published in nationwide newspapers. Additionally, News Bureau developed content for social media venues. New Recipes were developed for use in the media outreach. News Bureau achieved over 805 million consumer media impressions.

-Nutrition Communications remains a cornerstone in CAC’s public relations outreach with Julie Upton, Registered Dietician who understands the science of avocados, as CAC’s nutrition and media spokesperson. In addition to mainstream publications and newsletters, there was FOX morning news tv broadcast coverage with Ms. Upton’s healthiest summer picks.

-Consumer Media impressions for Nutrition Communications to date total over 39 million.

The HAB’s Nutrition Program is focusing on research and those results will be incorporated into CAC’s communications program as they become available.

A copy of the *Golin Harris Public Relations and Nutrition Communications 2009-2010 Review*, in its entirety, is attached to the permanent copy of the Minutes as EXHIBIT E.

Program Measurements – Item 6.B.

Information Item Only

Ms. DeLyser noted the *ROR Dashboard* had been developed to provide ongoing monitoring of CAC's marketing programs. Measurement reports are presented at each Board meeting and used on an ongoing basis in reviewing the agencies and program performance.

An overview of the *Dashboard* year-to-date marketing measurements/key performance indicators through August 2010 was presented.

Key Performance Indicators:

Total Retail Sales – Up 12.6% from Nov. 2009 to July 2010 vs. November 2008 – July 2009.

Facebook Fans - Big gain in fans; total as of Aug. 31 is 46,757

Consumer Media Impressions – 773.4 million consumer impressions secured with print, broadcast and online media outlets.

Website Page Views – 388.9 million total views; 6.5% increase over year ago.

Point-of-Sale Orders – 12,765 items sent to retailers through Aug. 31.

Checking Country of Origin – 33% of consumers who normally check where avocados are from (Spring '10) vs. 23% of consumers in Fall 2009.

Ms. DeLyser stated the key performance indicators demonstrate the effectiveness of CAC's marketing programs. She said that the Marketing Department relies on input from the Commissioners, Marketing Advisory Committee and stakeholders to make improvements.

She elaborated further on the retail, social media, public relations, foodservice, web analytics, and retail press documentation found in this month's *Dashboard*. Noted also was the recent HAB study that shows consumers are looking for source of origin and avocados have returned to an all-time high in the retail market.

A video was shown during lunch showing a University of Denver student's project featuring an avocado sculpture placed on campus.

Additional detailed information on each of these indicators can be found in the *Dashboard* on CAC's web site. A copy of the *Dashboard* report is attached to the permanent copy of these Minutes and identified as EXHIBIT F.

GAP Meeting Report

Action Item – Hanson

Mr. Karaoghlanian reported that most of the packers and citrus industry representatives were present at the recent Good Agricultural Practices (GAP) meeting and made their manuals available. Some of the content related to *Leafy Greens* practices, which are not relevant for avocados and other fruits. CAC was charged with analyzing and combing the manuals to cover the critical elements and simplify the manual.

Ms. Angie Hanson, Industry Affairs/Communications Manager, will send a questionnaire to GAP Committee Members and the CAC Board to prioritize food-sensitive risks in the grove. From that input, she will simplify the manual so it is less cumbersome for growers. The Board will then be presented the next generation of the manual. In response to questioning about the timeline to roll out the new manual, it was noted that it will be driven by the handlers.

Mr. Holtz added that resources are currently available in the Industry Affairs budget to expedite this GAP project as quickly as possible.

Following discussion regarding various means of certification, Chairman Reeder summarized that CAC is planning to join with other groups to negotiate group-rate certification fees for growers.

ADJOURN FOR LUNCH

The Chairman adjourned the Board for lunch at 12:10 p.m. and reconvened the Board meeting at 1:00 p.m.

Production Research Discussion (continued from morning session 3.B.)

Mr. Hofshi quoted the *Request for Proposals (RFPs)* process timeline, which stated that the date for notification of the accepted new proposals was July 15. He believed researchers should have been notified at that time about a new research direction being explored and that there was a chance there would be no funding for new research. Historically if there is no intent to fund a project, a letter goes out as soon as possible within days after the oral presentations.

Mr. O'Hara offered a Motion to defer funding any research projects until January 2011. ***His Motion died for lack of a second.***

Chairman Reeder reminded that the Board wanted control over programs; the Board is now in the process of understanding the research program and making final decisions. It was noted that the Production Research Advisory Committee had studied all of the Requests for Proposals (RFPs) and made its recommendations to Dr. Dixon, who carried those recommendations forward to the Board for its decisions.

Discussion followed regarding:

- 1) Funding notification of researchers for November 1, 2010 season startup
- 2) Possible loss of researchers if there is a delay

- 3) The need to keep costs down and evaluate projects further
- 4) Waiting until January with the new Board in place to determine the ability to fund new projects (9 new projects had been proposed for 2010-11)
- 5) Dr. Dixon and his Advisory Committee selecting projects to fund from the 9 new proposed projects
- 6) The Board declining projects at this time; CAC would need to put out the same call for 2010-11 proposals at a later date, which defeats the process.

Treasurer Holtz suggested a possible solution. There was \$1.0 million in line items and Reserves for Marketing and Production Research; splitting 60% of the funds to Marketing and 40% to Production Research would allow both access to funds, for which new research projects could be funded at the beginning of the 2010-11 season and changes to Production Research could be made for the 2011-12 proposal process that begins next year.

Following further discussion, Mr. Bellamore explained to the Board that, from a contract standpoint, the *Request for Proposals* (RFPs) is not a binding agreement; it is a calendar of our intentions and we expected to inform the researchers by the end of October.

The following Motion was offered:

MOTION:

The California Avocado Commission Board of Directors approve delaying decisions on funding all production research projects until the Board meets in January 2011. (O'Hara/ Miles) MSDefeated

A Roll Call Vote was taken and the Motion Defeated by 9 no and 5 yes votes:

No: Markle, Taft, Holtz, Woodworth, Karaoghlanian, O'Hara, Bauwens, Hofshi, Pontello (Public Member)

Yes: Wolk, Pecht, Miles, Lucy, Elder (for absent Carbone)

The Chairman did not vote.

Mr. Woodworth suggested holding a special Board meeting before the notification deadline for the sole purpose of discussing the Production Research direction.

Further discussion ensued with additional offerings from Commissioners:

- 1) If accepting a new approach to Production Research, the special meeting should be based first on strategy; look at needs and then determine how to fund.
- 2) Hold this issue until Dr. Dixon's report; he was hired to bring new views to research.
- 3) The Board laid out a logical process and set out a plan that is now in debate instead of moving forward at this time.
- 4) Follow the Board's process to do everything that needs to be done and get it right.

Following discussion, this Motion was offered:

MOTION:

***The California Avocado Commission Board of Directors approves holding a special meeting in October to discuss strategy and the direction of Production Research, and then notify researchers.
(Woodworth/Holtz) MS***

Dr. Dixon explained that the final decision is the Board's vote either "yes or no" and that is what the RFP timetable represents. However, he thought the presentation of the research process he had presented the prior month had been lost: *looking at the big picture*, i.e., where is the technical investment and what you may need to do to advance the industry. Focusing on the proposals was getting away from that message. He felt that running an industry without technical investment cannot be done. He further noted that there is not enough time to prepare strategy for a special October meeting.

Mr. Bellamore cautioned that strategy is not to be rushed; it is the Board's job to be deliberative and thoughtful on behalf of the industry's growers.

Upon Call for the Question, Mr. Holtz stated he would withdraw his Second to the Motion. He felt there would be no impact to the industry in the next 12 months if new proposals were not funded.

The Motion died for lack of a Second.

MOTION:

***The California Avocado Commission (CAC) Board of Directors approves issuing a written response to all authors of new research proposals stating that the CAC will not be funding any new research projects, and that the CAC will be undergoing a new process for research.
(Holtz/O'Hara) MSC Unanimous***

During discussion it was noted that the detailed RFPs had been posted on CAC's website. Board consensus was that they be removed from the website immediately. The proposals would still be sent out to whoever requests them.

ITEM #7 PRESIDENT'S REPORT

2010 General Election Update - Item 7.A.
Information Item Only

Mr. Bellamore noted the producer and handler seats that are up for election and the declared candidates who submitted the required documentation by August 23, 2010. Their names will appear on the election ballots that will be mailed on September 27, 2010 to all growers and handlers on record. A summary of the election update is included in the Board Packet as Item 7.A.1-2.

2010-11 Referendum - Item 7.B.

Information Item Only

Mr. Bellamore reminded the Board that 2011 is the CAC producer referendum year; CAC staff's recommendation is to hold the referendum in the first half of the marketing year. The Summary explains what the law requires, how the process works, and CAC's intentions to conduct the referendum. He noted that Commission law allows one vote for one legal entity. Costs associated with the referendum are expected to be approximately \$22,000, which includes California Department of Food and Agriculture costs, advertising, printing, postage and preparation of the producer (grower) list.

The Referendum Process Summary is included in the Board Packet as Item 7.B. 1-2.

ITEM #8 RESEARCH REPORT

Consider Funding for International Alternate Bearing Research Project – Item 8.A.

Information Item

Dr. Dixon reiterated the information regarding the International Biennial Bearing Project, which is summarized in the Board Packet, Item 8.A-1-3.

Board discussion followed on the merits of participating in the *International Biennial Bearing Project* as proposed by Antony Allen, CEO of Avocados Australia Ltd. The goal of this collaborative five-year research project, initially comprising four countries, is to pool research resources in an attempt to find a solution to alternate bearing. Chairman Reeder reminded Commissioners that the CAC Board, in good faith, had previously committed to attend the Summit meeting to be held in San Francisco on September 27, 2010. He concluded the discussion stating that Dr. Dixon, along with other involved CAC staff members, should attend the informational Summit meeting; Dr. Dixon would follow-up with a report to the CAC Board before a funding decision is finalized in the 2010-11 budget.

ITEM #9 HASS AVOCADO BOARD REPORT

Status of Fall Promotions – Item 9.A.

Jose Luis Obregón, Managing Director of the HAB, showed a video presentation of the fall ad campaign/promotion covering one :30 second ad and two promo ads that highlight the use of Hass Avocados during football parties.

He noted that at the HAB board meeting next week the business plans and budgets would be reviewed for 2011.

ADDITIONAL COMMENTS

October Board Date Change

Chairman Reeder requested moving the next CAC Board meeting to the last Thursday in October, which would provide additional time for discussion of the Production Research program earlier in the month. The PMA convention was an additional consideration since it will be held mid-month and several Commissioners will attend.

There was Commissioner consensus to move the Board meeting date to October 28, 2010.

Produce Marketing Association (PMA) Convention

Treasurer Ben Holtz requested permission from the Board to secure a ticket to PMA in Orlando, Florida this October, in the place of Mr. Bellamore, who cannot attend. There was Commissioner consensus that the CAC purchase Mr. Holtz's ticket.

ITEM #10 OPPORTUNITY FOR PUBLIC COMMENT

There were no public comments.

EXHIBITS

A copy of the September 16, 2010 Board Packet, in its entirety, is attached to the permanent copy of these Minutes and identified as EXHIBIT A.

A copy of the CAC Assessment Rate and Budget Planning overview, presented September 16, 2010, is attached to the permanent copy of these Minutes and identified as EXHIBIT B.

A copy of the CAC 2010-11 Projection & Budget (with Comparison to 2009-10) is attached in its entirety to the permanent copy of these Minutes and identified as EXHIBIT C.

A copy of the CAC 2010-11 Preliminary Business Plan Draft, dated September 10, 2010, is attached to the permanent copy of these Minutes and identified as EXHIBIT D.

A copy of the CAC Public Relations and Nutrition Communications 2009-2010 Review, presented September 16, 2010, is attached to the permanent copy of these Minutes and identified as EXHIBIT E.

A copy of the ROR Dashboard - Key Performance Indicators, through August 10, 2010, is attached to the permanent copy of these Minutes and identified as EXHIBIT F.

ADJOURN MEETING

With no further business, Chairman Reeder adjourned the meeting at 2:15 p.m. The next Board meeting will be held on Thursday, October 28, 2010 in the CAC board room located at 12 Mauchly, Suite L, Irvine, California 92618.

Respectfully submitted,

Betty Bohrk

I certify that the above is a true statement of the Minutes of September 16, 2010, approved by the CAC Board of Directors on October 28, 2010.

Bradley Miles, CAC Board Secretary