



AGENDA

California Avocado Commission Executive Committee Meeting

Meeting Information

Date: May 31, 2023

Time: 10:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
United Water Conservation District
1701 Lombard St
Oxnard, CA 93030

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/83647313469?pwd=TEZnNjdneWt6SHB6VDFjZGxsS01rdz09>

Conference Call Number: (669) 900-6833

Meeting ID: 836 4731 3469

Passcode: 508641

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Committee Member Attendance

As of Monday, May 29, 2023, the following individuals have advised the Commission they will participate in this meeting:

Jason Cole, Treasurer

Rob Grether, Chair

Jessica Hunter, Secretary

Rachael Laenen, Vice Chair

Time	Item
10:00 a.m.	<ol style="list-style-type: none"> 1. Call to Order <ol style="list-style-type: none"> a. Roll Call/Quorum b. Introductions 2. Opportunity for Public Comment Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission. 3. Consent Calendar <ol style="list-style-type: none"> a. Consider approval of Executive Committee meeting minutes of March 9, 2023 4. Discussion Items <ol style="list-style-type: none"> a. Update on the overall administration of the Commission b. Public Member Selection Process c. Marketing Update d. Industry Affairs Update <ol style="list-style-type: none"> i. Request for CAC to publicly support Rainbow/Fallbrook water agency's application to change water suppliers and oppose AB530 ii. Request for CAC to write a letter opposing the BL516 royalty structure e. Operations/Finance Update 5. Chairman's Report 6. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a) <ol style="list-style-type: none"> a. The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. b. Return to open session and announce action taken in closed session, if any.
12:00 p.m.	7. Adjourn Meeting

Disclosures

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 949-341-1955, 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 <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> 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 or 949-341-1955.

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.



COMMITTEE ACTION

**ITEM 3.a: CONSIDER APPROVAL OF EXECUTIVE COMMITTEE MEETING MINUTES
 OF MARCH 9, 2023**

SUMMARY:

The minutes of the Executive Committee meeting of March 9, 2023 are attached for the Committee's review and approval.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

- Adopt minutes as presented
- Amend minutes
- Take no action

STAFF RECOMMENDATION:

- Approve minutes as presented

EXHIBITS / ATTACHMENTS:

- Minutes of the Executive Committee meeting of March 9, 2023

**CALIFORNIA AVOCADO COMMISSION
EXECUTIVE COMMITTEE MINUTES
March 9, 2023**

A meeting of the California Avocado Commission (CAC) Executive Committee was held on Thursday, March 9, 2023 with the following people present:

MEMBERS PRESENT

Jason Cole
Rob Grether
Jessica Hunter (1:45 p.m.)
Rachael Laenen

STAFF PRESENT

April Aymami
Ken Melban
Jeff Oberman

GUESTS PRESENT

None

OFFICIALLY PRESENT

Victoria Carpenter, *USDA*
Katie Cook, *USDA*
Ben Kardokus, *CDFA*
George Soares, *Kahn, Soares & Conway*

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC Executive Committee chairman, called the meeting to order 1:33 p.m. and established a quorum.

Introductions – Item 1.b.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff, legal counsel and known guests participating in the meeting.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

There was no public comment.

ITEM # 3 CONSENT CALENDAR

Consider approval of Executive Committee meeting minutes of January 26, 2023 – Item 3.a

Mr. Grether introduced the consent calendar items and asked for questions or comments. With no comments on the consent calendar items, the following motion was put forward:

MOTION:

***The Executive Committee approves the Consent Calendar, Item 3.a as presented.
(Laenen/Cole) MSC Unanimous***

MOTION 23-3-9-1

The Consent Calendar is included in the March 9, 2023 Executive Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 3.a.

ITEM #5 CLOSED SESSION REGARDING APPOINTMENT, EMPLOYMENT, EVALUATION OF PERFORMANCE, OR DISMISSAL OF AN EMPLOYEE PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(a)

The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. – Item 5.a

Mr. Grether stated that there would be no Closed Session and dismissed CAC legal counsel, George Soares, from the meeting.

ITEM #4 DISCUSSION ITEMS

Update on overall administration of the Commission – Item 4.a.

Jeff Oberman, CAC president, provided an overview of the administration of CAC since the last Executive Committee meeting in January. He noted that CAC staff was working hard to prepare the office for the Board meeting following the completion of the post-flood restoration. Mr. Oberman reported that a number of systems updates and upgrades were in process, including internet and phones, as well as the Sage and DocLink accounting systems.

Mr. Oberman stated that Terry Spillane had been hired as the Vice President of Marketing, with his first day being March 13, 2023. He thanked both board members and CAC management for their assistance in the interview process.

Lastly, Mr. Oberman reported that he had been on the road, engaged in meeting with retailers, establishing new relationships and securing various promotions for the upcoming season.

Signature Analytics Update – Item 4.b.

Ken Melban, CAC vice president of industry affairs and operations, reported that CAC was in the midst of transitioning the month-end accounting process to Signature Analytics, CAC's outsourced accounting firm.

Moss Adams Update – Item 4.a

Mr. Melban reported that while management had hoped to have the annual financial audit presented at the March Board meeting, due to some delays in contract approval and Moss Adams obtaining workpapers from CAC's previous auditors, the audit was not yet completed. He noted that it would be presented at the June Board meeting.

Mr. Melban stated that Moss Adams had completed their procure to pay assessment and that based on their recommendations, as well as the transition of duties with Signature Analytics, CAC management would plan to bring forward recommended updates to the internal control policies and procedures by the end of summer.

Restatement of CAC 401 Profit Sharing and 457(b) Deferred Compensation plans – Item 4.d.

April Aymami, CAC industry affairs director, provided an update from CAC's pension attorney, who stated that at this time, a complete restatement of the 401 and 457(b) retirement plans was not required. They did however, recommend that the 457(b) plan be amended to include hardship provisions required by the IRS. Ms. Aymami noted that the IRS was in the process of finalizing guidance on the CARES and Secure Acts, and once complete, CAC would need to incorporate additional amendments for compliance into both plans and complete a restatements of plans prior to 12/31/2025.

MOTION:

***The Executive Committee approves the amendments to CAC's 457(b) plan to incorporate required hardship provisions.
(Hunter/Cole) MSC Unanimous***

MOTION 23-3-9-2

A Memo Regarding CAC's Pension Plan Restatement is included in the March 9, 2023 Executive Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 4.d.

Annual Meeting Update – Item 4.e.

Mr. Oberman stated the annual meetings would be May 8-10, starting in San Luis Obispo (5/8) and moving to Ventura (5/9) and ending in Temecula (5/10). It was noted that while all of CAC staff had

attended prior annual meetings, management would have a core team present at all meetings, then rotate additional staff at individual locations as needed.

Mr. Oberman reported that CAC had recently been advised that Main Course Catering, who CAC had a deposit with from the 2020 canceled annual meetings, had gone out of business. He noted that he had consulted with counsel on potential recourse but had been advised CAC's deposit was a loss.

OTHER BUSINESS

The Executive Committee discussed recent grower meetings coordinated by District 2 commissioners. It was noted that a group of growers in District 2, including District 2 CAC board members, were going to convene an additional meeting to discuss issues impacting their growing region. Mr. Grether stated that he had advised the commissioners in this group that if they identified tangible action items from these meetings, they would be provided an opportunity to bring those items to the Board for consideration.

Mr. Oberman reported that upon Jan DeLyser's recent retirement CAC staff had taken her to an informal lunch and developed a congratulatory video. He stated that other associations had already acknowledge Ms. DeLyser and her contributions to the fresh produce industry, but wanted to know if CAC wanted to host an event to honor her as well. There was support from the Executive Committee to find a way to celebrate Ms. DeLyser within the confines of CAC's policies and procedures.

ADJOURN MEETING

Mr. Grether adjourned the meeting at 2:36 p.m.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the minutes of the March 9, 2023, CAC Executive Committee, approved by the CAC Executive Committee on May 31, 2023.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

Exhibit A March 9, 2023 Executive Committee Packet

Exhibit B March 9, 2023 Executive Committee Meeting AB 2720 Roll Call Vote Tally Summary

Exhibit B

CALIFORNIA AVOCADO COMMISSION
AB 2720 Roll Call Vote Tally Summary
To be attached to the Meeting Minutes

Meeting Name: <i>Executive Committee Meeting</i>	Meeting Location: <i>Online (Zoom)</i>	Meeting Date: <i>March 9, 2023</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION</u></i> <i><u>23-3-9-1</u></i>	<i><u>MOTION</u></i> <i><u>23-3-9-2</u></i>
Jessica Hunter	Not Present	Yea
Rob Grether	Did Not Vote	Did Not Vote
Jason Cole	Yea	Yea
Rachael Laenen	Yea	Yea
<i>Outcome</i>	<i>Unanimous</i>	<i>Unanimous</i>



COMMITTEE ACTION

ITEM 3.b: PUBLIC MEMBER SELECTION PROCESS

SUMMARY:

At the March CAC Board meeting, the Public Member Selection Process was approved and, in accordance with the process, CAC management has solicited applications for the currently vacant public member seat on the Commission. At the time of this writing, four individuals have expressed interest in the Public Member position and have submitted resumes for consideration.

FISCAL ANALYSIS:

- Not applicable

COMMITTEE OPTIONS:

- The Executive Committee shall review the information provided by applicants and may interview applicants and/or require additional information to ensure that applicants are in compliance with Commission law and to evaluate each applicant's qualifications for the public member positions
- When the Executive Committee determines that one or more applicants are qualified, it shall recommend to the Board of Directors consideration of such applicants for available public member positions

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- CAC Public Member Selection Process
- Public Member Resume Submissions for:
 - David Cornell
 - Quinn Cotter
 - Nick Cerneka
 - Maddie Cook



PUBLIC MEMBER SELECTION PROCESS

Commission law provides that the Commission Board of Directors shall recommend to the Secretary of Food and Agriculture the appointment of a public member and alternate public member to serve on the Board in accordance with Commission law.

The process to be utilized by the Commission for such action is as follows.

1. Solicit applications (with resumes) which demonstrate expertise in food safety, public health, nutrition, marketing, public education or other relevant experience. Preference for California residents.
2. The Executive Committee shall review the information provided by applicants and may interview applicants and/or require additional information to ensure that applicants are in compliance with Commission law and to evaluate each applicant's qualifications for the public member positions.
3. When the Executive Committee determines that one or more applicants are qualified, it shall recommend to the Board of Directors consideration of such applicants for available public member positions.
4. The Board of Directors shall interview each applicant recommended by the Executive Committee.
5. Upon completion of the process, the Board of Directors may schedule a meeting to consider recommending to the Secretary of Food and Agriculture the appointment of specific applicants to one or both public member positions.

From: [David Cornell](#)
To: [CAC IAE](#); [April Aymami](#)
Cc: [Ken Melban](#); [Jeffrey Oberman](#); [Robert Grether](#)
Subject: CAC Public Member - David Cornell
Date: Tuesday, May 9, 2023 11:49:07 AM
Attachments: [Resume-David-Cornell.pdf](#)

Hello Everyone,

I hope this message finds you well.

Please refer to the attached for my resume in regards to the Public Member for Board of Directors.

I've had the pleasure of meeting you all on more than one occasion and look forward to possibly continuing on with the shared mission of improving the California avocado industry.

If anyone has any questions, please don't hesitate to reach out.


Cheers,

David

David Cornell

Irvine, California, United States

 david@dibsports.com

 (760) 481-5265

 [linkedin.com/in/david-cornell-46195747](https://www.linkedin.com/in/david-cornell-46195747)

Summary

International business and marketing professional with over a decade of experience in the sporting goods industry. From small startups to large businesses, I help companies excel their brand in the digital space.

Experience



Founder

dib sports, LLC

Jul 2018 - Present (4 years 10 months)

Function-driven roadwear designed by riders, for riders.



Senior Marketing - North America

KMC Bicycle Chain

Jul 2018 - Sep 2019 (1 year 3 months)

Management:

- Digital, Print, and Social Media Marketing
- Sponsorship and all other marketing proposals
- Athlete, Team, Media, and Influencer Contracts/Relations

Support:

- US Distributor relations and opportunities
- Taiwan HQ with International Marketing efforts
- Field online inquiries regarding product, pricing, and availability
- Marketing, sales, and logistics at Interbike, Sea Otter, CABDA, and more

Accomplishments:

- Increased Social Media reach and engagement by over 300%
- Created an online store for all products linked through Social Channels
- Significantly increased brand awareness in the Road, MTB, and BMX Community
- Established healthy relationships with professional Road, MTB, and BMX Athletes/Teams



Marketing Associate

Box

Feb 2016 - Jul 2018 (2 years 6 months)

Management:

- Eurobike, Interbike, Sea Otter, NAHBS, and other Tradeshows
- Athlete, Team, Media, and Influencer Contracts/Relations
- Sponsorship and all other marketing proposals
- Digital, Print, and Social Media Marketing

Support:

- Engineering with product testing, feedback, and liaison between professional athletes/teams
- Sales with OE partners and tailored marketing plans specific to their needs
- Warranty/Warehouse with claims, concerns, and other inquiries

Accomplishments:

- Partnered with the largest YouTube Influencer for MTB amassing over several million views
- Created a Social Media Program from zero with well over 100,000 combined reach
- Established healthy relationships with Media and professional Athletes/Teams
- Created an online store for all products linked through Social Channels
- Significantly increased brand awareness in the MTB Community



R&D, Manufacturing, and Production

Atlas Design Group, LLC

Aug 2013 - Jan 2015 (1 year 6 months)

Responsibilities:

- Work with Asian-based factories in Guangzhou, Dongguan, and Shenzhen
- Oversee R&D, Manufacturing, Production, and QC for extreme sporting good products

Accomplishments:

- Production of Flex Fit Bounce Hat, Mask Visor, Mask Fan, and Paintball Marker Triggers
- Insight of Injection Molding/Overmolding process and Chinese Factory Customs/Relations
- Touring of multiple factories specializing in sporting goods, consumer electronics, and more

Education



California State University San Marcos

Bachelor's degree, Business, Management, Marketing, and Related Support Services

2008 - 2012



Hong Kong Baptist University

International Business and Marketing

2011 - 2011

Skills

Managing Media Relations • Strategic Marketing • Social Media • International Business • International Relations • Product Management • Product Development • Sales Operations • Business Strategy • Brand Development

From: [Quinn Cotter](#)
To: [CAC IAF](#)
Subject: Public Member Opportunity
Date: Tuesday, May 23, 2023 9:26:07 AM
Attachments: [image001.png](#)
[230428 California Avocado Commission Release - Public Member.pdf](#)
[Quinn Cotter Resume 2023.pdf](#)

Hi,

My name is Quinn Cotter and I am interested in the CAC Public Member opportunity. Please see attached resume.

Let me know if there is anything else you might need!

Best,

Quinn Cotter
Food Safety Associate Director
C 805 814 2727



Quinn Cotter

quinncotter@gmail.com

(805) 451 2216

Ventura, CA

Education

California Polytechnic State University, San Luis Obispo, CA

Bachelor of Science in Food Science

Professional Experience

Western Precooling System, LLC., Oxnard CA, Food Safety Associate Director,

January 2023- Current

- Builds and enforces food safety programs at 7 cooler locations.
- Ensures compliance for GFSI and customer requirements.
- Oversees sanitation program including sanitation employees.
- Handles both customer and regulatory audits.

Member of the Produce Safety Immersion Program- Class III

January 2022- December of 2023

- The Produce Safety Immersion Program is a year long program developed to build the technical capacity, critical thinking skills, and leadership attributes of the next generation of produce safety professionals. The program consists of webinars, in-person trips, peer connections and an ongoing mentorship program.

Calavo Growers Inc., Santa Paula CA, Food Safety Manager,

December 2019- December 2023

- Enforces food safety programs at the packinghouse
- Ensures compliance for GFSI and customer requirements
- Performs daily pre-operational inspections
- Responsible for all food safety paperwork upkeep and retention
- Reviews and updates SOPs and SSOPs to improve compliance
- Arranges for microbial/ pesticide residue product testing
- Completes glass and brittle plastic logs, calibration reports, temperature checks, chemical inventory
- Oversees contracted pest control programs
- Oversees sanitation program at the packinghouse including 14 employees
- Ensures key absences are covered for daily food safety tasks
- Oversees food safety compliance for over 60 growers to ensure adherence to GAP's and GHPs guidelines as well as scheduling and aiding them in 3rd party audits and CDFA audits
- Conducts mock recalls
- Aids in all audits/inspections regarding the packinghouse
 - Organic audits, social compliance audits, food safety audits, city inspections

AvoPacific, Oxnard CA, Food Safety Coordinator,

June 2019- November 2019

- Made sure employees were properly trained on food safety topics and SSOPs
- Updated food safety manual when needed to ensure regulatory compliance
- Assisted in customers approved supplier document request forms and export documents for foreign customers
- Assisted with third party audits (Organic, Kosher, PrimusGFS)
- Researched food fraud within the avocado oil industry in order to help FDA set a standard for avocado oil

Member of IFTSA Developing Solutions for Developing Countries, San Luis Obispo CA,

September 2018- January 2019

- Promotes the application of food science and technology and the development of new products and processes that are targeted at improving the quality of life for people in developing countries
- Helped my team develop a product that would nourish/benefit people in India
- Researched topics on food safety/shelf life/quality

Summer Undergraduate Research Program, San Luis Obispo CA,

June 2018- September 2018

- The overall goal of this research was to repurpose carrot mash in order to reduce food waste by modifying the polysaccharide profile as well as understanding the functional properties of carrot mash for use in food products
- Manage logs, data, materials
- Gained experience using HPLC (High Performance Liquid Chromatographer)
- Gained experience using Texture Analyzer

Relevant Skills

- Experience in Microsoft Excel, PowerPoint, Word as well as JMP
- Experience in tracking software's: Famous and Produce Pro
- Experience in sensory evaluation testing
 - Performed objective and subjective tests to evaluate flavor, texture, and appearance of various foods for industry
 - Familiarity with statistical analysis of various sensory attributes and use of RedJade Sensory Software

Certifications

- FSPCA Food Defense Awareness for the IA Rule
- Sanitary Transportation of Human and Animal Food FDA Certification
- PCQI Certified
- Foreign Supplier Verification Program (FSVP) Certification
- Produce Safety Alliance Grower Training
- HACCP Certified

Special Interest and Awards

- Past volunteer work with Surfrider Foundation, Young & Brave Foundation, Best Day Foundation, and Ventura County Rescue Mission

From: [Nick Cerneka](#)
To: [CAC IAF](#)
Subject: Public Member application
Date: Tuesday, May 23, 2023 11:42:11 AM
Attachments: [Nick Cerneka Resume.pdf](#)

Hello,

Thank you for this opportunity to be considered for the Public Member position on the California Avocado Commission's Board of Directors.

I just discovered this opening while conducting avocado research.

Lately, I've become a student of the avocado while beginning to grow a handful of varieties in my backyard. I've read quite a few studies through AvocadoSource.com and am quite familiar with the UC Riverside avocado breeding program. I would be thrilled to contribute to the California avocado industry through this Public Member position.

Some quick about me:

An active lifestyle has always been a part of my life.

I have over 30 seasons of team sports under my belt, went sub 6-minute mile in middle school, varsity league champion of wrestling freshmen year high school, competed on a collegiate rowing club, and I'm an active freediver in Laguna Beach, along with an avid backpacker in the California Sierra mountains.

As a recruiter, I have nearly 8,000 connections with professionals on LinkedIn.

I've staffed a 450k sqft nutraceutical facility across all departments including: Sanitation, Compliance, Health and Safety, Quality Control, R&D, and Environmental Sampling.

It would be a great pleasure to have your endorsement for this position, and again, thank you for the opportunity.

Thanks,
Nick Cerneka
Executive Recruiter | Pedigree Partners LLC
[PedigreePartners.com](#)
[linkedin.com/in/nickcerneka](#)

Nicholas Cerneka

Laguna Niguel, CA 92677

CernekaNick@gmail.com | (949) 280-7373 | linkedin.com/in/nickcerneka

Recruiting | Sales | Business Development | Project Management | Operations | Strategy

Experience

Pedigree Partners LLC – Laguna Niguel, CA

October 2019 – Present

Self-employed freelance recruiting; pursuit of operational excellence

Executive Recruiter

- Full desk agency recruiting, responsible for all aspects of the business
- Formed the LLC, built the website, negotiated all service contracts, organized new SOP's
- Set a career best highest earning quarter first year in business during lockdowns
- Working in Biotechnology, Cybersecurity, Electronic Manufacturing and Food Production

CyberCoders – Irvine, CA

July 2017 – October 2019

A division of On Assignment; leading permanent placement recruiting firm

Executive Recruiter

January 2018 – October 2019

- Full desk agency recruiting; simultaneously managing clients and candidates in up to 8 time zones
- Successful in an array of focus areas: Aerospace, Biotechnology, Cybersecurity and Data Storage
- Staffed cleared projects with government contractors i.e. NSA, DOD, DOE, DOT (OCONUS)
- Ranked #3/90 Rookie of Quarter while over 100 reps turned over i.e. #3/190+
- Metric highlight: 4/4 first candidate submissions received offer with 3 different clients
- Metric highlight: 10/10 candidates who interviewed in-person were hired
- Provided technical advisory in technology deployments increasing efficiency and improving UX

Business Development Executive

July 2017 – December 2017

- Generated over 100 leads in first six months; totaling roughly \$2.5M in business opportunity
- Brought in a top producing client with deal sizes exceeding \$60k and totaling over \$250k in one year
- Consistently ranked in the top 2 performers on a weekly basis
- Developed enhanced workflows that increased departments efficiency by roughly 30%
- Represented 40% of total revenue on a team of 10 in second quarter with company

U.S. CAD – Irvine, CA

January 2017 – May 2017

Autodesk, Bluebeam, Leica, Panzura et al VAR Platinum Partner specializing in the AEC industry

Sales Development Representative

- Spearheaded business development initiative introducing project management tools to construction
- Attended and documented sales demos with channel partners, relaying information to our team
- Engineered new sales strategy with large scale adoption to softly acquire customers from competitors
- Completed extensive Autodesk and Bluebeam product and sales training certification courses

Education

California State University, Sacramento 2016 – BA Organizational Communications, Minor HR

Saddleback College, 2013 – AAT Communications

Competed on both school's campus debate teams and Sacramento States rowing club

From: [Maddie Cook](#)
To: [CAC IAF](#)
Subject: CAC Public Member Position Application - Maddie Cook
Date: Friday, May 26, 2023 10:39:25 PM
Attachments: [image001.png](#)
[MCook Avocado Commission Resume.docx.pdf](#)

Good afternoon,

Please see my attached resume for consideration as the 2023/2024 California Avocado Commission's board of directors' public member representative. Upon hearing about this opportunity through a publication in The Packer I was immediately interested.

My recent involvement on the Fresno County Farm Bureau's board of directors, as well as an alternate for the Processing Strawberry Association Board has opened my eyes to the benefits of such opportunities. Growing up in a rural part of Trinity County, in Northern California, my parents (a logger and a school teacher) immersed me in a dedicated culture of hard work, and taking pride in one's community and the land around it. Upon graduating high school, I attended Shasta College, the local community college, while I figured out what direction to take in life. Through storied events, I wound up as the student swine unit manager living and working on the colleges 90 acre farm. This opportunity taught me many things, but most importantly, it was the first step towards showing me the incredible agricultural industry in California. After learning about the cattle, hay and nuts that predominate Northern California, I decided to go further into California's agricultural industry by moving to Fresno in order to finish my bachelors in Agricultural Business. I had no idea how much I did not know about California's Agriculture Industry, until I found myself in the middle of what seemed like a completely new world.

Since I got into the produce industry nearly four years ago, I have never hesitated to dive in further, such as finding an opportunity to get involved in my local Young Farmers and Ranchers and Farm Bureau. In such a fast paced industry, I have found that there is always something to do and learn. From ever changing regulations, to market conditions to consumer trends, I am always eager to learn more, and apply my perspective and ideas to promote the future of safe and sustainable agriculture in California. I believe that this fresh perspective, paired with my endless desire to learn more about the produce industry will be an invaluable addition to the California Avocado Commission's board of directors. Please do not hesitate to reach out to me to further discuss how I may be able to help the California Avocado Commission advocate on behalf of California avocado growers, and learn about, represent and advocate for this dynamic industry.

Thank you for your consideration,

Maddie Cook

Account Manager, FPGS
Tree Top, Inc.
220 E Second Ave. Selah, WA 98942
(530) 782-3941
maddie.cook@treetop.com

Madeline Cook

Maddie.Cook@treetop.com - (530) 782-3941 - Clovis, CA

Experience:

Tree Top, Fresno, CA

Account Manager, FPGS (July 2022-Present)

- Manage relationships with suppliers to ensure their crop is within our food safety specifications
- Serve as an alternate on the California Processing Strawberry Association Board
- Collaborate with multiple departments to eliminate inefficiencies within company processes

Fresno Madera YF&R, Fresno, CA

Social Media Coordinator (Feb 2020-Present)

- Develop copyright used to maintain an authentic and relevant social brand
- Create engaging visual content using Canva and Adobe Illustrator
- Collaborate within the executive committee to plan and advertise events
- Serve on the 2023 Fresno County Farm Bureau Board of Directors

Meridian Fine Foods, Fresno, CA

Account Manager (July 2021-July 2022)

- Identify and capitalize upon growth opportunities within each customer account
- Maintain and grow relationships with new and existing customer accounts
- Develop, implement, and maintain sales plans to meet individual and team goals
- Develop comprehensive marketing materials to drive sales
- Assist in logistics, accounting, and marketing departments as needed

Prima Wawona (Gerawan Farming), Cutler, CA

Sales Representative & Analyst (May 2019-July 2021)

- Use Excel and BI software to analyze data and communicate conclusions
- Assist in the selection and implementation of digital and physical marketing
- Lead relationships with multiple regional accounts, delivering quantitative growth

Skills:

Dependable	Eager to Learn	Authentic	Creative Problem Solving
Creative Writing	Project Management	Tenacious	Interpersonal Communication
Independent	Microsoft Proficiency	Data Analytics	Board Member Experience

Education:

California State University, Fresno

Ag. Business Degree, 2020

Vice President of Sigma Alpha, 2019

Ag. Ambassador, 2018

Shasta College

Ag. Business and Sustainable Ag. Sciences AS Degrees, 2018

California Ag. Leaders Prepared Speaking - 3rd Place, 2017

California Ag. Leaders Extemporaneous Speaking - 3rd Place, 2017