531-D North Alta Avenue
Dinuba, California
93618-3203

Website: calclingpeach.com
Telephone 559.595.1425
Fax 559.591.5744

DATE: February 26, 2010

TO: Advisory Board Members and Alternates

FROM: JD Allen, Manager

RE: **Meetings of Thursday and Friday, March 11 and 12, 2010**
Hilton Garden Inn, Sacramento – Promotion & Research Committees
California Farm Bureau Office, Sacramento – Executive Committee & Board

In consultation with Board Chairman Sarb Johl, we have called meetings of the Advertising and Promotion, Research and Executive Committees and the Advisory Board for the above dates and place. The Promotion and Research Committee meetings will be held at the Hilton Garden Inn, Pine "A", (see map on back), on Thursday and the Executive Committee and Board meetings will be held at the California Farm Bureau Office in Sacramento. The agendas for the meetings are enclosed.

On Thursday the Promotion Committee meeting will start at 1:00 pm at the Hilton Garden Inn with the Research Committee meeting starting at 3:00 pm, immediately following the Promotion meeting and will last till about 4:00 pm. **You will note that lunch will not be provided, so you are on your own for lunch on Thursday**. However, there will be a contingent going out to dinner at "Chevy's on the Levy" for dinner that evening at 6:30 pm.

There will be a short Executive Committee meeting at 9:00 am before the Board meeting starts at 9:30 am. on the 12th in the First Floor Conference Room, with lunch to be served at 12 noon.

We trust all of you will make every effort to be there. If there is some question about which meeting you should attend, we have enclosed a roster of all the Committees so you will know on which Committee you serve. **Please use the enclosed response form in whatever manner you prefer so we will know how many will be attending.**

We look forward to seeing you again on the 11th and 12th.

.....

Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please call the Board office within 48 hours of the start of the meeting.

For program information (Braille, large print, audiotape, etc.), individuals should contact the Board office 48 hours prior to the meeting.

California Cling Peach Board

Advertising & Promotion Committee
M.A.P. Task Force

Thursday, March 11, 2010—1:00 p.m.

Hilton Garden Inn, Sacramento — Pine A

A G E N D A

A. Call to Order/Attendance/Establish Quorum--*Chairman Rajeev Davit*

B. Self-Introductions

C. Minutes of meeting of April 16, 2009

D. Promotion
   1. Domestic Promotion Update and Budget Proposal – *Ginny Hair*
   2. Foreign Promotion Update and Budget Proposal – *Jean Valentine*
   3. Cannery Request for Foreign Promotion Funds

E. Recommendations to the Board

F. Adjournment

Action may be taken on any of the above agenda items