



CALIFORNIA WALNUT COMMISSION INTRA INDUSTRY COMMUNICATIONS COMMITTEE

**Monday, December 12, 2016
10:00 a.m.**

California Walnut Commission Office
Conference Room 1
101 Parkshore Drive
Folsom, CA 95630
Contact: Dana Hull
(916) 932-7070

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes of the previous Intra Industry Communications Committee Meetings held on December 15, 2015
4. Industry Communication Strategy
5. Methods of Communication
 - a. Newsletter
 - b. E-newsletter
 - c. Website
6. Industry Advertising Plan
7. Industry Tradeshows
8. Discuss 2017 Grower Presentation Objectives
9. Other Business
10. Time and Place of Next Meeting
11. Closed Session
Closed Session regarding pending litigation and/or the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)
12. Adjournment

NOTE: Each of the agenda items listed above will include discussion and possible action by the Committee/Commission/Board. The notice and agenda is also available on the internet at www.walnuts.org.

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