

**California Citrus Pest and Disease Prevention Program  
Outreach Subcommittee Meeting  
December 5, 2012 – 1:30 p.m.**

Citrus Research Board Conference Room  
217 N. Encina St., Visalia, CA

In person, via phone & WebEx

Phone in: 866-740-1260

Passcode: 7380246#

- This meeting is open to the General Public -

**AGENDA**

1. Call to order, roll call, establish quorum, introductions – Olsen
2. Review of minutes from September 5, 2012 and November 7, 2012 meetings– Olsen
3. Finance Review:  
    October financials  
    Fisher and Siles
4. Website update - Fisher
5. Resultant Strategy from Outcome of Grower Survey – Fisher and Siles
6. Strategy of Traffic Spots in Light of HLB Find - Fisher
7. Outreach strategies related to purported handling HLB with Nutritional Programs – Severns
8. Outreach Strategies Related to Use of e-mail
9. Communication Tactics with General Public - Dreyer
10. Outreach Through and with Packinghouses – Severns
11. Media Training Update – Olsen
12. Nursery Outreach – Fisher/McNerney
13. Ventura County Update – Leslie Leavens-Crowe
14. Legislative/elected Official Outreach – Siles/Olson

15. Subcommittee items to be brought up to full committee - Olsen
16. Agenda Items for next meeting - Olsen
17. Schedule next meeting & adjournment – Olsen

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Note: Action is possible on any item contained in this agenda. Audience members may address the committee following each agenda item. All speakers from the audience are limited to three minutes. For more information, please contact the Plant Health and Pest Prevention Services Division, 1220 N Street, Sacramento, CA 95814, (916) 654-0317. This agenda is available on the Plant Health Pest Prevention Services Division website at <http://www.cdfa.ca.gov/citruscommittee/Meetings.html>.

This meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Susan McCarthy at 916.647.2691 or sending a written request to her at the California Department of Food and Agriculture, 1220 N Street, Sacramento, CA 95814 or [smccarthy@cdfa.ca.gov](mailto:smccarthy@cdfa.ca.gov).

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