

**May 19, 2009**

**NOTICE OF MEETING  
of the  
MARKETING SUBCOMMITTEE  
of the  
CALIFORNIA DRIED PLUM BOARD**

**Thursday, June 4, 2009 at 9:30 A.M.  
California Farm Bureau Federation  
2300 River Plaza Drive, Sacramento  
(Harvest Room)**

Chairman Arthur Driscoll has called the above referenced meeting to continue the planning for the 2009/10 domestic marketing programs and budgets. Lunch will be served following this meeting with an Export Subcommittee meeting beginning after lunch.

Special accommodations such as interpreters, sign language interpreters or captioning will be made for persons with physical disabilities upon request. Special meals will be made available for persons with dietary restrictions upon request. Program information will be made available in Braille, large print, or audiotape upon request. If special accommodations, program materials or meals are required, please call Richard Peterson at (916) 565-6232.

Pursuant to Section 11125(a) of the Bagley-Keene Open Meeting Act, the notice and agenda can be found at <http://www.californiadriedplums.org/GrowersAndPackers/MeetingCalendar/>.

Best regards,



Richard L. Peterson  
Executive Director

cc: Dennis Manderfield – CDFA  
Executive Committee  
Kathleen Bertaloni – Ketchum  
Jim Degen  
All Handlers  
PBA

Members  
Berke, Karen  
Driscoll, Arthur \*  
Goshgarian, Lisa  
Harris, Steve  
Kolberg, Bob  
Lance, Dane  
Lindauer, Ken  
Taylor, John  
Vereschagin, Vernon

Alternates  
Humphrey, Shirley  
Upton, Harold  
Ackerman, Miranda  
Dalrymple, Mark  
Smith, Tim  
Amarel Jr., Bob  
Reighn, Dan  
Kenny, Rich  
Lindauer, Dorothy

\*Chairman

# **AGENDA**

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1. Review proposed industrial marketing program
2. Review proposed public relations program
3. Review other proposed programs
  - a. Sampling
  - b. In-house marketing
4. Domestic marketing program and budget recommendation
5. Review recommended credit-back program
6. Other business
7. Adjournment

Please turn in your travel expense voucher following the meeting, if possible.