



# Public Relations Committee

## Meeting Notice and Agenda

**Tuesday, March 22, 2016 – 2:30 pm**

*California Farm Bureau Building, Harvest Room  
2300 River Plaza Drive, Sacramento, California*

Committee Chairman Davit has called for a meeting of the California Cling Peach Board's Public Relations Committee to be held at the above time and place. We will hear updates from the Domestic and Foreign Promotion Programs, as well as plans for 2016-17.

### AGENDA

- A** Call to Order/Attendance/Establish Quorum – *Chairman Davit*
- B** Minutes of Previous Meeting – May 28, 2015
- C** 2015-16 Promotion Updates
  - 1. Domestic Promotion – Echo
  - 2. Foreign Promotion – BCI
- D** Discussion for 2016-17 Programs
- E** Other Business/Adjournment

*Action may be taken on any of the above agenda items*

#### PR Committee

Rajeev Davit, Chairman	Suki Bains	Frank Bavaro	Joe Dickens
Bill Hammerstrom	Rich Hudgins	Sarb Johl, Ex-Officio	Anthony Laney
Richard Lial	Scott Long	Justin Micheli	Rick Zolezzi

#### Processor Advisors

Chris Carter	Tami Iverson	Toni Lindeleaf	Kathy Sheldon	Jerry Widick
Del Monte	PCP	Wawona	Seneca	Dole

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