



2008-09 CAC BOARD MEETING SCHEDULE

November 20, 2008

- Seating of new Board
- Election of Board Officers
- Distribution of Rules & Regulations Binder

January 15, 2009

- Financial Statement Audit & Agreed-Upon Procedures Reports
- Budget Amendment #1
- Committee Appointments
- Review Avocado Inspection Program Administrative Services Agreement
- Attitude & Usage Consumer Tracking & Research
- Spotlight: Consumer Advertising

March 19, 2009

- Avocado Inspection Committee – Member / Alternate Recommendations
- Spotlight: Consumer Public Relations & Nutrition Program

April 24 & 25, 2009

- Commission Governance & Strategic Planning

May 21, 2009

- Begin Annual Planning Cycle
- Handler Audit Report
- Spotlight: Foodservice & Merchandising

June 18, 2009

- Develop / Revisit 3-Year Strategic Plan
- Business Plan Development
- Annual Board Election Cycle Begins
- Spotlight: Online Marketing

August 20, 2009

- Strategic Business Plan Frame
 - Finalize and approve 3-year Strategic Plan
 - Review Business Plan frame, strategies and tactics developed
 - Financial Review / Analysis / Outlook
- Spotlight: Production Research and Consumer Trends

September 17, 2009

- Approve Tentative 2009/10 Business Plan & Budget
- Approve Tentative 2009/10 Assessment Rate

October 15, 2009

- Pre-Season Crop Estimate Released
- Approve Audit Letter of Engagement
- Approve 2009/10 Business Plan & Budget
- Approve 2009/10 Assessment Rate
- Annual CEO Performance Review

November 18, 2009

- Board Orientation (Full Day)