



**MEXICAN HASS AVOCADO IMPORTERS ASSOCIATION  
Annual Meeting Agenda  
January 17, 2012**

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<b>9:00 AM</b>	<b>Call to Order / Roll Call / Approval of Minutes</b>	
<b>9:15 AM</b>	<b>Financials:</b>	<b>Treasury Report / Cash Flow</b>
<b>10:00 AM</b>	<b>Management Update</b>	<b>Brand and Logo Review Lead Agency RFP IT Update March Strategy meeting</b>
<b>11:00 AM</b>	<b>Marketing Proposal</b>	<b>Media – Radio and Print Wow Spring Tour Super Bowl Update Cinco de Mayo CIA Partnership</b>
<b>12:00 PM</b>	<b>Lunch</b>	
<b>12:30 PM</b>	<b>Budget Approval</b>	
<b>1:30 PM</b>	<b>Legal Update</b>	
<b>2:30 PM</b>	<b>Future Meeting Schedule and Planning Sessions</b>	
<b>3:00 PM</b>	<b>New Business</b>	
<b>3:30 PM</b>	<b>Adjourn (Upon completion of closed session, if necessary)</b>	



**GUEST CARD**

**The meeting place will be:**

**The Culinary Institute of America  
Greystone Campus  
2555 Main Street  
St. Helena, CA  
(707) 967-1010**

**For those board members wishing to  
Participate via conference call, please refer to  
these instructions. If you are dialing in from  
Mexico, you must use the direct dial in number**

**Conference Call Service**

**Guest Code 309138**

**Toll Free Dial In #: 1-866-851-9754**

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**Conference Call: Dial number and enter Guest  
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**In Conference Features  
Press**

**\*6 Mute/Un-Mute line**

**\*5 Increase Volume**

**\*8 Decrease Volume**

**\*0 For assistance**

**\* To return from  
assistance**