



CALIFORNIA  
TABLE GRAPE  
COMMISSION

392 W. Fallbrook,  
Suite 101  
Fresno, California  
93711-6150  
phone: 559.447.8350  
fax: 559.447.9184  
[grapesfromcalifornia.com](http://grapesfromcalifornia.com)

## Memorandum

**DATE:** March 15, 2010

**TO:** Export and Shippers Advisory Committee Members  
Chris Caratan    Barney Evans    John V. Zaninovich  
Jerry DiBuduo    Tony Fazio    Jon Paul Zaninovich  
Nick Dulcich    Steve Gilfenbain    Marko B. Zaninovich

**FROM:** John Giumarra, Jr.

**SUBJECT:** Export Committee Meeting

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An export committee meeting has been scheduled at the below time and location. The San Joaquin Room is located in the main hotel building, **not** in the Bistro Restaurant building.

**DATE:** Thursday, March 25, 2010

**TIME:** 10:00 a.m. to 2:00 p.m.

**PLACE:** Four Points by Sheraton Bakersfield  
San Joaquin Room  
5101 California Avenue  
Bakersfield, CA 93309  
661.325.9700

Please use the form included with this notice to indicate whether you will attend.

cc: Fred Lagomarsino  
David Marguleas

enclosures

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*California Table Grape Commission meetings comply with the Bagley-Keene Open Meeting Act. For information on this meeting, contact the California Table Grape Commission, 392 W. Fallbrook Suite 101, Fresno, CA 93711 at 559.447.8350. A copy of this meeting notice can be found at [www.grapesfromcalifornia.com](http://www.grapesfromcalifornia.com).*

# Agenda

## California Table Grape Commission Export Committee Meeting

Thursday, March 25, 2010

10:00 a.m. to 2:00 p.m.

Four Points by Sheraton Bakersfield

### AGENDA TOPICS

- |            |   |                    |
|------------|---|--------------------|
| 10:00 a.m. | <b>1. Call to Order</b><br>A. Welcome<br>B. Approval of agenda  | John Giumarra, Jr. |
| 10:10 a.m. | <b>2. Opening Remarks</b><br>A. Purpose of meeting/timeline   | Kathleen Nave      |
| 10:15 a.m. | <b>3. International Marketing Plan</b><br>A. Review of 2009 export results<br>B. Federal funding update<br>C. Five-year strategic plan<br>D. 2010 plan adjustments<br>E. Worldwide activities-plan and budget 2010<br>F. Proposed international marketing strategy 2011<br>G. Country plans and budgets | Susan Day          |
| 12:00 p.m. | <b>Lunch</b>  |                    |
| 1:00 p.m.  | <b>4. Global Retail Review</b>  | Carolyn Hughes     |
| 1:20 p.m.  | <b>5. Market Access Update</b>  | Susan Day          |
| 2:00 p.m.  | <b>6. Adjourn</b>   |                    |

A copy of this meeting agenda can be found at [www.grapesfromcalifornia.com](http://www.grapesfromcalifornia.com)

**California Table Grape Commission**

**Export Committee  
Thursday, March 25, 2010  
10:00 a.m. to 2:00 p.m.  
Four Points by Sheraton  
5101 California Avenue  
Bakersfield, CA 93309  
Phone: 661.325.9700**

Participation Form

- I **plan to attend** the export committee meeting on Thursday, March 25, 2010 from 10:00 a.m. to 2:00 p.m.
- I **will not attend** the export committee meeting on Thursday, March 25, 2010 from 10:00 a.m. to 2:00 p.m.

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(name – please print)

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(company/affiliation – please print)

**Please fax this form to the commission office at 559.447.9184 or send your reply via email to [janette@grapesfromcalifornia.com](mailto:janette@grapesfromcalifornia.com).**