



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook,
Suite 101
Fresno, California
93711-6150
phone: 559.447.8350
fax: 559.447.9184
grapesfromcalifornia.com

Memorandum

Date: March 18, 2019

To: Export and Shippers Advisory Committee Members

James Benson	George Matoian	Jon Paul Zaninovich
Melissa Heinrich	Justin Parnagian	Marko Zaninovich
Wayde Kirschenman	Shaun Ricks	

From: John Giumarra, Jr.

Re: Export Committee Meeting

An export committee meeting has been scheduled at the below time and location.

Date: Thursday, March 28, 2019

Time: 10:00 a.m. to 3:00 p.m.

Place: Visalia Convention Center
Kings Canyon Room
303 E. Acequia Avenue
Visalia, CA 93291
559-713-4000

Please RSVP for this meeting to Tiffany@grapesfromcalifornia.com or 559-447-8350.

enclosure

cc: Jim Beagle

The California Table Grape Commission prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, familial status, parental status, or religion. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the commission at 559-447-8350. The commission is an equal opportunity provider and employer.

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.

Agenda

California Table Grape Commission Export Committee Meeting

Thursday, March 28, 2019
10:00 a.m. to 3:00 p.m.
Visalia Convention Center – Visalia
Kings Canyon Room

AGENDA TOPICS

- | | | |
|------------|---|----------------------------|
| 10:00 a.m. | 1. Call to Order | John Giumarra, Jr. |
| | A. Welcome | |
| | B. Introductions | |
| | C. Approval of agenda | |
| 10:05 a.m. | 2. Purpose of Meeting | Kathleen Nave |
| 10:10 a.m. | 3. International Promotion Program | |
| | A. Agricultural Trade Program | Kathleen Nave |
| | B. Export marketing plan overview | Susan Day |
| | 1. Retail plan overview | Fabian Garcia |
| | 2. Country and regional plans | Susan Day |
| | 3. Worldwide programs | |
| | C. 2019-20 budget | Kathleen Nave |
| 11:45 a.m. | 4. Market Access Update | Susan Day |
| 12:00 noon | Lunch | |
| 1:00 p.m. | 5. Strategic Review | Kathleen Nave / Dan Barber |
| 3:00 p.m. | 6. Adjourn | |

A copy of this meeting agenda can be found at grapesfromcalifornia.com.