

WISCONSIN MILK MARKETING BOARD, INC.
Channel Management Committee

NOTICE IS HEREBY GIVEN that the Channel Management Committee of the Wisconsin Milk Marketing Board, Inc. will meet beginning at 9:00 a.m. on Wednesday, August 27, 2008, at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

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| 9:00 a.m. | I. | Call to Order / Roll Call |
| | II. | Review / Approval of Minutes of September 12, 2007 Meeting |
| | III. | Committee Chair Comments |
| | IV. | Old Business |
| | V. | FY2009 Channel Management Overview |
| | | A. Strategic Direction Discussion |
| | | B. Industry/Market Review |
| 12:00 p.m. | | Lunch |
| | VI. | Channel Management Update |
| | | A. Technical Services |
| | | B. Retail Channel / Local Markets |
| | | C. Foodservice Channel |
| | | D. Cheese Education and Events |
| | | E. Market Research |
| | VII. | Selection of Channel Management Committee Representative to CDR Liaison Committee |
| | VIII. | CEO Remarks |
| | IX. | New Business |
| 3:00 p.m. | | Adjournment |

Notice of a meeting of the Channel Management Committee also constitutes notice of a meeting of the entire WMMB Board of Directors. However, only business of the Channel Management Committee will be conducted at this meeting.