

WISCONSIN MILK MARKETING BOARD, INC.
Communications and Local Promotions Committee

NOTICE IS HEREBY GIVEN that the Communications and Local Promotions Committee of the Wisconsin Milk Marketing Board, Inc. will meet beginning at 10:00 a.m. on Tuesday, August 19, 2003 at the National Dairy Shrine, 407 Merchants Avenue, Ft. Atkinson, WI 53538 (920-563-7769). The following meeting agenda is proposed:

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| 10:00 a.m. | I. Call to order and roll call |
| | II. Facility tour |
| | III. Review/approval of minutes of March 13, 2003 meeting |
| | IV. Director comments |
| | V. Old business |
| | VI. Committee chair comments |
| | VII. FY2004 program area committee review and discussion <ul style="list-style-type: none">• Fluid and Related Promotions/Wisconsin Initiative• Corporate/Product Communications• Local Markets Communications• Wisconsin Dairy Council |
| | VIII. Other business |
| 3:00 p.m. | Adjournment |

Notice of a meeting of the Communications and Local Promotions Committee may also constitute notice of a meeting of the entire WMMB Board of Directors. However, only business of the Communications and Local Promotions Committee will be conducted at this meeting.