

**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 at 10:00 a.m. on Tuesday, Mar. 23, 2004 at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

- 10:00 a.m.
- I. Call to order and roll call
 - II. Review/approval of Dec. 10, 2003 meeting minutes
 - III. Director comments
 - IV. Old business
 - V. FY2005 Program Area Committee Review and Discussion
 - Fluid & Related Promotions/Wisconsin Initiative
 - Corporate Communications
 - Local Markets Communications
 - Wisconsin Dairy Council
 - Producer Communications
 - VI. Other business
 - VII. 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.