

**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 9:00 a.m. on Tuesday, March 7, 2006 at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

Tuesday, March 7, 2006

- 9:00 a.m.
- I. Call to Order and Roll Call
 - II. Review/Approval of August 30, 2005 Meeting Minutes
 - III. Director Comments
 - IV. Old Business
 - V. FY2006 Program Area Committee Review and Discussion
 - 1. Fluid & Related Promotions/Wisconsin Initiative
 - 2. Corporate Communications
 - 3. Local Markets Communications
 - 4. Wisconsin Dairy Council
 - 5. Producer Communications
 - VI. Old 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.