

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

NOTICE IS HEREBY GIVEN that the Communications and Local Promotion Committee of the Wisconsin Milk Marketing Board, Inc. will meet beginning at 10:00 a.m. on Wednesday, September 20, 2006 at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

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| 10:00 a.m. | I. Call to Order / Roll Call |
| | II. Review / Approval of Minutes of March 7, 2006 Meeting |
| | III. Old Business |
| | IV. Committee Chair and Committee Member Comments |
| | V. FY2007 Communications and Local Promotions Updates |
| 12:00 p.m. | Lunch |
| | VI. Selection of Communications and Local Promotions Representative to CDR Liaison Committee |
| | VII. New Business |
| 4:00 p.m. | Adjournment |

Notice of a meeting of the Communications and Local Promotions Committee also constitutes 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.