

**WISCONSIN MILK MARKETING BOARD, INC.**  
**Communications Committee**

NOTICE IS HEREBY GIVEN that the Communications Committee of the Wisconsin Milk Marketing Board, Inc. will meet beginning at 9:00 a.m. on Wednesday, September 23, 2009 at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

- 9:00 a.m.
- I. Call to Order and Roll Call
  - II. Review/Approval of August 26, 2008 Meeting Minutes
  - III. Old Business
  - V. Strategic Direction Overview
  - VI. FY2010 Program Area Updates and Discussion
    - A. Fluid Promotions and Cheese Advertising
    - B. Corporate Communications
    - C. Wisconsin Dairy Council
    - D. Producer Communications and Programs
  - VII. Selection of Communications Committee Representative to CDR Liaison Committee
  - VIII. New Business
  - IX. Adjournment

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