

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 9:30 a.m. on Tuesday, August 26, 2008 at the WMMB Office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

- 9:30 a.m.
- I. Call to Order and Roll Call
 - II. Review/Approval of September 11, 2007 Meeting Minutes
 - III. Old Business
 - IV. CEO Report
 - V. Strategic Direction Overview
 - VI. FY2009 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.