

WISCONSIN MILK MARKETING BOARD, INC.
Executive Committee

NOTICE IS HEREBY GIVEN that the Executive Committee of the Wisconsin Milk Marketing Board, Inc. will meet beginning at 9:00 a.m. on Thursday, January 28, 2010 at the WMMB office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

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| 9:00 a.m. | I. Call to Order / Roll Call |
| | II. Review / Approval of Minutes of the October 13, 2009 Meeting |
| | III. Chairman's Report |
| | IV. CEO Report |
| | V. Budget Adjustments |
| | VI. Review CEO Expense Reports |
| | VII. Other / New Business |
| 9:45 a.m. | Adjournment |

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