

**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 8:30 a.m. on Wednesday, October 18, 2006 at the WMMB office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

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| 8:30 a.m. | I. Call to Order / Roll Call   |
|           | II. Review / Approval of Minutes of July 19, 2006 Meeting  |
|           | III. Chairman's Report   |
|           | IV. CEO Report   |
|           | V. Financial Matters <ul style="list-style-type: none"><li>• Unallocated Reserves – FY2007</li></ul> |
|           | VI. Review CEO Expense Reports   |
|           | VII. Other 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.