

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 13, 2004 at the WMMB office, 8418 Excelsior Drive, Madison, WI 53717 (608-836-8820). The following meeting agenda is proposed:

- 8:30 a.m. I. Call to Order / Roll Call
- II. Review / Approval of Minutes of July 20-21, 2004 Meeting
- III. Chairman's Report
- IV. CEO Report
- V. Unallocated Reserves Request
- Foodservice
- Capital Appropriations
- VI. Review CEO Expense Reports
- VII. Committee Reports
- Cheese
- Communications and Local Promotions
- Audit
- Policy/Bylaw
- CDR
- UDIA / NDB / National Affairs
- Wis. Rural Partners
- Midwest Dairy
- Executive
- VIII. Other Business
- 9:45 a.m. Adjournment