



CMAB New Board Member Orientation

CMAB Office
2316 Orchard Parkway, Tracy, CA 95377
Training room on first floor

March 16, 2018
9:00 a.m. – 3:00 p.m.

AGENDA

9:00 - 9:15 a.m.

Welcome & Introductions

John Talbot

9:15 - 9:45 a.m.

CMAB Marketing Order
Bagley-Keene Open Meeting Act
CDFA Oversight of CMAB

Dennis Manderfield

9:45-10:15 a.m.

CMAB Administrative Overview

Jim Jones

10:30 a.m. – Noon

Organizational Structure of the CMAB
Board Member responsibilities
Five-Year plan

John Talbot

Noon – 12:30 p.m.

Lunch

12:30-2:30pm

CMAB Program Overviews
Retail/Foodservice/International
Processor
Advertising
Consumer and Trade Communications
Producer Communications

Marketing team

Bob Carroll
Jim Dimataris
Michael Freeman
Jennifer Giambroni
Kris Costa

2:30-3:00 p.m.

Q&A