

## USHBC PROMOTION COMMITTEE MEETING AGENDA

Thursday, February 25, 2010- 8:00am to 12noon  
The Embassy Suites Phoenix Airport  
1515 North 44<sup>th</sup> Street, Phoenix, Arizona

### USHBC Promotion Committee Members

Kirk McCreary- *Chairman*

Bob Carini	Keith Mixon
Rod Cook	Bryan Sakuma
Stan Crafton	John Shelford
Denny Doyle	Robert Verloop
Roy Malensky	Tim Wetherbee

### AGENDA

- (1) Roll Call
- (2) Market Promotion Activity Updates for 2009 and 2010
  - Consumer/Foodservice Public Relations (*Lewis & Neale PR*)
  - Expanded Winter Promotion (*Lewis & Neale PR*)
  - Food Manufacturer Publicity (*TJP Market Development*)
  - Export Market Development (*TJP Market Development*)
- (3) Update on Market Access Actions Taken to Date (Australia, Korea, South Africa)
- (4) Consideration of Participation in PMA Foodservice Show and Future Efforts with the Culinary Institute of America (CIA)
- (5) Discussion of Industry "Image" Campaign to Counter Recent Labor Coverage and Develop Consumer Awareness and Appreciation of Blueberry Industry
- (6) Discussion of Possible Modifications and/or Additions to 2010 Market Promotion Activities Based on Final 2010 Budget Allocations; Finalization of 2010 Market Promotion Budget
- (7) Update on "Berry Boost for School Nutrition" Project
- (8) Follow-up Discussion on Branding Phase of Blueprint 2015 Program and Next Steps\*
- (9) Other Business

**\*Note:**

USHBC Promotion Committee meets on Tuesday, February 23 to review brand positioning actions taken to date and the three brand platforms recommended by CRT/tanaka

