



CALIFORNIA **OLIVE** COMMITTEE

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AGENDA

Ripe Olive Marketing Subcommittee Meeting

Double Tree • Sonoma Room

Friday, June 14, 2013

10:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Approval of 11-27-12 Ripe Olive Marketing Subcommittee minutes (**action item**)
- II. Marketing 2013 Plan in Review
 - a. Presentation of Marketing Program for 2013 by Fleishman-Hillard
 - b. COC Marketing Activities in Review
- III. Other Business
- IV. Adjournment