

# RAISIN ADMINISTRATIVE COMMITTEE

ADMINISTERING THE FEDERAL MARKETING  
AGREEMENT AND ORDER REGULATING THE  
HANDLING OF CALIFORNIA RAISINS

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## MARKETING SUBCOMMITTEE MEETING NOTICE

### IN-PERSON & TELECONFERENCE

August 11, 2022

TO: Members and Alternates of the Marketing Subcommittee

SUBJECT: Notice of Meeting

Chairman Gerald Chooljian has scheduled a meeting of the Marketing Subcommittee for **Wednesday, August 17, 2022 at 2:30 p.m.** in the RAC Conference Room, 2445 Capitol Street, Suite 200, Fresno, California 93721, and by teleconference (GoToMeetings).

The Subcommittee will meet to review and discuss the extension of the Merchandise Incentive Program (MIP) beyond 7/31/22, hear a report on Export Marketing Activities, and hear a report from the Intellectual Property Workgroup.

Other issues may be discussed.

The RAC office is open and members/alternates are encouraged to attend in person. The RAC office is practicing social distancing, disinfecting, and following recommended safety protocols. Masks are no longer required.

Members who will be participating via teleconference call by dialing in using your phone or connecting online, see the information below.

RAISIN ADMINISTRATIVE COMMITTEE



Debbie Powell  
President / General Manager

Date: **Wednesday, August 17, 2022**

Time: **2:30 p.m.**

Place: **Dial in using your phone.**

United States [+1 \(669\) 224-3412](tel:+16692243412)

**Please join the meeting from your computer, tablet or smartphone.**

<https://www.gotomeet.me/RaisinAdminCmte/raisin-administrative-committee>

**Access Code: 670-608-389**

New to GoToMeeting? Get the app now and be ready when your first meeting starts: <https://global.gotomeeting.com/install/670608389>

CC: Ms. Kathie Notoro, USDA  
Members and Alternates

*Persons requiring special accommodations including special meals, or who require alternatives means of communications should contact the RAC prior to the meeting.*

*"The Raisin Administrative Committee accepts and adopts the concept of diversity" (per the action of the RAC on 2/11/00)*

2445 Capitol Street, Suite 200 • Fresno CA 93721-2236



# AGENDA OF THE MARKETING SUBCOMMITTEE

Wednesday  
August 17, 2022

1. Call to Order – 2:30 p.m.
2. Roll Call

## **Member**

Chooljian, Gerald - Chairman  
Sahatdjian, Victor - Vice Chairman  
Abdulian, LindaKay  
Asmar, Jane \*  
Bedrosian, Michael  
Bortolussi, Jeff  
Cardoza, Dwayne  
Chooljian, Chad  
Crowe, Richard  
DeBorde, Brent  
Hardy, Sean  
Hoff, Darren  
Housepian, Dennis  
Kazarian, Ron  
Kister, Steve

## **Alternate**

Chooljian, Michael  
Surabian, Kristina  
**VACANT**  
Moles, Doug \*  
Bedrosian, Paul  
King, Dan  
Huter, E.G.  
**VACANT**  
**VACANT**  
Scrivner, Dan  
**VACANT**  
Rodrigues, Tim  
Boghosian, Philip  
**VACANT**  
Estermann, David

## **Member**

Lion, Frank  
Ludtke, Willy  
Marthedal, Jon  
Martin, Glenn  
Medeiros, Manuel  
Moles, Ray  
Naito, Tomo  
Overly, Harry  
Sandhu, Nindy  
Sangha, Mitch  
Shapazian, David  
  
Schutz, Monte, Ex-Officio

## **Alternate**

Sahatjian, Richard \*  
Rai, Jerry  
Unruh, Mark  
Fanucchi, Ed  
Medeiros, Nicholas  
**VACANT**  
Scott, David  
Bender, Braden  
Nielsen, Mike  
**VACANT**  
**VACANT**  
  
**VACANT**

\*Switched Positions on May 1st

3. Approval of Minutes – March 30, 2022
4. USDA Report
5. Management Report
6. Review & Discuss the Extension of the Merchandise Incentive Program (MIP) for All Countries (All Varieties) beyond July 31, 2022 (8/1/22-1/31/23) (Objective: Motion needed to approve)
7. Export Marketing Update
  - a. Trade Missions/Gain Reports
  - b. Travel Report
8. Report from the Intellectual Property (IP) Workgroup (8/10/22)
  - a. Graphics Standards Manual (Objective: Motion needed to approve)
9. Other Business
10. Adjournment

Parking for persons with disabilities is available in the visitor parking on Capitol Street. The accessible entrance to the RAC Office is located on the north side of the building. Use the elevators for access to the 2<sup>nd</sup> floor offices.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs.)

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