



**AFM Board Meeting  
Minutes  
September 19, 2013**

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**Place:**

**Conference Call**

A conference call of the AFM board was held on September 19<sup>th</sup>, 2013 as a follow-up to the September 9<sup>th</sup> meeting in Napa to continue the strategy for an AFM CEO replacement and to elect a new slate of officers as a result of the new MHAIA officers seated on September 9<sup>th</sup> MHAIA annual meeting

**Participants:**

**Mike Browne, Chair  
Antonio Villaseñor, Vice Chair  
Adrian Iturbide, Treasurer  
Ron Campbell, Secretary (ex officio)  
Sergio Guerrero  
Ed Figueroa  
Ramon Paz  
Armando Lopez (ex officio)**

**Veronica Douglas, AMS  
Kevin Brosch, AFM Legal Counsel  
Dolora Sillman, MHAIA and APEAM Financial Director**

Mr. Browne took the roll call, established a quorum and requested a motion to approve the minutes. Two changes were requested: the location should be corrected to the Westin Versa Hotel and Mike Browne was present via conference call. Ed motioned to approve the minutes and the motion was seconded by Ramon. The vote was unanimous.

Mr. Browne then called for the first regular annual election of officers for the AFM Board and requested nominations for Chairman. Mr. Paz nominated Adrian Iturbide to be the next Chairman which was seconded by Mr. Figueroa. The vote was unanimous.

Mr. Iturbide assumed the Chairmanship and requested nominations for Vice Chairman. Mr. Browne nominated Mr. Sergio Guerrero as Vice Chairman which was seconded by Mr. Paz. The vote was unanimous.

Mr. Iturbide requested nominations for Treasurer. Mr. Browne nominated Ed Figueroa as Treasurer which was seconded by Ramon. The vote was unanimous.

The Secretary position remains constant for administrative reasons.

**Therefore the New Board is:**

**Adrian Iturbide, Chair  
Sergio Guerrero, Vice Chair  
Ed Figueroa, Treasurer  
Ron Campbell, Secretary (ex officio)  
Mike Browne  
Antonio Villaseñor  
Ramon Paz  
Armando Lopez (ex officio)**

**The following agenda item was the formation of the Joint Marketing Committee.  
Mr. Browne proposed the following:**

**Ed Figueroa – ex-officio member, nonvoting – MHAIA Chairman**

- 1. Mike B – Chair – Calavo – Chairman**
- 2. Jimmy Lotufo – Agro Export**
- 3. Doug Meyer – West Pak**
- 4. Ross Wileman – Mission**
- 5. Phil Henry – Henry Avocado**
- 6. Todd Elder – Index**
- 7. Gary Caloroso – Giumarra**

**Regarding the 8<sup>th</sup> position, after much discussion, it was decided that Mike should offer the position to Tony Martinez because of his relationship with many of the smaller importers in Texas. Of the four remaining seats from APEAM, Ramon Paz and Miguel Barcenas will fill two of the seats and the remaining two will be decided upon promptly.**

**Ron introduced the idea of hiring Dennis Crowley from brand Engineers as an interim manager to identify current strategic and communication direction and an appraisal of AFM organizational structure to successfully implement marketing plans.**

**A discussion ensued but all were in agreement that we need an interim strategy to help redefine AFM initially and to help expedite the strategy moving forward toward a permanent replacement. Specific timelines need to be set and existing staff need to be kept informed to ensure programs stay on track. Regarding expenses, Mr. Crowley would be hired under the existing AFM budget. All funds from the existing Chase account will be transferred to Citizens Business Bank and payments will be made according to existing guidelines.**

**The CEO replacement strategy and the structure of AFM agenda items will be tabled until we get direction resulting from Mr. Crowley's evaluation of the organization. Mr. Paz stressed that the strategy for moving forward needs to happen quickly.**

**Ron will request a proposal from Mr. Crowley and circulate it for electronic vote.**

**Additional discussion:**

**Mr. Figueroa requested an additional call next week to make a decision on Mr. Crowley.**

**Mr. Browne, asked to review the Mixtec's contract for discussion during the next meeting.**

**Regarding the color of the seed of the Avocado Hero creative, the group agreed that the board should not interfere in the creative process and let the consumer's opinion be the guide on how the caricature evolves.**

**There was concern raised during the meeting about the lack of Packer presence on the AFM executive board. There are always growers and packers represented on every board that APEAM participates in. This will be addressed during the next meeting.**

**There being no other new business, Mr. Figueroa made a motion to adjourn and Mr. Iturbide seconded the motion, which passed unanimously.**

**Respectfully Submitted  
Ron Campbell  
Secretary AFM**

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