



AMERICAN PECAN COUNCIL

FULL COUNCIL

WEDNESDAY
APRIL 10, 2019
9:00 a.m. Central Time

HYATT REGENCY DFW
INTERNATIONAL AIRPORT
INNOVATION ROOM AB
2334 North International Parkway
DFW Airport, TX 75261
(972) 453 – 1234

AGENDA

- I. **CALL TO ORDER – Mike Adams, Chairman**
 - A. ROLL CALL
 - B. ESTABLISH QUORUM
 - C. CHAIRMAN UPDATE & EXECUTIVE DIRECTOR UPDATE
 - D. APPROVAL OF PREVIOUS MINUTES
 - 1) December 18, 2018
- II. **GOVERNANCE COMMITTEE**
 - A. Audited Financials
 - B. Approval of Auditors
 - C. Financials
- III. **INTERNATIONAL COMMITTEE**
 - A. USPGC
 - i. Update on Contract
 - ii. Unified Industry on International Markets
 - iii. ATP Funding
 - B. EMERGING MARKETS – EMP India
 - C. UNIFIED EXPORT STRATEGY
 - D. MEXICO

IV. INDUSTRY RELATIONS COMMITTEE

- A. DATA COLLECTION
 - i. Data Collection and Industry Tab Proposal
 - ii. Data Collection & Forms Update
- B. INDUSTRY RELATIONS STUDIES
 - i. NASS Survey
 - ii. Land IQ & Digital Mapping
- C. PECAN CONGRESS

V. MARKETING COMMITTEE

- A. REVIEW OF 2018 (FIRST SIX MONTHS) ACTIVITIES
- B. PROPOSAL FOR 2018 – 2019 PROGRAM (NEXT SIX MONTHS)
- C. ASPIRE IQ & SOCIAL MEDIA
- D. MARKET RESEARCH
 - i. Nutrition Research
 - ii. Shelf-Life Study
 - iii. Chef Summit
 - iv. Other Promotional Opportunities

VI. GRADES & STANDARDS COMMITTEE

- A. GRADES & STANDARDS 101
- B. SECTION 8(e)
- C. NEXT STEPS

VII. NEW BUSINESS

VIII. ADJOURNMENT