

AMERICAN PECAN COUNCIL

MARKETING COMMITTEE

**Wednesday
August 12, 2020
10:00 A.M. Central Time**

<https://us02web.zoom.us/j/81412575553>

or

**CONFERENCE CALL:
1 ((346) 248-7799
passcode: 88265376669#**

AGENDA

I. CALL TO ORDER – Bruce Caris, Chairman

- A. ROLL CALL
- B. ESTABLISH QUORUM
- C. APPROVAL OF PREVIOUS MINUTES (Action Item)
- D. CHAIRMAN UPDATE

II. HEALTH & NUTRITION

- A. Health Studies 2020 UPDATE

III. 2020/21 PROPOSED MARKETING ACTIVITIES

- A. Weber Shandwick Proposal
- B. Digital Magnet Omni Channel Proposal
- C. AspireIQ Influencer Proposal
- D. Eat Well Global Nutritional Marketing Proposal
- E. NPSA Chef's Summit No Cost Extension (Action Item)
- F. USDA Marketing Policy Statement (Action Item)

IV. MARKETING BUDGET

- A. Marketing Committee Budget 2020/2021 (Action Item)

V. NEW BUSINESS

VI. ADJOURNMENT