

PRELIMINARY AGENDA

CCOA MEETING 2018



Sunday, June 24, 2018

- 3:00 p.m. Hotel Guest Check-In
- 3:00-5:00 p.m. Registration, Exhibitor set up
- 5:00-6:30 p.m. Registration, Welcoming Reception

- 12:00 p.m. Lunch
- 1:15 p.m. California Dairy Sustainability Update
Michael Boccadoro, President, West Coast Advisors
- 2:00 p.m. Seven Reasons to be Optimistic about the California Dairy Industry
Phil Plourd, Blimling and Associates, Inc.

Monday, June 25, 2018

- 7:00 a.m. Registration, Exhibits
(Continental Breakfast Available)
- 8:00 a.m. Welcome from President
Steve DeBrum
- 8:10 a.m. **KEYNOTE ADDRESS:**
Political Climate in an Election Year
Dan Walters
- 9:10 a.m. International Trade and Trade Policy
Jaime. Castaneda, US Dairy Export Council
- 9:50 a.m. Exhibitor Introductions
- 10:00 a.m. Exhibits and Refreshment Break
- 10:30 a.m. California's Evolving Consumer Landscape
John Talbot, California Milk Advisory Board
- 11:00 a.m. Addressing Plant Protein Ingredients
Veronique LaGrange, American Dairy Products Institute
- 11:30 a.m. Advancing Dairy Advocacy Through Technology
James Windstead, Dairy Council of California

- 3:15 p.m. Exhibitor Introductions
- 3:30 p.m. Adjourn
- 5:30 p.m. President's Reception
- 7:00 p.m. End President's Reception
(dinner on your own)

Tuesday, June 26, 2018

- 7:00 a.m. Exhibits
(Continental Breakfast Available)
- 8:00 a.m. CCOA Member Meeting
(Steve, DeBrum, President)
- 8:15 a.m. Exhibitor Introductions
- Exhibitor Prize Drawing
- 8:30 a.m. California With A Federal Milk Marketing Order – An Industry Leaders Roundtable
- 10:30 a.m. Adjourn
- 11:00 a.m. 40th Annual Matchak/Fear CCOA Golf Invitational
- 1:00 p.m. Lake Tahoe Cruise
- 7:00 p.m. No Host Cocktails
- 8:00 p.m. CCOA Dinner and Awards
- 10:00 p.m. Adjourn