



**AFM Board Meeting
Minutes
September 30, 2013**

Place:

Conference Call

A conference call of the AFM board was held on September 30, 2013 as a follow-up to the September 19th conference call to continue the strategy for an AFM CEO replacement.

Participants:

**Adrian Iturbide, Chair
Ed Figueroa, Treasurer
Ron Campbell, Secretary (ex officio)
Mike Browne
Ramon Paz**

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

Mr. Iturbide requested that Mr. Campbell run the meeting. Mr Campbell established a quorum and requested a motion to approve the minutes. Mr. Figueroa motioned to approve the minutes and the motion was seconded by Mr. Paz. The vote was unanimous.

The terms of separation offered by the former CEO of AFM were discussed. In response, the group offered a counter proposal equal to three months' salary and benefits or \$75 thousand. The offer will be made by our legal counsel with a request for response by Monday October 7, 2013. Mr. Iturbide motioned to move forward with this offer and the motion was seconded by Mr. Browne. Unanimous.

Discussion continued on CEO replacement.

An individual who surfaced as a result of the executive search was mentioned as well as a few others within the avocado industry. Full "buy-in" by both boards is critical.

Mr. Figueroa requested that we continue to be inclusive and possibly repeat the interview process again utilizing the services of Mixtec.

Mr. Paz stated that the current APEAM position is to make use of the search that was already conducted and hire the individual who the JEC originally believed was best candidate.

Mr. Iturbide reiterated Mr. Paz' positive impression of this candidate and suggested that both APEAM and MHAIA boards participate in an interview with him possibly at the PMA.

Mr. Figueroa believes additional candidates are needed to make an informed decision.

Mr. Browne suggested the individual in question be presented as a candidate to the APEAM and MHAIA executives during the PMA and that he should bring a document with his perspective on what the organization should look like for a meeting on Saturday morning.

Finally, the discussion on the Brand Engineers tracking study proposal was tabled for further consideration.

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**
