



**AFM Board Meeting  
Minutes  
October 31, 2013**

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**Place:**

**Intercontinental Hotel  
New York, NY**

**A meeting of the AFM board was held on October 31 as a follow-up to the September 30<sup>th</sup> conference call to continue the strategy for an AFM CEO replacement.**

**Participants:**

**Adrian Iturbide, Chair  
Sergio Guerrero, Vice Chair  
Ed Figueroa, Treasurer  
Mike Browne, Director  
Ramon Paz, Director  
Armando Lopez (ex-officio)  
Ron Campbell, Secretary (ex officio)  
Giovanni Cavaletto  
Veronica Douglas, AMS  
Dennis Crowley, Brand Engineers**

**Mr. Iturbide took the roll call and 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. Browne. The vote was unanimous.**

**Discussion continued on CEO replacement.**

**Mr. Browne motioned that the JEC should focus on an individual who is capable of understanding a thorough knowledge of the avocado industry but also brings capabilities from other industries outside of produce. The motion was seconded by Mr. Paz and passed unanimously.**

**Mr. Iturbide introduced Dennis Crowley to present his recommendations on moving the organization forward.**

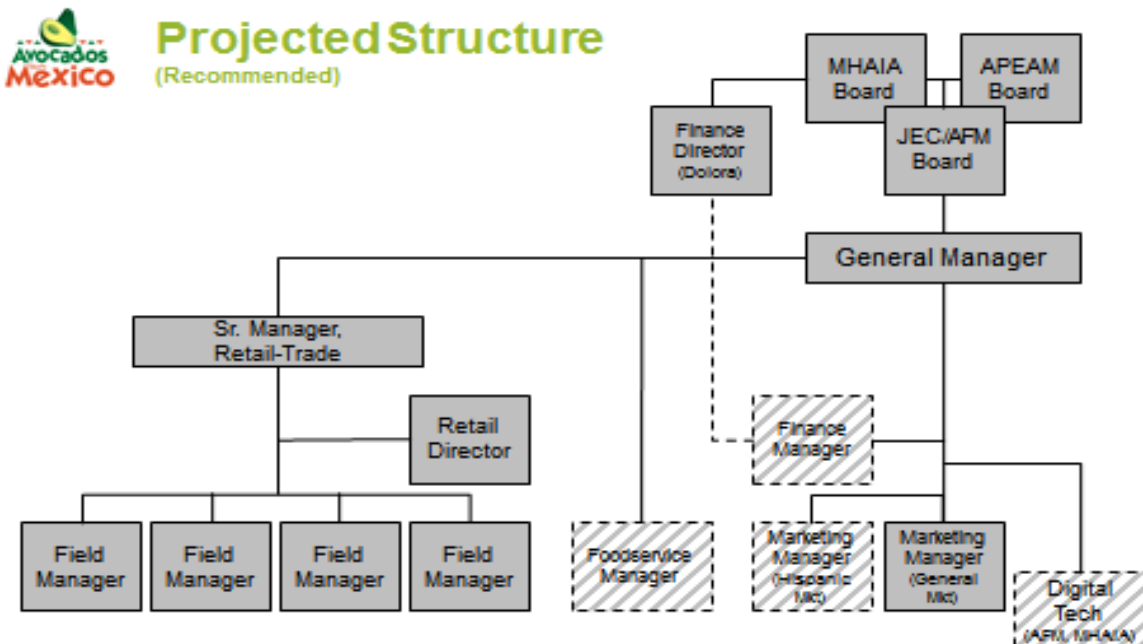
**Current structure:**

**AFM is not an independently run organization; its sole purpose is to implement the marketing efforts of APEAM and MHAIA. AFM is APEAM's and MHAIA's marketing or brand team. AFM is also the only 'official' company with full time employees accompanied by required organizational and regulatory obligations. AFM is a small business operation that should have a structure and compensation that reflects the objectives of APEAM and MHAIA with a cost-effective internal skill-set.**

**New leadership:**

**The job description for a Chief Executive is too ambitious. In addition to marketing and promotion experience, AFM should have a person with the willingness to manage overall operations and engage in day-to-day program development and execution. Also, AFM should have a person with small business startup experience and a clear understanding of employment and benefit law, regulations, and experience managing remote employees if we intend to continue working in the current virtual environment.**

**Proposed Structure:**



**Ed Figueroa motioned to move forward with the proposed structure including a line item for a Food Service Manager. The motion was seconded by Antonio Villaseñor. Unanimous.**

**Additional Discussion:**

**Sergio Guerrero motioned to step down as Vice Chairman and nominated Antonio Villaseñor. The motion was seconded by Ed Figueroa and it passed unanimously.**

**Because we are unsure of the outcome of the current leadership search Ramon motioned to keep Dennis Crowley on in his interim position until a decision is made. The motion was seconded by Sergio and it passed unanimously.**

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

**Respectfully Submitted  
Ron Campbell  
Secretary AFM**

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**Note:**

**In a follow-up phone call on Saturday, November 11 that included Adrian Iturbide, Ed Figueroa, Mike Browne, Ramon Paz, Armando Lopez, Ron Campbell and Veronica Douglas Kevin Brosch discussed the current state of negotiations with Tim O'Connor's legal counsel.**