



**AFM Board Meeting  
Minutes  
March 17, 2014**

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**Place:**

**Javier's Restaurant  
Dallas, Texas**

**A meeting of the AFM board was held on March 17, 2014 to discuss the President's choice for Financial Director.**

**Participants:**

**Adrian Iturbide, Chair  
Antonio Villasenor, Vice Chair  
Ed Figueroa, Treasurer  
Sergio Guerrero, Director  
Mike Browne, Director  
Ramon Paz, Director  
Armando Lopez (ex-officio)  
Ron Campbell, Secretary (ex officio)  
Veronica Douglas, AMS ( absent – flight delay)  
Dennis Crowley, Brand Engineers  
Dolora Sillman, MHAIA**

**Mr. Iturbide asked Mr. Campbell to take the roll call and established a quorum. Mr. Paz motioned to approve the minutes from the January 8 meeting and Mr. Browne seconded the motion. Unanimous.**

**The first agenda item was a discussion on the candidate for the AFM Financial & Administration Director. Mr. Luque presented his choice stating that Miguel Molina is a fully capable candidate who could effectively manage all financial and administrative tasks for the organization. Concern was raised over the initial salary, that there was not sufficient due diligence in the hiring process and the candidate did not have a strong general ledger background. However, the board agreed that Mr. Luque's trust in the individual's capabilities outweighed these concerns and they are comfortable with the choice as long as there is strong oversight during the initial phases of employment. Mr. Browne motioned that AFM should hire Miguel**

**Molina, with no bonus during the first year and Mr. Villasenor seconded the motion. The motion passed unanimously.**

**New Business:**

**There were no other official agenda items but several topics were discussed:**

**Mr. Luque presented some budget data that would be expanded upon during the MHAIA board meeting the following day. His number were based upon a 5% volume increase and a \$3.6MM roll over.**

**Branding at the point of sale was discussed. Mr. Browne raised the idea of AFM paying for Avocados From Mexico stickers on the fruit. The program could increase brand awareness by the consumer at the point of purchase. The group thought it was worth discussing during the MHAIA meeting the following day.**

**Finally, Mr. Luque considered the possibility of launching an AFM super bowl commercial. The idea was tabled for future consideration.**

**There being no other new business, Mr. Iturbide motioned to adjourn which was seconded by Mr. Paz. All were in favor.**

**Respectfully Submitted**

**Ron Campbell  
Secretary AFM**