

# Board of Directors

**April 4, 2017**

**Avocet Room**

**Park Hyatt Aviara, Carlsbad, CA**

**1:30 – 3:30 pm PT**

**JPA Mission:**

*Connecting members to strengthen the juice products industry, providing a unified voice, serving as the expert resource, enhancing industry best practices, and promoting consumer benefits of juice products.*

**JPA Vision:**

*To be the leading resource and advocate for the juice products industry*

**AGENDA**

1. Call to order (T. Hurson, Chair)
2. Review of Antitrust compliance policy (M. Hahn, Legal Counsel)
3. Approve draft minutes of March 23, 2017 meeting\* (T. Hurson) Att. A
4. Membership report (M. Brothers) Att. B
5. Treasurer’s report (A. Taylor, Treasurer)
   1. Questions on financials presented at General Session Att. C,D
   2. Revenue projection for 2017
6. Audit Committee report (D. Gillespie, Audit Comm. Chair)
7. Report on Kellen steps after JPA Board evaluation (C. Freysinger)
8. JPA Technical Affairs Committee Strategic Plan next steps (P. Faison)
9. LTI Committee progress report (J. Wolters)
   1. JPA member response to facility & advocacy survey. Complete it [here](https://www.surveymonkey.com/r/W292F2R).
   2. Revision to JPA Trade Counsel agreement for proactive support to JPA
10. Fall Business Meeting 2018 and beyond\* (T.Hurson) Att. E
11. Other business
12. Next meeting
13. Adjourn

\*indicates Board action item

Attachments for info only:

* Att. F JPA key metrics chart, March 2017
* Att. G Website stats, Q1 2017