

**STRUCTURAL PEST CONTROL BOARD
CA CODE OF REGULATION SECTION 1999.5 FALSE AND
MISLEADING ADVERTISEMENT TASK FORCE MEETING**

NOTICE

THURSDAY
JULY 26, 2007
10:00 AM

STRUCTURAL PEST CONTROL BOARD
1418 HOWE AVENUE, SUITE 18
ANGELA D. NEWMAN CONFERENCE ROOM
SACRAMENTO, CA 95825

Contact Person: Susan Saylor
916-561-8700

A G E N D A

- I. ROLL CALL
- II. APPROVAL OF MINUTES FROM THE JUNE 28, 2007, MEETING
- III. CONTINUED REVIEW AND DISCUSSION OF TITLE 16 OF CA CODE OF REGULATIONS SECTION 1999.5 FALSE AND MISLEADING ADVERTISING
 - A. ADVERTISING CLAIMS AND FREE SPEECH ISSUES
 - B. SUPPORTING STUDIES AND CLAIMS OF ENVIRONMENTAL BENEFITS
- IV. DISCUSSION AND DEVELOPMENT OF PROPOSED 1999.5 FALSE AND MISLEADING ADVERTISING GUIDANCE DOCUMENT TO BE INCORPORATED BY REFERENCE INTO TITLE 16 OF CA CODE OF REGULATIONS
- V. ALTERNATIVES TO PESTICIDE – EXEMPTIONS FROM REGISTRATION
- VI. CONSUMER EDUCATION AND NOTIFICATION REQUIREMENTS
- VII. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA
- VIII. AGENDA ITEMS FOR FUTURE MEETINGS
- IX. ADJOURNMENT

Times stated are approximate and subject to change. Agenda order is tentative and may be changed without prior notice. This meeting will conform to the Open Meeting Act. The Board provides the public the opportunity at meetings to address each agenda item during discussion or consideration of the item. Total time allocated for public comment on particular issues may be limited. Action may be taken on any item on the agenda.

Attendance at this meeting is approved for one (1) hour of continuing education credit of rules and regulations.

The meeting facilities are accessible to the physically disabled. Requests for accommodations for the disabled should be made to the board office at 1418 Howe Avenue, Suite 18, Sacramento, California 95825, (916) 561-8700.

This Agenda can be found on the Structural Pest Control Board Website at www.pestboard.ca.gov