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**OCTOBER 24, 2019**

**AGENDA ITEM 4  
INFORMATION ITEM**

**CALIFORNIA ABLE ACT BOARD**

***Strategic Marketing Program Update - Sagent***

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The California ABLE Act Board will review and discuss an overview of the strategic marketing plan and collateral marketing materials and publishing calendar provided by Elizabeth Merwin, Sagent Marketing. Materials provided to the Board include:

***Attachments***

- Attachment #1 – CalABLE Board Presentation Sagent 9-18-19

**Presenter**

- Elizabeth Merwin, Account Supervisor, Sagent Marketing