



1400 Independence Avenue, SW.
Room 2968-S, STOP 0225
Washington, DC 20250-0225

FEB 18 2011

TO: All Interested Parties

I am pleased to announce the appointment of William A. Wise as Market Administrator, Pacific Northwest and Arizona Milk Marketing Orders effective February 27, 2011. Mr. Wise graduated from the University of Phoenix with a Bachelors Degree in Business Administration and from Arizona State University with a Master's Degree in Business Administration. He has served his entire 29-year career in the Phoenix, Arizona, Market Administrator office. He has been an Assistant Market Administrator since 1995 and most recently responsible for aiding in the administration of the Pacific Northwest and Arizona Milk Marketing Orders.

I am confident you will give Mr. Wise your full cooperation and support.

A handwritten signature in dark ink, appearing to read "Dana H. Coale". The signature is written in a cursive style and is positioned above a horizontal line.

Dana H. Coale
Deputy Administrator
Dairy Programs, AMS