



Communicator

<http://www.ams.usda.gov/nmna>

April 2004

Hello!

This issue of the Communicator is being e-mailed to all current paid members, new employees (first year free membership), and Lifetime members to save on printing costs. It will also be available on the NMNA website. The second issue, which will contain more detailed conference information, will be mailed to all members and web posted. If you did not receive an e-mailed copy, please contact Holly Mozal

Reviewing the 2003 Workshop

Thanks to your participation, the NMNA workshop in Mobile, Alabama was a huge success. We had approximately 230 people attend the conference with a surprisingly large turnout of spouses (36). After the Azalea Maids kicked off the reception on Thursday with a little Southern hospitality it was down to business with a variety of programs and technology information during the work sessions. There were many worthy recipients of awards during the Saturday night banquet and I congratulate them all. Again, let me thank our sponsors for their contributions and the market news staff for all their hard work to make the conference a success. I hope you enjoyed your visit to Alabama and come back anytime.

Randy Alford
President 2003

2003 Scholarship Award Winners

We were pleased to be able to award two \$2,500.00 scholarships during the 2003 workshop in Mobile, Alabama.

Sandra Fleming is a junior at Auburn University and is majoring in Animal and Dairy Science. She plans to receive her degree in May, 2005 and then apply to Auburn University's College of Veterinary Medicine. Upon receiving her doctorate, she plans to enter the workforce and eventually open her own small animal veterinary clinic.

Angela Chaplow was our other recipient. She is a student at Auburn University and has entered her second year. Angela plans to finish her undergraduate work and receive a degree in horticulture where her major emphasis will be on landscape design. To round out her education, she plans to pursue a minor in business with marketing as her main interest. After completing her education, Angela hopes to pursue a career with one of the largest landscaping companies in the South.

New Officers

Russ Travelute is our newly elected Secretary and for the past 5 years has been Officer-In-Charge of the Greeley, CO Livestock & Grain Market News office. Russ has 11 years with L&G Market News with time spent in Thomasville, GA, South St. Paul, MN and Billings, MT. He enjoys trap shooting, golf and welding.

Lewis Langell is our newly elected Historian. Louie is a past president of the NMNA (1998) and is Officer-In-Charge of the Nashville, Tennessee Livestock and Grain Market News office. Louie has been on tours of duty in Sioux Falls, SD, Omaha, NE, Des Moines, IA and Nashville, TN for 19 years and has a total of 27 years with Market News. He enjoys hunting, fishing, and skeet shooting.

**NATIONAL MARKET NEWS
ASSOCIATION BUSINESS MEETING
MINUTES
October 18, 2003**

The meeting was called to order by President, Randy Alford. A motion was made to accept the minutes of the 2002 National Market News Association's Business Meeting. Motion carried.

Nominating Committee: Chairman Donald Carnes introduced Kevin Hardison and Terry Harrison as the members of this committee. The committee nominated Russ Travelute from Greeley, Colorado as Secretary. It was moved and seconded that his nomination be accepted – motion carried.

The committee then nominated Lewis Langell from Nashville, Tennessee as the Historian. It was moved and seconded that his nomination be accepted – motion carried.

Awards Committee: Chairperson of the Awards Committee was Holly Mozal. Her committee members were Russ Travelute, Amos Hardy, Don Nelson and Barbara Meredith. Holly deferred the announcement of the award winners until the Banquet. Holly moved that all NMNA officers be moved up to the next ranking position. Motion carried.

Historian: Weldon Hall reported that 11 attended the newly formed Market News Alumni Association's meeting on Friday. The following resolution & by-law change was presented to those attending:

RESOLUTION: Whereas the Market News Alumni Association (NMNAA) supports the objectives/purposes of the National Market News Association; and whereas the Market News Alumni Associations membership mirrors the NMNA criteria with the exception of the retirement requirement. Therefore, be it known that the NMNA supports the formation and establishment of the MNAA as an affiliate association of the NMNA.

BY-LAW CHANGE: Article VIII Committees, Section 1, first sentence – Add after Historian, "ex-Officer's MNAA President", and etc.

Motion from the Executive Board of the MNAA: The NMNA will make available on the NMNA Webpage for the MNAA for purposes of providing information of the MNAA's activities. Members supported and accepted the first motion.

Motion from the Executive Board of the MNAA: Include within the NMNA Executive Board Membership an Ex-Officio member position filled by the current President of the Market News Alumni Association. It was moved and seconded that the Resolution, By-Law Change and both motions be accepted. Motion carried.

TREASURER: Current treasurer, Tina Colby reported that the latest treasurer's report is included in this year's conference program. It was moved & seconded that the report be approved as published. Motion carried.

EXECUTIVE COMMITTEE REPORT: The committee decided to discontinue mailing one issue of The Communicator and post the newsletter on the National Market News Assn's website. The second issue would be mailed a few months before the next conference. It was asked if the first issue could be directly e-mailed to all employees. The Market News Support Unit noted they have current names and e-mail address of all employees. It was moved and seconded that the Executive Committee explore the best way to get the first issue to employees. Motion carried.

The committee also decided to discontinue printing and mailing membership certificates. It was moved and seconded that the meeting be adjourned. Motion carried.

Submitted by Linda Verstrate, Secretary

NMNA Award Nominations!!!

It's time to begin submitting nominations for the NMNA awards. Nomination forms and details are available on the NMNA website in the award section. Complete the application, click submit, and received an e-mailed confirmation. It's that simple. If you have questions, contact Donald Carnes.

2004 Awards Committee
Donald Carnes, Chairperson
Mary Adkins
Bob Corwin



**47th Annual NMNA Conference
November 4-6, 2004**

**Make your reservations now!
1-800-996-3426**

**RESERVATION DEADLINE:
October 14, 2004**

Where : Wyndham Baltimore Inner Harbor Hotel in the heart of the Baltimore business district at 101 W. Fayette Street. The Wyndham is surrounded by Lexington Market, Antique row, the Baltimore Arena, the Convention Center, the Morris Mechanic Theater, Raven's Stadium and Oriole's Park.

When making your reservation, mention you are part of the NMNA to secure per diem rate. Rates are \$139.00 for single or double occupancy. Rates are good for 2 days before or after the groups' departure.

Reservations at the per diem rate cannot be guaranteed after the deadline, so reserve a room prior to that date. Reservations may be cancelled up to 72 hours prior to arrival.

The Baltimore Washington International (BWI) airport is located eight miles south of the Wyndham and Amtrak's Penn Station is located 2 miles north.

CONFERENCE REGISTRATION

Forms are available on-line and will be mailed with the next Communicator. You can pay in advance by mailing check (payable to NMNA) or pay when you check-in at the conference. Spouses and guests must be registered in order to participate in the spouse program activities listed on the registration form. If you register on-line, do not send a hard copy.

Taking a Peak:

Thursday evening we will welcome you to Baltimore with an appetizer reception. The general session begins Friday followed by the break out sessions. The NMNA business meeting is Saturday morning followed by more hard work.

Spouses and guests will board a bus for a tour of Baltimore, showcasing numerous historical sites and attractions. After lunch, they will have time to explore the Inner Harbor area shops or attractions. After the long business day everyone can float your cares away aboard the Bay Lady boat for a casual dinner cruise to the Francis Scott Key Bridge and back. Bring your dancing shoes, appetite and checkbook for the silent auction and don't worry about the weather, the Bay Lady is climate controlled.

On Friday the spouses will travel to historic Fells Point to experience Baltimore's maritime history on a walking ghost tour. Ooooooh! We'll have lunch, do some shopping and sight seeing in the eclectic shops along the cobblestone streets, view the legendary painted screens, or visit one of the 70 pubs in the area. The bus will bring you back to the hotel in plenty of time for the Awards banquet.

BRANCH UPDATES:

FRUIT AND VEGETABLE

Ideas Retreat - The Fruit and Vegetable Market News Branch held its annual Ideas Retreat on March 10-11, 2004. The Retreat was again held at the Fresh Products Branch's training center in Fredericksburg, Virginia. The attendees included senior staff from Headquarters and a number of reporters from the field. As discussed at the last workshop of the NMNA, the group focused on ideas and issues from previous years' Retreats as it seemed that there were more items suggested by the staff for consideration than could be addressed each year.

A couple of new initiatives were presented to the group and approved by Branch Management for implementation. One of these was the decision to create a nationwide, in-office training program to deliver specialized training for use of Excel spreadsheets as related to the new Market News Portal. This hands on, in office training was the most preferred method indicated by FVMN in the recently completed computer skills survey. The goal is to complete the training prior to the NMNA workshop, scheduled for November 4-6, 2004. The Branch also intends to set up a computer workshop at the NMNA meeting to focus on the Market News Portal and the skills needed to fully utilize it, as well as some general topics like PowerPoint.

Additionally, the group supported the acquisition of digital cameras for all offices, and Branch management agreed. The Market News office in Bronx had taken the lead in acquiring a camera as a test of sorts to determine how they might be usefully employed by our offices. Given the fact that the Branch has the financial resources this year, it was decided to proceed with a large scale acquisition. Headquarters will likely buy the cameras in a block purchase. One immediate application for the cameras was created with the decision to develop a new section on the Intranet to introduce new employees to the Branch. The section,

Introducing..., will include a photo and a brief bio on each person.

Lastly, the Branch plans to begin to create a file of "action photos" of our reporters and to generate articles that would include them to push to the media.

New Memorandum of Understanding with Mexico – Our counterparts in Mexico, SNIIM, have presented a MOU that has been signed off on by the Under Secretary of USDA. The agreement calls for further cooperation between Market News and SNIIM, including an exchange of specialists. Terry Long and Fernando Palmer traveled to Mexico City in February 17-19 to finalize the details of the agreement. The first exchange of specialists will take place in May, when Erin Morris of Livestock and Grain Market News and John Kyranos of FVMN will travel to Mexico City to discuss the visit by Mexican specialists later in the year and to tour the enormous wholesale market there. The Mexico City Federal District produce market is promoted as the largest market of its kind in the world.

Market News Portal - The work on the Web Portal continues, with the Statement of Work completed to enable Sytel to make the enhancements and fixes to the preliminary release that some 100 "testers" had recommended. The Portal was recently demonstrated at the Review Forum of the World Agricultural Outlook Board. As was true in each previous demo, the work was viewed very positively and we are urged to proceed in its development and its full deployment. It is hoped that the final deployment of the Fruit and Vegetable Portal will be prior to the November NMNA workshop and meeting. Sytel will again be invited to the meeting to provide hands on opportunities to the attendees at the Baltimore meeting.

POULTRY

Poultry Market News Launches Organic Report— In 2003, Certified Organic poultry and eggs were one of the fastest growing segments of the organic industry. In response to a lack of available market information covering the trading of Certified Organic poultry and egg products, Poultry Market News developed the *Weekly Certified Organic Poultry and Egg* report. This report provides price information for the most commonly produced and traded organic poultry and egg products and is released weekly on Mondays at 2:30 p.m. Eastern Time. This report is the first Agricultural Marketing Service market news report devoted solely to organic products.

Poultry Portal Project: Following the success of the Fruit and Vegetable web portal project, Poultry recently met with representatives of the web portal contractor to begin planning for the Poultry phase of the project. Poultry has nearly completed the documentation of its database, the crucial first-step in exposing the database to the public through the portal and is ready to begin working on its vision for the public portal. Like Fruit and Vegetable, Poultry expects the web portal to eventually replace its current website. The portal will provide Poultry's customers more powerful, dynamic, and user-friendly access to poultry and egg market information.

Reporter Receives Recognition: Danny Pino, Jr., Poultry Market Reporter stationed in Atlanta, GA, recently received an Extra Effort award in recognition of his outstanding contribution to the Poultry Programs Market News Service in the development of the Organic Poultry and Egg market news report. Danny's efforts resulted in a significant benefit to the organic poultry and egg industry by providing market information to base their marketing decisions.

MARKET NEWS ALUMNI ASSOCIATION (MNA) NEWS

Greetings from the Market News Alumni Association. I hope everyone is doing well and enjoyed the winter months. I thought everyone might want to know a little about the MNA and our plans for the association.

The MNA was officially established at the Mobile, Alabama NMNA conference last October. There were 11 at the meeting, very good considering the travel required and a rather short notice. Elected by the group to serve a two-year term for MNA was: President – Weldon Hall; Vice-President – Charlie Hackensmith; Secretary/Treasurer – Bill Fulton. Only one committee was established, "Membership Committee", and consists of James McCallister, Mike Erwin, and Paul Fuller.

The Association drafted a purpose/objective statement as follows: 'To nurture and enhance the friendships and comradery established through the years of service in Market News; provide the opportunity to establish new friendships with those who share a common interest (market news); and to uphold the ideas and purposes of the National Market News Association as it seeks to improve market reporting and strengthen the Federal/State dual working relationship. This purpose statement will be finalized and voted on at our next meeting to be held in conjunction with the NMNA Baltimore conference.'

The Association is actively seeking new members among our Market News retirees so if you know of someone that has not been contacted please let us know (e-mail sjhall@tds.net). The association voted at the Mobile business meeting to grant "charter membership" to those who paid their dues by April 14, 2004; however, the date is extended to the end of April in case someone hasn't gotten the word. Charter membership dues were set at \$25.00. Dues should be sent to Bill Fulton; 101 Secluded Circle; Little Rock, Arkansas 72210

See you in Baltimore,
Weldon Hall, MNA President



Webmaster Thank You!

Thanks, Denise Melcher, (LS Market News) for your upkeep of the NMNA website and your terrific web ideas!

More 2004 NMNA Committees

Executive

Holly Mozal, Chair
Donald Carnes
Tina Colby
Debbie Friday
Linda Verstrate
Russ Travelute
Lewis Langell
Randy Alford
Steve Skuba
Daniel Schussler
Mary Adkins

Scholarship

Holly Mozal, Chair
Donna Lupo
Kim Harmon

Nominating

Debbie Friday
Keith Williams
Johnny Freeman
Brittany Dreier

Lifetime Membership

Linda Verstrate, Chair
Art Muchow
Patty Wilke
Jim Cunningham
Rick Tanger
Ron Cole

Membership

Russ Travelute, Chair
Jeff Test

If you would like to be considered for a Board position or interested in serving on a committee, please make this known to one of the Board members. Your name will be placed on the list for consideration.

Scholarship Fundraiser – Auction!

Going, Going, Gone!

We are bringing back the auction this year to raise money for the scholarship fund. Please think about an item you could contribute for this worthy cause and send the item to Holly Mozal. If you want to bring the item with you, let me know what it is by October 14th, so we can add it to the list. I'm sure you can think of some really good stuff!

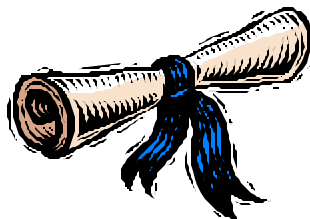
Employees Reaching Milestones

Richard Parsons, National Poultry Supervisor, Washington, DC, 30 yrs

James Keenan, Poultry Market Reporter, Des Moines, IA, 30 yrs

Howell Burkes, Jr. Cotton Market Reporter, 40 yrs

Congratulations to you all and many thanks for their dedication!



**Achievement &
Recognition Report
as of March 2004**

Committee:

Tina Colby, Chair
Julie Farris

Retirements

Gary Kinder – LG
Julie Kyle – LG
Heidi Chriscoe – PY
Howell Burkes, Jr. – CO
Ronald Reed – CO
Wallace “Jim” Westfall –
MNSU

Deaths

Nell Bespiaty
Milt Chapman
Gordon Duty
Gordon Heltzel

New Employees

Livestock & Grain

Kirk Christie
Lance Cline
Ed Czerwien
Randy Hammerstrom
Julie Farris
Amanda Mullins
Rick Tanger

Fruit and Vegetable

Charlotte Doan
Faith Leader
Tom Lister
Marlene Martinez
James Praski
Roxeanne Wiseman

Awards

Livestock & Grain

Spot Award

Dorothy Bear
Jimmy Beard
James Bernau
Randall Bisel
Guy Devore
Julie Farris
Nancy Gallagher
Marjorie Hunt
Michael Jeter
Sarah Jorgensen
Amy Levy
Darold Mapes
Tammy Mecomber
Denise Melcher
Portia White

Performance

Lucy Clark
Ken Gladney
Peggy Lansack
Justin Lumpkin
Lea Ann Peetz
Chad Puhmann
Donna Purdy
Charles McIntyre
Robert Miles
Susan Moore
Russ Travelute
Dennis Widga

Extra Effort

Brody Benton
Judy Bruhling
Lance Cline
Curt Connally
Sjontelle Crocker
Brittany Dreier
Melissa Ewings
Dave Gonsoulin
Randy Hammerstrom
Marjorie Hunt
Cheryl Johnson
Amy Levy
Carol Meinders
Denise Melcher
Erin Morris
Audrey Perry
Dan Schussler
Richard Smith
James Ward

Fruit & Vegetable

Spot

Mick Davie
John Okoniewski
Luis Palmer
Lolita Payne
Lisa VanMeter
Jeanne Barrett
Michelle Bowers
Joe Harrison
Barbara Maxwell
Paul Pasholk
Stephen Skuba
Cedrick Thomas
Linda Verstrate

Performance

Joe Echanove
Jeffrey Main
Kevin Morris
Holly Mozal
Patty Wilkie

Extra Effort

Theresa Collins
Tom Cooper
Jim Cunningham
Peter Dicio
Debbie Friday
Abbie Hannon
Donna Lupo
Edward Martello
Lori Tasos
Fred Teensma

Poultry

Extra Effort

Brenda Brasewell
Danny Pino

**Market News Support
Unit**

Spot Awards

Trang Bui
Gregory Demory
Randall Knol
David Pleasant
Kathy Westfall
Rodney Wofford
Zhongmin Zhou

2004 NMNA Officers

PRESIDENT

Holly R. Mozal

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