



NMNA 46th ANNUAL MEETING OCTOBER 16 - 18, 2003



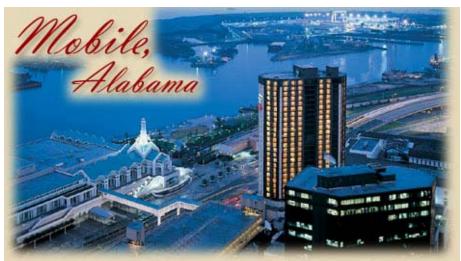




F & V Branch



Livestock Branch



Adam's Mark Hotel & Mobile Convention Center



Cotton Branch



Dairy Branch



Tobacco Branch

GREETINGS FROM ALABAMA

We are looking forward to seeing you at the Adam's Mark Hotel in Mobile for the 46th annual meeting of the National Market News Association October 16-18, 2003. We have a packed agenda of work as well as fun activities lined up for you during your stay. You can find all of the work items in the program schedule. I'll just touch on the fun things. On Thursday evening there will be a reception to celebrate your arrival to the Deep South. The hotel refers to this as Hors D'oeuvres and beverages. We livestock people can imagine what beverages are but Hors D'oeuvres scare the heck out of us. Let's just say there will be good eats and plenty of it. After a hard day of work on Friday, we'll whisk you away for an evening on Casino Row on the Gulf of Mexico in Biloxi Mississippi. Whether you want to partake in the gaming or just dine, enjoy a show or see the sights, it should be an evening of fun. Finally, Saturday evening winds up with the award presentations, a delicious Southern style banquet feast, and "The Last One Standing" Draw Down. The what, you say? More about that later.

HOTEL RESERVATIONS:

Adam's Mark Hotel Reservation Deadline: September 14, 2003 64 South Water Street For Reservations Call: 251-438-4000 Mobile, Alabama 36602

Room rates are \$55.00 plus tax for single and \$65.00 plus tax for double. Be sure to tell them you are with the "National Market News Association". Room rates are good for 3 days before group arrival and 3 days after group departure based on availability.

NOTE: If for some reason you will be checking out of the hotel earlier than indicated on your initial reservation, please let the hotel know at check in. Otherwise, they will charge you an early departure fee.

CONFERENCE REGISTRATION:

Deadline: September 14, 2003

Registration Fee: ------ \$140.00 NMNA Membership Dues -- 7.00 Spouse/Guest Fee: 75.00

You can register on line at the NMNA web site http://www.ams.usda.gov/nmna or fill out the enclosed form and return it to me, Randy Alford, Alabama Department of Agriculture & Industries, Room 107, 1445 Federal Drive, Montgomery, Al 36107. You can fax it to the office at 334-223-7501.

NOTE: Even if you have already registered on line or plan to do so, take a look at the hard copy registration form. It will help me with transportation arrangements and the "Draw Down" if you could respond about the buses or the tickets if that applies to you. You can fax me the hard copy, or indicate in the comments section of the on-line form. If you have already registered on-line, you can just drop me an email at randy.alford@usda.gov.

AIRPORT SHUTTLE SERVICE AND DRIVING DIRECTIONS

Airlines currently servicing Mobile include: Delta, Continental, US Air

MOBILE REGIONAL AIRPORT ---- 251-633-0313 AIRPORT SHUTTLE SERVICE----Mobile Regional Airport Shuttle Services

Call the airport and ask for The Mobile Regional Airport Shuttle Service which will be providing transportation between the airport and Adam's Mark Hotel. You should purchase your shuttle ticket at the Customer Service Center after arriving at the airport. **State that you are with the National Market News Association Conference at the Adam's Mark hotel.** The ticket cost will be \$7.00 one way or \$12.00 round trip per person. You will need to call the airport at least one week in advance of arrival to make your reservation. Be sure to get a business card from the Customer Service Center with the phone number to call for setting up hotel pick up time after the conference.

DRIVING DIRECTIONS:

<u>From Montgomery, Al</u> ----- Take I 65 South to Mobile; exit onto I 165 (exit 9); Water Street begins at the end of I 165; the Adam's Mark hotel is a few blocks further on the right at the corner of Water Street and Government Street across from the Mobile Convention Center.

<u>From Mississippi</u>----- Take I 10 East to Mobile; exit onto Water Street (exit 26B); the Adam's Mark hotel is on the left at the intersection of Water Street and Government Street.

<u>From Florida</u>---- Take I 10 West from Pensacola to Mobile; exit onto Water Street (exit 26B); the Adam's Mark hotel is on the left at the intersection of Water Street and Government Street.

HOTEL PARKING

There is a public/hotel parking garage located on Royal Street adjacent to the Adam's Mark Hotel. The hotel is bordered by Water Street, Government Street, and Royal Street. There is a <u>five dollar</u> per day parking fee. If you will be exiting the parking deck during the day, you should get a <u>seven dollar</u> parking permit which enables you to go and come without having to pay each time. Otherwise, with the five dollar permit, if you leave and come back you have to pay again.

PLACES TO EAT

The hotel has several eating areas and there are restaurants located one block south on Royal Street or you can go one block north on Royal to Dauphin Street and turn left. If you are driving or would like a little exercise, there is a McDonalds, Burger King, and Arby's 6 tenths of a mile (7-8 blocks) up Government Street.

NMNA SCHOLARSHIP FUND RAISER "Last One Standing" DRAW DOWN Game

Although our auctions have been very successful in the past, we decided to try something new for the scholarship fund raiser this year. It's called a DRAW DOWN and the rules are included in this newsletter. We will sell only 300 tickets at \$20.00 each. If all tickets are sold, this would generate \$6,000.00. The prize payout to the winner will be \$2000.00 with the remaining \$4,000.00 going to the scholarship fund. If less than 300 tickets are sold, the prize will be ½ of the money raised, not to exceed \$2000.00, with the remainder going to the scholarship fund. You can buy any number of tickets or split the cost of tickets with friends but we will limit the total number sold to 300.

Tickets may be purchased at the registration tables Thursday and during the reception Thursday night. If you will be arriving after the reception, or you want to buy your tickets early, there is a place on the enclosed registration form for ordering tickets. Your ticket(s) will be held for you and you will be notified of your ticket(s) number(s). Be sure to include a phone number on your form. We must have your money in hand before a ticket can be assigned to you. Remember, only 300 tickets will be sold on a first come first serve basis.

Ticket drawings will be held and the numbers posted at announced times throughout the workshop with the final 5 being drawn at the Saturday night banquet.

"Last One Standing" <u>DRAW DOWN</u> Game **** RULES AND DESCRIPTION OF THE GAME ****

This will be our major scholarship fund raising event at this year's workshop. It should be exciting for all, challenging for those trying to pull it off, potentially profitable for some, and very profitable for the winner.

1. What is a DRAW DOWN?

A DRAW DOWN is the opposite of a raffle. In a raffle, the first ticket out of the barrel is the winner. In a DRAW DOWN, the <u>last</u> ticket in the barrel is the winner.

2. Exactly how does this work?

All of the tickets for the DRAW DOWN are placed in a drum and thoroughly mixed. At announced times throughout the workshop tickets will be drawn out 1 at a time. When your ticket is drawn, you are out of the running for the \$2,000.00 prize. However, your ticket will be placed in another box from which tickets will be drawn for cash and other prizes.

When only 5 tickets are left in the DRAW DOWN drum, the ticket holders will be invited on stage at the Banquet and will be polled to see if they want to split the \$2,000.00 prize or continue drawing tickets. If all of the remaining ticket holders vote to split the money, the DRAW DOWN will stop at that point and the \$2000.00 will be split

evenly between them. <u>However</u>, if even 1 ticket holder wants to continue, the game will go on. After each drawing of the final five, we will again poll the remaining ticket holders to see if they want to continue drawing tickets or stop and split the money. If the holder of one of the final five tickets is not present to vote, an automatic "continue" to draw vote will be cast by the organizers.

Also, if at any time, one of the five finalists wishes to sell his or her ticket to someone in the audience, we will auction it off to the highest bidder and the seller will keep the money. The new participant will then take the sellers place and the DRAW DOWN will continue.

3. What are my chances of winning?

The odds of winning the \$2,000.00 prize are 1 in 300 because no more than 300 tickets will be sold.

If we do not sell all 300 tickets, the prize will be $\frac{1}{2}$ of the tickets sold (not to exceed \$2000.00)

4. Can I share the cost of a ticket with a friend? Yes, you can split the cost of a ticket with friends or family. However, if your ticket is one of the final five, the team must designate a single person to represent them on stage and to cast their vote to continue the DRAW DOWN, stop, or sell on each round.

SPOUSES' PROGRAM "NO RULES – JUST RIGHT"

We are planning a very special program for spouses during the Mobile conference. The trips will be laid back, and flexible. Your tour guides, Carol Alford and Becky Gonsoulin, have scouted out the areas, taken the tours and promise you unique and fun outings.

FRIDAY

Friday morning we plan to begin our day by touring the Bellingrath gardens and home, located just 30 minutes south of Mobile on the banks of the Fowl River. Completed in 1935 by Coca Cola magnate Walter Bellingrath and his wife Bessie, the home has been featured on A&E's America's Castles and is listed on the National Register of Historic Places. If you love antiques, especially porcelain, be prepared for the largest collection of Boehm porcelain in the United States – and that is just in the guest house. Bessie Bellingrath was a serious collector of antiques and the home features her collection as well as the original furnishings.

Outside the home are 65 acres of gardens, always in bloom. For those who are not into antiques and old homes, you can choose to skip the home tour and take a 45 minute river cruise instead. For more information check out the Bellingrath Gardens website at http://www.bellingrath.org.

Friday afternoon we will provide lunch for everyone at the quaint Lighthouse Bakery on Dauphin Island. Then we will take you wherever you want to go on this unique barrier island just off the coast of Mobile. The local newspaper, *The Island Mullet Wrapper*, calls the island, "our Mayberry by the sea." There are no traffic lights, no fast food joints, no high rise condos, just peace, quiet, birds, sugar white sand, a civil war fort and a marine biology laboratory. The weather is still warm enough for the beach in October but the tourists are gone. The island will, however, be crawling with birders from all over the country. October is prime migration time for neotropical migrants and nature lovers flock to the island to see hundreds of species of birds as they prepare for their non-stop flights over the gulf to central America where they spend the winter. If you are a nature lover bring your binoculars. You will be fascinated with the variety and abundance of birds and butterflies. To learn more about this unique island visit this website: http://dauphinisland.org/

We will drag you away from the island, regardless of the kicking and screaming, in time to get back to the hotel and freshen up before the evening activities get under way.

SATURDAY

Saturday we will have a more leisurely start to our day and travel just 30 minutes to the very special little town of Fairhope, located on a bluff overlooking Mobile Bay. Downtown Fairhope is a charming collection of shops and restaurants selling everything from fly fishing gear to fudge. There are 7 antique stores, more clothing boutiques than you can count, gift shops, stitchery stores, jewelry and Christmas shops and 7 art galleries. And to top it all off, the day we will be there the town is hosting an art festival! Lunch will be on your own. The hard part will be deciding which restaurant to try. Check out their website: http://www.fairhopemerchants.com.

On our way to Fairhope we will pass another special Alabama attraction. Battleship Park is located along the bay causeway. It features self-guided tours of the USS Alabama battleship and the submarine USS Drum. An interior display features a Black Bird spy plane and a flight simulator ride. The grounds are crammed full of tanks and military aircraft. The park also has a Vietnam Veterans Memorial. For those spouses wishing to see Battleship Park we will arrange for the group to split after lunch. The park takes 1-2 hours to tour depending on how much of a history buff you are. For more information check their website: http://www.ussalabama.com

Hate the idea of coming to the old south and not visiting an antebellum home? If you arrive on Thursday, walk down the block to the Fort Conde Visitors Center. You can tour the fort and museum for free and watch video featuring local attractions. Then use the Moda trolley system to see nearby antebellum homes, museums, and parks. Yep, they have a website too: http://www.mobile.org

If you have questions, suggestions, or comments about this proposed itinerary please email Carol at <u>calford@balch.com</u>. Remember – We take our "no rules, just right" motto as seriously as that steakhouse does. So please let us know what you think.

NATIONAL MARKET NEWS ASSOCIATION

Forty-Six Annual Workshop Agenda October 16-18, 2003 Mobile, Alabama

Thursday, October 16, 2003

4:00 - 7:00 - 9:00 -	7:00 9:00 12:00	P.M. 5:30 P.M.	Registration P.M. Executive Busine "SOUTHERN" Get Acqu Hospitality Room Open	
, , , ,				October 17, 2003
			Tilday,	October 17, 2005
7:00 -	8:00	A.M.	Late Registration	
7:00 -	8:00	A.M.	Morning Pastries, Coffee,	Tea
8:00 -	8:15	A.M.	General Session	
				Opening Remarks Randy Alford, 2003 NMNA President
8:15 -	8:30	A.M.	Welcome to Alabama	Randy Anord, 2003 NWINA Tresident
0.15	0.50	7 1.111.	vv electric to 7 flactifia	Ron Sparks, Alabama Commissioner of
				Agriculture & Industries
8:30 -	8:50	A.M.	Introduction	8
				Holly Mozal, 1 st Vice-President NMNA
				Remarks
				Dr. Kenneth Clayton, Associate
				Administrator, AMS, USDA
8:50 -	10:15	A.M.	Introduction	
				Donald Carnes, 2 nd Vice-President NMNA
				Professional Skills Development
				Mac Bogart
10:15-	10:30	A.M.	BREAK	
10:30-	10:50	A.M.	Introduction	Dally But addr. But about
				Debbie Friday, 3 rd Vice-President NMNA
				"COOL" Update – Erin Morris
10:50-	12:00	A.M.	Portal Project Demonstrat	Assistant Chief, Livestock & Grain
10.50-	12.00		Okoniewski & SYTEL B	
12:00-	1:00	P.M.	LUNCH on your own	asiness solutions
1:00 -	3:00	P.M.	Commodity Break Out S	Sessions
3:00 -	3:15	P.M.	BREAK	
3:15 -	4:30	P.M.	Commodity Break Out S	Sessions
		4:30	P.M. Adjourn	
5:00 -	5:15	P.M.	Board Buses for Biloxi	
5:15 -	6:15	P.M.	Travel to Grand Casino	
10:00-	10:15	P.M.	Board Buses for Return to	hotel

Saturday, October 18, 2003

7:00 -	8:00	A.M.	Last Cha	nce Registration
7:00 -	7:30	A.M.	Morning	Pastries, Coffee, Tea
7:30 -	8:00	A.M.	NMNA I	Business Meeting
8:00 -	10:00	A.M.	Commo	dity Breakout Sessions
10:00-	10:15	A.M.	BREAK	
10:15-	12:00	A.M.	Commo	dity Breakout Sessions
12:00-	1:00	P.M.	LUNCH	own your own
1:00 -	2:30	P.M.	Commo	dity Breakout Sessions
2:30 -	2:45	P.M.	BREAK	•
2:45 -	4:00	P.M.	Commo	dity Breakout Sessions
		4:00	P.M.	Adjourn
		5:30	P.M.	Social Hour
		6:30	P.M.	Awards Banquet
		8:00		"LAST ONE STANDING"
				Scholarship Draw Down
		9:00	P.M.	Hospitality Room open

Spouse Schedule

Friday, October 18, 2003

8:30	A.M.	Board Vans
9:15	A.M.	Travel to Bellingrath Gardens
11:45	A.M.	Tour the gardens, home, & gift shop;
	you	r hosts will provide drinks and snacks
12:15	P.M.	Travel to Dalphin Island
1::15	P.M.	Lunch provided at the Lighthouse Bakery
3:15	P.M.	Enjoy the beach and Dalphin Island
4:00	P.M.	Return to hotel
5:15	P.M.	Board Buses for Biloxi
	9:15 11:45 12:15 1::15 3:15 4:00	9:15 A.M. 11:45 A.M. you 12:15 P.M. 1::15 P.M. 3:15 P.M. 4:00 P.M.

Saturday, October 17, 2003

9:00 -	9:30	A.M.	Board '	Vans & travel to Fairhope
9:30 -	3:00	P.M.	Enjoy Fairhope, lunch own your own,	
				Battleship Park for those interested
		3:00	P.M.	Return to hotel
		5:30	P.M.	Social Hour
		6:30	P.M.	Award Banquet & Activities

Commodity Breakout Session Agendas

Fruit and Vegetable

		riuit	and vegetable
Friday, Octo	ber 17		
1:00 - 1:45	P.M.	Ethics and Conflict of Inte	erest Training
	Neil		Analysis Staff (This is a joint session with LS)
1:45 - 1:50	P.M.	Welcome and Introductio	,
1.10 1.00	1	Welcome and introduction	Terry Long
1.50 2.00	DМ	Aganay Viany	Terry Long
1:50 - 2:00	P.M.	Agency View	W. Claster Associate Administrator
• • • • • • •			Ken Clayton, Associate Administrator
2:00 - 3:00	P.M.	Organics Panel	
			Earthbound Farms
			Economic Research Service, USDA
			Organic Farming Research Foundation
3:00 - 3:15	P.M.	Break	
3:15 - 3:25	P.M.	FV Programs' Issues	
			Bob Keeney, Deputy Administrator
3:25 - 4:00	P.M.	Demo by Fresh Products	* *
J.23 - 4.00	1 .1V1.	Demo by 11csii 11oddets	Tony Souza
4.00 4.20	D.M.	II. 1-4- C 41- D.: - D.	•
4:00 - 4:30	P.M.	Update from the Price Re	
			Rich DeMenna
Saturday, Oc	ctober 1	18	
8:00 - 8:05	A.M.	Call to order	
			John Okoniewski
8:05 - 8:45	A.M.	Things you should know	
0.00 0.10	7 1.171.	Timigs you should know	Shirley Terry, AO, FV Programs
8:45 - 9:30	A.M.	Town Meeting	Similey Terry, AO, 1 v Hograms
0.43 - 9.30	A.IVI.	Town Meeting	John Ologianski
0.20 10.00	4.3.6		John Okoniewski
9:30 - 10:00	A.M.	Electronic Data Collection	
			Lori Tasos
			Barbara Maxwell
10:00 - 10:15	A.M.	Break	
10:15 - 10:45	A.M.	Information Technology l	ssues
10:45 - 11:15 A.	.M.	Update on the Supply Rep	ports
		Section/Truck Rate Repo	
	Barl	bara Maxwell	
11:15 - 11:45 A.		Update from the Internation	onal Reports
11.15 11.45 11.			on Committee - Fernando Palmer
11:45 - 1:00	P.M.	Lunch	on Commuce - I cinando I annei
		Call to order	
1:00 - 1:05	P.M.	Can to order	11 01 ' 1'
105 015	D 1.6		John Okoniewski
1:05 - 2:15	P.M.	Group Updates	
		 Ideas Retreat 	
		 Training Program 	n
		Program Advisor	
		Watermelon Rep	, 1
2:15 - 2:30	P.M.	International Partners	
2:30 - 2:45			
	P.M.	Break	
2:45 - 3:15	P.M.	State of Market News	T. I
0.15	D 3 4	G 1022	Terry Long
3:15 - 4:00	P.M.	Sound Off	
			John Okoniewski
4:00	P.M.	Adjourn	

Poultry Market News

F	ric	day,	October	17

8:00 - 4:30 P.M. Area Contact Visitation Trips

4 Contact Trip Teams

Saturday, October 18

8:00 - 8:15	A.M.	Opening Remarks
		Michael Sheats

8:15 - 9:00 A.M. Recap and Discussion of Contact Trips

9:00 - 10:00 A.M. Conducting Contact Trips:

Pre-Trip Activity

- Trip Scheduling
- Travel Policy
- Promotional Materials

10:00 - 10:15 A.M. Break

10:15 - 11:30 A.M. Conducting Contact Trips:

Post-Trip Activity

- Trip Reports
- Contact Follow-up

11:30 - 12:30 P.M. Lunch

- 12:30 1:00 P.M. Poultry Programs Overview
- 1:00 1:45 P.M. Market Reporting Initiatives
- 1:45 2:30 P.M. Market Comments
- 2:30 2:45 P.M. Break
- 2:45 3:45 P.M. Open Discussion
- 3:45 4:00 P.M. Meeting wrap-up

Livestock & Grain

Friday, October 17, 2003

	, ,	,		
1:00 -	1:45	P.M.	Ethics and Conflict of Inte	erest
				Neil Blevins
1:45 -	2:30	P.M.	International Trade Devel	opments
				Jeff Jones
2:30 -	3:00	P.M.	Alternative Resolutions	
				John Van Dyke
3:00 -	3:15	P.M.	BREAK	
3:15 -	4:30	P.M.	Information Technology	
				Cheryl Johnson
		4:30	P.M. Adjourn	-

Saturday, October 18, 2003

Sucur	uu.,, 🔾		10, 2000
8:00 -	12:00	A.M.	Livestock Correlation; Robertsdale, Al.
12:00-	1:00	P.M.	Lunch
1:00 -	2:00	P.M.	Mandatory Livestock Reporting – 2004
2:00 -	2:30	P.M.	Administrative Issues
2:30 -	2:45	P.M.	BREAK
2:45 -	4:00	P.M.	All Employee Discussion

Management Staff

Achievement and Recognition Report As of July 2003

Committee Members: Debbie Friday Patty Willkie

Cotton Program Market News

Performance Award

Carol Johnson Ron Read

Extra Effort Awards

Carolyn Bell Jessie Davis Cathy Greene

Dairy Marketing Spot Award

Vergie Hughes Lester Speth

Performance Bonus

Award

Donald Nelson John Wetterau

Fruit and Vegetable Market News

Extra Effort Awards 3rd & 4th Quarters 02

3rd & 4th Quarters 0th Kimberly Becht Tom Cooper Robert Corwin Mike Cramer Lisa Dukeman Robert Fiduk Debbie Friday Angelo Galioto Charlie Hackensmith Abbie Hannon Louis Maniaci John Okoniewski Luis Palmer

Penny Pederson
Fred Teensma
Patty Willkie
Darnell Williams
1st Quarter 03
Michelle Bowers
Richard DeMenna

Elizabeth Fermin

Harold Fiscus Donna Lupo Fred Teensma Lisa VanMeter Patty Willkie

Office Spot Awards

3rd & 4th Quarters 02

Maria Castillo Robert Corwin Paul Eng Lee Faleafine John Kerens Pat King

Michelle Bowers

Phil Montgomery Paul Pasholk Lolita Payne

Penny Pederson Steve Skuba Patty Willkie

1st Quarter 03

Donna Lupo Francine Marando Malinda McNeil Holly Mozal Kathleen Posh Ashraf Zaki

Committee Spot

<u>Award</u>

3rd & 4th Quarters 02

Chris Lamb Elizabeth Love Lisa VanMeter

Performance Bonus

Award
3rd & 4th Quarters 02
Elizabeth Freeman

1st Quarter 03

John Kyranos

New Employees

Anne Coarr Penney Pederson Mike Rafanan Tony Sorenson

Livestock & Grain Market News

Extra Effort Awards

Brittany Dreier
Gordon Duty
Tara Hill
Cheryl Johnson
Pamela Johnson
Kim Harmon

Vicki Moore Portia White Paulette Wingate

<u>Spot Awards</u> Dorothy Bear Jimmy Beard

Robin Castro Nancy Gallagher Marjorie Hunt Michael Jeter

Amy Levy Michael Lynch Darold Mapes

Ami Kreager

Denise Melcher Lonnie Peetz

Don Perkins Christopher Sommers

Portia White Portia White

Performance Award

Lucy Clark Weldon Hall Melody Heggeness Peggy Lanscak Susan Moore Donna Purdy

Time Off Award

Portia White

EEO AwardDave Foster

Dave Poster

New Employees

Kirk Christie
Ed Czerwien
Judy Druhling
Julie Farris
Sarah Jorgensen
Amanda Mullins
Melissa Ney
Chad Puhrmann
Hale Redding
Rick Tanger

Retirees

Weldon Hall Julia Kyle

Poultry Market News

<u>Certificate of Merit</u> Richard Parsons

<u>Time Off Award</u> Amos Hardy

Market News

Support Unit Spot Award

Trang Bui Greg Demery Randall Knol Kathryn Westfall Rodney Wofford Zhongmin Zhou

COMMITTEES

Executive

Randy Alford Holly Mozal Donald Carnes Debbie Friday Tina Colby Linda Verstrate Weldon Hall Stephen Skuba Daniel Schussler Mary Adkins Fred Teensma

Awards

Holly R. Mozal Russ Travelute Amos Hardy Don Nelson Barbara Meredith

Achievement and Recognition

Debbie Friday Patty Willkie

Membership

Linda Verstrate Linda Franklin Martha Hanson

Nominating

Donald Carnes Kevin Hardison Terry Harris

Scholarship

Randy Alford David Gonsoulin

Honorary Lifetime Membership

Tina Colby Kim Harmon Gary Lewis

2003 NMNA OFFICERS

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TOBACCO MARKET NEWS

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