



Communicator

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

April 2005

Congratulations on 90th Year of Service to American Agriculture

***USDA Market News Service is celebrating its 90th year of service to American
Agriculture in 2005***

Good Day!

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. If you did not receive an e-mailed copy, please contact Donald Carnes.

Reviewing the 2004 Workshop

Thank you for the opportunity to serve as your 2004 NMNA President and as an officer for the past 5 years. It has been a real pleasure to have the opportunity to work with the major branches and individuals in this organization and having the benefit of so many friendships. The dedication of reporters and administrators to their Branches and to the industry makes Market News successful. Thanks to all of you who traveled to Maryland so we could showcase our Maryland pride. We had a total of 229 participants, which includes 44 spouses and guests. I hope you enjoyed yourselves and were able to take home some new ideas to assist the industry we serve.

Thanks again to the Fruit and Vegetable Washington D.C. staff and individuals from various field offices, which assisted me with all phases of this workshop including the planning, preparation, servicing, and yes, even post-conference duties. Special thanks to Lolita Payne and Michelle Bowers and their families for their help. They worked very hard to ensure a rewarding and successful workshop.

I have met so many terrific and talented colleagues during my time on the Executive Board and want to thank you for the support and friendship you've provided over the years.

Holly R. Mozal
President

2004 Scholarship Award Winner

Lindsey Kneten is a junior at the University of Maryland majoring in Conservation of Soil, Water, and the Environment and was the 2004 recipient of the NMNA scholarship in the amount of \$2,500.00. She is from Bel Air, Maryland where she resides with her parents, Clint and Kathy. She is pursuing her education to obtain the knowledge and tools necessary to be a contributing factor in the conservation and promotion of natural resources and improvement of agriculture practices in the state of Maryland. Her activities and experiences include membership in the Alpha Chi Omega organization, working with the U.S. Fish and Wildlife Service, and the U.S. Army Corps of Engineers. She holds memberships in the Isaac Walton League, the Maryland Saltwater Sport Fishermen's Association, and the Chesapeake Bay Foundation. She has worked for the University of Maryland in the soil lab researching farming techniques, vegetation, and soil quality. She has been involved in various groups such as the National Honor Society, Varsity Club, Spanish National Honor Society, and Yearbook club in addition to various sports related activities.

New Officer

Barbara J Meredith

Barbara received a Bachelor of Science in Agriculture Economics from Texas A&I University 1989. She began her career with the USDA, AMS, Cotton Program as an Agriculture Marketing Specialist (Field Representative) in the Birmingham, AL Classing Office that same year. Since then, she has worked in Lubbock, Texas as a Cotton Classer and in Macon, Georgia as Classing Supervisor. She entered the Cotton Program Market News Branch in 1999 as the Southeast Area Market News Reporter. Her duties included the collection and analysis of cotton price information to establish Daily Spot Quotations, collect market news and crop information to prepare a weekly narrative report for the Weekly Cotton Market Review and maintaining a working relationship with cotton merchants and textile mill buyers. In this position she developed and implemented a Cotton Market News training program that is used not only to train new Market Reporters but to give other Program employees some basic training in Market News. In July of 2004 Barbara was selected as the Assistant Branch Chief for the Cotton Program Market News Branch. Her duties include supervising and training the area Market Reporters, coordinating publication of the Daily Spot Quotations, making recommendations to the Branch Chief for changes in procedures and publications, and developing and maintaining Excel spreadsheets used by the branch.



NATIONAL MARKET NEWS
ASSOCIATION BUSINESS MEETING

November 6, 2004

The meeting was called to order by President, Holly Mozal.

Secretary: Russ Travelute presented the minutes of the 2003 National Market News Association Business meeting. Motion was made to accept minutes as published in this years program, motion passed.

Treasurer: Linda Verstrate presented this year treasurer's report as printed on page 11 of this year's report. It was moved and seconded that the report be approved as published, motion carried.

The Honorary Lifetime Membership Committee report was presented by chair Linda Verstrate, her committee members were Ron Cole, Jim Cunningham, Art Muchow, Rick Tanger and Patty Wilkie. Announcement of this year's honoree was deferred until the banquet. Achievement and Recognition report was presented by President, Holly Mozal for Tina Colby who was absent due to the birth of her son. The report was included in the first Communicator, which included the names of new hires and retirees.

Nominating Committee report as given by Second Vice President Debbie Friday, her committee included Keith Williams, Johnny Freeman, and Brittany Dreier. There were five NMNA members interested in becoming an officer this year. This year's nominee is Barbara Meredith, the Assistant Chief of the Cotton branch. It was moved and seconded that her nomination be accepted, the motion carried.

Awards Committee report was presented by First Vice President Donald Carnes, his committee members were Bob Corwin and Mary Atkins. Announcement of this year's recipient was deferred until this evening's banquet.

Scholarship Committee report was given by President Holly Mozal. Committee members included Linda Verstrate, Kim Harmon, and Donna Lupo. This year's recipient Lindsey Kneten from the University of Maryland, majoring in Conservation Soil Water Environment.

Historian Lewis Langell reported that no changes were made to the Resolution and By-Laws this year.

Market News Alumni Association account was given by Weldon Hall. He stated that they have forty four paid members this year. Alumni members were given a discounted rate for the conference.

Old business: It was announced that the Communicator would only be mailed/e-mailed to dues paying members. Also, that the membership list would be kept in house and maintained by the association.

New business: The association will need to modify our web page to meet the new format requirements of USDA web pages. The process will possibly take one to two years.

Motion to adjourn, moved and seconded. Motion carried.
Submitted by Russ Travelute, Secretary

2004 NMNA TREASURER'S REPORT

Beginning Balance -- January 1, 2004

All accounts were closed and moved to a new bank

Checking account #5232911559	\$19,029.87
Savings account #5233324967	\$7,768.69
CD Account #302-05834177503	\$12,000.00
CD Account #302-05834311994	\$6,000.00
TOTAL	\$44,798.56

New Accounts at Southeast Financial

Checking account #4617147	\$14,798.56
CD Account #1	\$25,000.00
CD Account #2	\$5,000.00
TOTAL	\$44,798.56

Income from Interest

Interest on former bank accounts	\$60.59
Checking Account #4617147	\$0.00
CD Account #21	\$246.24
CD Account #20	\$33.95
TOTAL	\$340.78

Income From 2004 Workshop

Workshop Registration Fees	\$25,166.00
Spouses/Guests Registration	\$2,626.00
NMNA Membership Dues	\$1,015.00
Scholarship Donations	\$676.00
Scholarship Silent Auction	\$310.50
Scholarship Live Auction	\$1,805.00
Contributions	\$875.00
Advanced Seed money	\$5,000.00

TOTAL WORKSHOP

INCOME

\$37,473.50

TOTAL FROM ALL INCOME

\$82,612.84

Expenses for 2004 Workshop

Audio/Visual/Internet	\$3,946.64
Continental B'fast/Breaks	\$11,884.96
Reception	\$7,610.70
Banquet	\$8,200.08
Hospitality Suite	\$891.16
Photographer / Prints	\$319.85
Printing & Postage	\$660.33
Buses	\$1,104.00
Spouses Program	\$1,224.02
Awards & Engraving	\$580.61
Bay Lady	\$7,875.00
Entertainment	\$155.00
Scholarship	\$2,500.00
Registration Bags	\$2,537.50
Bank Charges (checks)	\$67.68
Door prizes / speaker gifts	\$166.50
Reimbursement of advance	\$5,000.00
Centerpieces/Decorations	\$79.40

TOTAL WORKSHOP

EXPENSES

\$54,803.43

NET INCOME FOR 2004

\$27,809.41

Closing Balance For 2004

Checking account	\$2,563.17
CD #21	\$25,246.24
CD #20 Transferred to Checking	\$0.00
TOTAL	\$27,809.41

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 receive an e-mailed confirmation. If you have questions, contact Debbie Friday.

2005 Awards Committee

Debbie Friday, Chairperson

Mary Adkins

Kim Harmon

Patty Wilkie



48th Annual NMNA Conference September 8-10, 2005

Make your reservations now!

1-770-955-1700

[Hotel Reservations Site](#)

**RESERVATION DEADLINE:
August 05, 2005**

Where: Crowne Plaza Hotel on Powers Ferry Road Northwest, just off I-285 between I-75 and I-85. The Crowne Plaza is two miles from the Cobb Convention Center and Galleria Mall. The Crowne Plaza is convenient to Buckhead and Perimeter shopping districts, downtown and Underground Atlanta, Turner Field, Six Flags over Georgia and Chattahoochee River Recreation Area-nature trails.

When making your reservation, mention you are part of the NMNA to secure our special rate. Rates are \$109.00 for single or double occupancy. Rates are good for 6 days before or after the groups' departure.

Reservations at our special 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 Atlanta International (ATL) Airport is located 15 miles south of the Crowne Plaza Hotel.

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.

Events to Anticipate:

Thursday evening we will welcome you to Atlanta with an appetizer reception. The general session begins Friday followed by the break out sessions. The NMNA business meeting is Saturday morning followed by educational and informative conference meetings during the day.

On Friday the spouses and guests will depart our hotel for city touring which will include the World of Coca-Cola museum and demonstrations of how the Cola is made, with a visit to historic Underground Atlanta for lunch shopping and Georgia history. Later a tour of the world famous CNN Center (Cable News Network) will enlighten your senses and an afternoon visit to Centennial Olympic Park, the center point of the recent Summer Olympics, will conclude the day.

The evening will then commence for all with a bus tour to Georgia's Historic Stone Mountain Park where fun and excitement will await. This will include dinner on the Henry W. Grady river boat and a memorable Laser Show event.

Saturday for the spouses will include a memorable day of shopping, touring and dining at three of our premier upscale malls - Perimeter Center, Cumberland Mall and the Cobb Galleria Center. You will be back in plenty of time for the Awards Banquet that evening.

BRANCH UPDATES:

FRUIT AND VEGETABLE

90th Year of Service:

The USDA Market News Service is celebrating the 90th year of service to American agriculture in 2005. In fact, the USDA Market News service was highlighted in one of the sessions of the 2005 USDA Ag Outlook Forum just completed. FV presented the new Market News Portal and LS presented their new Datamart, which allows public access to the mandatory price reporting done for livestock and red meat. A representative of the Public Affairs Office gave a presentation which emphasized the significant mileposts in the development of MN over the last 90 years. The Branches are continuing to work on press releases, promotional items and special events to bring attention to the long history and continuing contribution of the Market News Service.

Web Portal:

The Fruit and Vegetable Market News Portal is drawing closer to public release, with a target date now set at early April. The Portal project is entering the final User Acceptance Testing (UAT) stage, to be followed by a one week "cleanup" period. It is hoped that most of the problems or issues found in the UAT will be minor repairs, as so much time has been spent in the front end making the site very user friendly and customer oriented. John Okoniewski presented a demo of the new Market News Portal at the just completed USDA Ag Outlook Forum, which was held in Crystal City, Virginia.

Ideas Retreat:

FVMN is holding their annual Ideas Retreat in Washington, DC on March 23-24, 2005. The Retreat was originally scheduled to be held in the Inner Harbor of Baltimore, but was moved to the Cotton Annex Building as a cost savings measure. While the Retreat usually is focused on a wide range of issues and ideas as suggested by MN field offices, the focus this year will be the looming budget situation. The bulk of the two days will be spent on devising efficiencies and establishing priorities for dealing with the expected tight budgets of the next few years.

New Reporter:

Kimberly Mercer joined the Branch on January 9, 2005 in the Bronx, New York office. She is currently doing temporary duty in Boston and is awaiting her transfer there for further training and career development.

Local Representative selected:

Penny Pederson has been selected as the new Officer-in-Charge of the Atlanta office. Penny had been acting in that capacity for the last several months. Congratulations and good luck.

Food Marketing Institute:

FVMN will be attending the huge trade show of the Food Marketing Institute held in Chicago in early May each year. A number of the programs and branches usually attend this premier food show each year. For the second year, FMI has added the United Fresh Fruit and Vegetable Association as part of their show, thereby adding in a lot of the fresh fruit and vegetable industry not usually in attendance at FMI in past years. FVMN will be demonstrating the new Market News Portal at the AMS booth to interested parties.

POULTRY

Poultry Market News Launches Holiday Retail Promotions Report - On November 24, 2004, Poultry Market News released a new report, "Holiday Retail Promotions Featuring Poultry", covering retail feature activity of poultry products for the Thanksgiving holiday. This report was a first for market news as it provided retailer and product brand names. This was possible because the information provided in the report was gathered by market reporters from public information contained in store circulars, newspaper ads, and retailer websites. The report covers feature activity for whole turkeys, turkey breasts, ducklings, geese, roasters, broth, and turkey dinners categorized by conventional, kosher, U.S. Organic, or free-range by region of the country. A similar report was released for the Christmas holidays which included eggnog feature activity. The report was well-received with many in the industry using the report to compare features for their products versus their competitors and to compare their market share. Both the National Chicken Council and the United Egg Producers have expressed great interest in a similar report for their respective commodities. The report can be found on the Poultry website at <http://www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm>.

Weekly Poultry and Egg Market Update Launched - In August 2004, Poultry Market news developed a new report that provides a weekly summary of the major poultry and egg commodity markets. The report lays out in both narrative and graphical form a snapshot (both current and prior year) of each of the major markets we cover. The report places virtually all of the major poultry and egg market information at the user's finger tips. Originally intended for internal use, the report was shared with some members of the trade and received such considerable high marks that it was made available for email distribution. Currently, the distribution list includes all of the major poultry and egg industry trade associations as well as most of the major market analysts and private reporting services. The report is also available on the Poultry website at <http://www.ams.usda.gov/poultry/mncs/WeeklyUpdate/Weekly.pdf>.

LIVESTOCK AND GRAIN

Livestock Mandatory Reporting is again in the headlights of Congressional members on Capital Hill. The current legislation expires September 30, 2005 and will require that legislation be passed to renew mandatory reporting. Market news is working with industry members and Congress to identify necessary changes to the Livestock Mandatory Reporting Act to improve data collection that will enhance the information that is published.

After nearly a year's work, DATAMART is scheduled to be operational this spring. DataMart is an historical database of reports generated by Mandatory Price Reporting. Interested parties will be able to do their own historical searches. This will relieve staff from having to do the searches.

International Trade Data Systems (ITDS) is a project staff is working to get additional information on international shipments of agriculture goods imported and exported from the U.S. The first information will be truck transportation information to and from Canada and Mexico. That is to be followed by rail, sea, and air transportation. The system will be totally operational in 2007.

By fall LGMN should have its own internet portal that will allow our customers greater access to information. Like the DataMart, the portal will allow individuals to search our Oracle and MPR database for historical information and allow them to receive it in various formats.

COTTON

Barbara Meredith is acting chief for Cotton since the retirement of Stokes Quisenberry.

MARKET NEWS ALUMNI ASSOCIATION (MNAA) NEWS

The MNAA held their second annual meeting in conjunction with the NMNA Conference in Baltimore. The meeting was held on Friday, November 5, 2004. While the alumni attendance was down slightly from last year we enjoyed catching up with friends and co-workers plus enjoying the excellent conference that Holly so well prepared. The MNAA now has 46 members and we hope to pick up more as the new year begins. Plans are being made for our next meeting to be held in conjunction with this year's conference in Atlanta and we are looking for a big turnout. Our plans not only include our regular meeting but also include a dinner for alumni and spouses so that we will have more time to do what comes natural, having fun and catching up with all the current reporter's and alumni's activities.

This year's attending alumni adopted our purpose 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.

Also approved was the Treasurer's report:

Income:

Member Dues	\$1,175.00
-------------	------------

Expenses:

Check Printing	\$16.00
----------------	---------

Certified Mail	4.42
----------------	------

Debit Card (Stamps)	74.00
---------------------	-------

Refund Duplicate Payment	25.00
--------------------------	-------

Total Expenses:	\$119.42
-----------------	----------

Operating Balance	\$1,055.58
-------------------	------------

Dues for 2005 were left unchanged at \$25.00.

The Association also approved a “Remembrance” fund that will be used for MNAA members and non-members who have retired. The Association ended up with 44 Charter members, what a year!

We are actively seeking new members among our Market News retirees, so if you know of someone that has not been contacted, please let us know (email - sjhall@tds.net). Dues should be sent to Bill Fulton, 101 Secluded Circle, Little Rock, Arkansas 72210.

See you in Atlanta,
Weldon Hall, MNAA President



Webmaster Thank You!

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

More 2005 NMNA Committees

Executive

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

Scholarship

Donald Carnes, Chair
Debbie Friday
Russ Travelute

Nominating

Tina Colby, Chair
Abbie Hannon
James Ward

Lifetime Membership

Russ Travelute, Chair
Ed Czerwien
Mick Davie
Kathy Posh
Deb Schwartz

Membership

Barbara Meredith, Chair
Paul Pasholk

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!



We'll be having 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 Donald Carnes. If you want to bring the item with you, let me know what it is by August 12th, so we can add it to the list. I'm sure you can think of some really good items!

Employees Reaching Milestones

Johnny Freeman, OIC
Atlanta, GA 35 years

James Derby, OIC
Los Angeles, CA 30 years

Debra Schwartz, Market Reporter
Des Moines, IA 25 years

James Fondon, Market Reporter
Atlanta, GA 25 years

Congratulations to you all and many thanks for their dedication!

Achievement & Recognition Report **as of March 2005**

Committee

Linda Verstrate, Chair
Debbie Friday
John Kyranos
Cedrick Thomas

Francine Marando
Sherry Warren
Pat King
Tina Colby
Vern Larson – LG
Carol Johnson – CO
Stokes Quisenberry – CO

Retirements

Don Perkins – LG

New Employees

Livestock & Grain

Melissa Ewings
Heather Thompson

Fruit and Vegetable

Kim Mercer

Cotton

Danny Pino
Jeff Camahan
Jim Bass
Maria Townsend
Alfreda Payne

Awards

Livestock & Grain

Spot Award

Larry Johnson
Ami Kreager
Jodie Pitcock
Bruce Thomas
Lisa Whitney
Robin Castro
Portia White
Julie Farris

Performance >

Ken Gladney
Charles McIntyre
Robert Miles
Russ Travelute
Dennis Widga
John VanDyke
William Sumpter
Michael Schrader
Christopher Sommers
Kirk Christie
Bill Worlie
John Goetz
Dorothy Bear
Lucy Clark
Nancy Gallagher
Peggy Lanscak
Donna Larson
Susan Moore
Hale Redding
Ron Cole

Extra Effort >

Judy Bruhling
Sjontelle Crocker
Marge Hunt
Cheryl Johnson
Amy Levy
Melissa Ewings
Dave Gonsoulin
Tiffany Smit
Amanda Mullins
Brody Benton
Trice Connally
Carol Meinders
Denise Melcher
Erin Morris
Audrey Perry
Dan Schussler
Richard Smith
James Ward
R.J. Spencer
Heather Thompson

Time Off

Jerry Alexander

Fruit & Vegetable

Spot Award

Jacqueline Davis

Brenda Shuklian

Patty Willkie

Keepsake

Linda Beckstead

Rebecca Call

Extra Effort >

Michelle Bowers

Robert Corwin

Holly Mozal

Dennis Jemmerson

Art Muchow

Lolita Payne

Tony Sorenson

Cotton

Performance

Carolyn Bell

Cathy Greene

Poultry

Performance >

Mary Adkins

Johnny Freeman

James Derby

Gary Brown

Dairy

Performance

Patsy Emmons

2005 NMNA Officers

PRESIDENT

Donald Carnes

State of Georgia Department of Agriculture
19 MLK., Jr. Dr. SW Room 134
Atlanta, GA 30334-4201
Telephone: 404 656-3656
Fax: 404 657-7529
Email: Dcarnes@agr.state.ga.us

FIRST VICE PRESIDENT

Debbie A. Friday

United States Department of Agriculture
120 Water Street
Benton Harbor, MI 49022
Telephone: 269 925-3270
Fax: 269 925-3272
Email: Debbie.Friday@usda.gov

SECOND VICE PRESIDENT

Tina Colby

United States Department of Agriculture
2501 Exchange Avenue Room 140
Oklahoma City, OK 73108-2477
Telephone: 405 232-5425
Fax: 405 236-0281
Email: Tina.Colby@usda.gov

THIRD VICE PRESIDENT

Linda Verstrate

USDA F&V Market News
21 North 1st Avenue, Suite 224
Yakima, WA 98902-2663
Telephone: 509-575-8615

Fax: 509-457-5648

Email: Linda.Verstrate@usda.gov

TREASURER

Russ Travelute

USDA AMS LGMN
711 'O' Street
Greeley, CO 80651-9540
Telephone: 970 353-9750
Fax: 970 353-9790
Email: Russ.Travelute@usda.gov

SECRETARY

Barbara Meredith

U.S. Department of Agriculture
3275 Appling Rd. Room 10
Memphis, Tennessee
Telephone: 901-384-3016
Fax: 901-384-3036
Email: Barbara.Meredith@usda.gov

HISTORIAN

Lewis Langell

USDA Livestock & Grain Market News
P.O. Box 40627
Nashville, TN 37204
Telephone: 615 781-5406
Fax: 615 837-5194
Email: Lewis.Langell@usda.gov

Market News Alumni Association

Weldon Hall, President & Ex Officio
Phone: 804-561-5271
Email: sjhall@tds.net

COMMODITY SECTION HEADS

COTTON MARKET NEWS

Barbara Meredith, Acting Chief
Telephone: 901-384-3016
Email: Barbara.Meredith@usda.gov

DAIRY MARKETING

John Rourke, Chief
Telephone: 202-720-7461
Email: John.Rourke@usda.gov

FISHERIES STATISTICS & ECONOMICS DIVISION

David Van Voorhees, Chief
Telephone: 301-713-2328
Email: Dave.Van.Voorhees@noaa.gov

FRUIT & VEGETABLE MARKET NEWS

Terry Long, Chief
Telephone: 202-7202745
Email: Terry.Long@usda.gov

LIVESTOCK & GRAIN MARKET NEWS

John VanDyke, Chief
Telephone: 202-720-6231
Email: John.VanDyke@usda.gov

POULTRY & EGG MARKET NEWS

Michael Sheats, Chief
Telephone: 202-720-6911
Email: Michael.Sheats@usda.gov

TOBACCO MARKET NEWS

Henry Martin, Chief
Telephone: 202-205-0337
Email: Henry.Martin@usda.gov