



RALEIGH, NORTH CAROLINA

JUNE 2009

Greetings from Raleigh

My, how time flies when you're having fun! It has been a busy few months since the last Communicator was released in February. In just a couple of short months we'll be seeing you in Raleigh for the 52nd annual NMNA conference. The conference agenda is full of learning and networking opportunities as well as some fun activities.

We're looking forward to a successful event and we hope that you'll enjoy your time in Raleigh. See you soon!

Sherry Warren

Raleigh, NC Accolades

- #1 City Where Americans Are Relocating – Forbes.com, April 2009
- #1 Best Place for Business & Careers – Forbes.com, March 2009
- 2nd Best State to Do Business In – Chief Executive Magazine, March 2009
- #1 Fastest Growing Metropolitan Area in the Country (Raleigh-Cary) – US Census, March 2009
- #1 Top City for Small Business – Bizjournals, February 2009
- #2 Best City to Live, Work & Play – Kiplinger's, July 2008
- #1 Best Place to Live in the US – msnbc.com, June 2008
- #1 Best Place for Young Adults – Bizjournals, May 2008
- #1 Healthiest City for Men – Men's Health, January 2008
- #3 Most Wired City – Forbes.com, January 2008
- #1 Most Political City – Men's Health, October 2008

Hotel Reservations



Sheraton Raleigh Hotel – Downtown

421 South Salisbury Street
Raleigh, NC 27601

www.sheraton.com/raleigh

Reservations: 800-325-3535

Each individual guest must make their own reservation. Reservation deadline is **July 13, 2009**. **You must identify yourself as member of the National Market News Association.** Room rates are \$92.00 single rate and \$132.00 double rate plus state and local tax. (Rates are based on occupancy and not the type of room.) Check-In is 3:00 PM and Check-Out is 12:00 Noon.

Additional Lodging: Holiday Inn Brownstone Hotel (1 mile from the Sheraton Hotel)
1707 Hillsborough Street
Raleigh, NC 27605

www.brownstonehotel.com
800-465-4329

****If you have to stay at the Brownstone and do not have a vehicle, please let me know once you've made your reservation. There is no shuttle service between hotels. We will try to make arrangements for transportation to and from the Sheraton.**



Conference Registration – Deadline July 1, 2009

The online registration form can be found on the NMNA home page (www.ams.usda.gov/nmna) in the Resources section. You may register by mail, fax or online. The registration fee is \$170 for members and \$125 for guests and Alumni members. Membership dues are a bargain at \$7. You may also make a donation to the scholarship fund when registering. If mailing or faxing registration, please send to the following:

Fax: 919-733-1277

Mail: Sherry Warren
NCDA&CS, Market News
1020 Mail Service Center, Room 402
Raleigh, NC 27699-1020

****Remember to mail your payment separately if you are registering online or faxing your registration form.****

****Spouses and guests must be registered in order to participate in the spouse program activities listed on the registration form. Space is limited for the Segway tours. Early registrations will be given priority. It is imperative that you notify me no later than July 1st if your spouse will be attending and participating in the spouse/guest program so that advance tickets can be purchased and sufficient transportation can be arranged.**



Transportation from Raleigh-Durham International Airport

Super Shuttle – Call 800-258-3826

Online www.SuperShuttle.com

The shuttle runs approximately every 15 minutes from the airport. The discounted rate for one way is \$16, round trip \$28. The most economical rate is \$28. **When making your reservation, you will need to use group code UDZ4G to get the discounted rate.** Additional discounts may be available if five or more people are on the same reservation.

Reservations are not required when you arrive, but are encouraged. Advance reservations help the service plan the number of vans needed to service customers efficiently. **You will need to make reservations for your return trip to the airport, preferably two days ahead of departure.**

The Super Shuttle customer service counter is located in the airport baggage claim area.

Taxi Service – To schedule a taxi, call 919-840-7277. Reservations and on-demand service are available. Transportation from the airport to downtown Raleigh will cost approximately \$30. The Terminal 1 taxi dispatch booth is located on the curb near Southwest Airlines. The Terminal 2 dispatch booth is located on the curb on the terminal's lower level.

Driving Directions

The Sheraton Raleigh Hotel is located on 421 South Salisbury St., Raleigh NC. You can get customized driving directions by going to the hotel's web site <http://www.starwoodhotels.com/sheraton/property/area/directions.html?propertyID=434> or by going to www.mapquest.com

From I-40 (east or west) and from Raleigh-Durham Airport

Take Exit 298-B (South Saunders Street). South Saunders Street becomes McDowell Street. Stay on McDowell and take a right onto Davie Street. Take right onto Salisbury Street. The Sheraton is ½ block on the left. **To enter parking deck from hotel, take a right onto Cabarrus Street (from Salisbury) then take immediate right onto Gale Street. Sheraton Parking Deck entrance is second on the right, vertical blue sign with white letters, PARK.*

From I-95 South (Headed north into Raleigh)

I-95 Junctions with I-40 in Benson, NC. Take I-40 west into Raleigh to Exit 298-B (South Saunders Street). South Saunders Street becomes McDowell Street. Stay on McDowell and take a right onto Davie Street. Take right onto Salisbury Street. The Sheraton is ½ block on the left. **To enter parking deck from hotel, take a right onto Cabarrus Street (from Salisbury) then take immediate right onto Gale Street. Sheraton Parking Deck entrance is second on the right, vertical blue sign with white letters, PARK.*

From I-95 (Headed south into Raleigh)

I-95 Junctions with both Route 1 and Route 64. Route 1 junctions north of Rocky Mount. Take Route 1 south to I-40 west. Take Exit 298-B (South Saunders Street). South Saunders Street becomes McDowell Street. Stay on McDowell and take a right onto Davie Street. Take right onto Salisbury Street. The Sheraton is ½ block on the left. **To enter parking deck from hotel, take a right onto Cabarrus Street (from Salisbury) then take immediate right onto Gale Street. Sheraton Parking Deck entrance is second on the right, vertical blue sign with white letters, PARK.*

Route 64 junctions in Rocky Mount. Follow 64 west to I-40 west. Take Exit 298-B (South Saunders Street). South Saunders Street becomes McDowell Street. Stay on McDowell and take a right onto Davie Street. Take right onto Salisbury Street. The Sheraton is ½ block on the left. **To enter parking deck from hotel, take a right onto Cabarrus Street (from Salisbury) then take immediate right onto Gale Street. Sheraton Parking Deck entrance is second on the right, vertical blue sign with white letters, PARK.*

Hotel Parking

Hotel guests can park in the Sheraton Parking Deck on Gale Street. Parking is \$12 per 24 hour period. You may register your car with the hotel front desk. You will have the option to have your parking included on your hotel bill or pay the hotel directly and they will issue you a pass to turn in to the garage attendant.



NMNA Award Nominations – Deadline July 6, 2009

If you haven't already done so, be sure and submit your nominations for the NMNA awards. We have a lot of outstanding reporters in our membership as well as a lot of deserving industry members. This is your opportunity to nominate them for recognition.

Award nomination forms are available on the NMNA web site www.ams.usda.gov/nmna in the Awards section. Complete the nomination form, click submit and receive an emailed confirmation. If you have questions, contact Tiffany Smit at 503-326-2237 or Tiffany.Smit@ams.usda.gov.

2009 Awards Committee

Tiffany Smith, LG, OR, Chair
Donna Lupo, FV, MA
Don Nelson, DY, WI
Maria Townsend, CT, CA
Annie Terry, PY, GA

Conference Details and Activities

When you arrive on Thursday, please remember to check in at the registration desk located in the Esplanade to receive your registration packet. Registration will be open from 4:00 – 9:00 pm on Thursday evening. The registration desk will also be open Friday and Saturday morning for late arrivals. After receiving your registration bags, be sure and check out the contents. There will be helpful information regarding places to eat, maps, discounts, etc.

On Thursday evening, please join us for a Welcome Reception. The reception will be located in The Gallery from 7:00 – 9:00 pm. Enjoy delicious appetizers and drinks while you network with other colleagues.

The Livestock and Grain Branch will depart the hotel on Thursday morning and travel to Carolina Stockyards in Siler City for a livestock correlation. The correlation will consist of discussion on USDA grade standards and how those standards apply to individual animals. They will be grading feeder cattle, slaughter steers and heifers, cull slaughter cows, replacement cows and goats. After lunch, the group will travel to the Food Science Lab at NC State University for a meat cuts demonstration presented by Steve Olson, meat specialist with the USDA, AMS, Standardization Branch.



Commodity breakout sessions will begin on Friday morning. The Branch Chiefs and their staff have put together informative programs to help you expand your knowledge and enhance your market reporting skills. The Cotton Branch and the Fruit and Vegetable Branch will travel off-site for a portion of their session. Off-site activities for the Fruit and Vegetable Branch include a trip to the State Farmers Market for a product correlation and a portal training workshop at the NC Department of Agriculture building. The Cotton Branch will be visiting Carolina Cotton Growers Cooperative.

On Friday evening, members and guests will gather for a pig pickin' at the Martin Building located at the NC State Fairgrounds. Dinner will include slow-cooked pig, chicken, traditional sides such as cole slaw, baked beans and hushpuppies. Oh, and let's not forget the sweet ice tea!

Scholarship Fundraiser – Raffle and Live Auction!



Be sure and bring your checkbooks or plenty of cash with you to dinner on Friday night. After dinner we will hold our scholarship auction and raffle. Bryan Blinson, Executive Director of the NC Cattlemen's Association will cry the sale. Bryan is a long-time professional auctioneer. You will be able to view auction and raffle items in the conference registration area on Thursday and Friday prior to the fundraiser. You may purchase raffle tickets when you check in at registration or any time before the raffle drawing. NMNA officers will also have tickets available for purchasing during breakout sessions. Raffle tickets will be \$5 each or 5 for \$20. We are looking for donations of items from members to support this worthy cause. Be thinking of an item or items that you could contribute. If you would like to send the item in advance of the conference please mail it to: **Sherry Warren, NCDA&CS, 1020 Mail Service Center, Room 402, Raleigh NC 27699. If using UPS or Fed Ex, mail to: Sherry Warren, NCDA&CS, Room 402, 2 W Edenton St., Raleigh NC 27601.** If you choose to bring the item with you, please notify **Stephen Beasley** by email at Stephen.Beasley@ncagr.gov or call 919-733-7252 x313 by **July 15** so the item can be added to the auction or raffle item list by July 31.

The North Carolina Department of Agriculture's "Big Cart" will be on display at the Martin Building while we're there for dinner. The Big Cart is the NCDA's newest promotional vehicle rolling across North Carolina for the Got to Be NC Campaign. The Big Cart is a 13' tall by 15' long shopping cart with a Chevrolet 396 V-8 engine. The Big Cart debuted at the Raleigh Farmers Market on July 13, 2006. The cart was put into motion to place emphasis on the numerous agricultural products grown or processed in the state. Agriculture is the number one industry in North Carolina and contributes approximately \$68 billion to the economy.



We will begin Saturday morning with a breakfast buffet and then the NMNA business meeting. Everyone is encouraged to attend. **Remember – only paid members are eligible to vote, nominate or hold a position on the Executive Board. So be sure and pay your dues.** The general session will begin immediately after the business meeting. Commodity breakout sessions will resume after returning from lunch.

On Saturday evening, let's all gather and enjoy another terrific meal together. We will kick off the evening with a Pre-Banquet Social Hour. This year's social hour and awards banquet will include entertainment provided by the Sweet Potato Pie band (<http://www.sweet-potato-pie.com/index.html>).



Spouse and Guest Activities

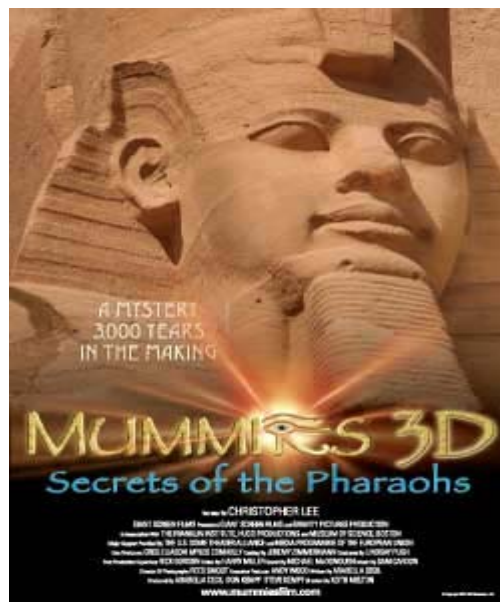


<http://www.trianglesegway.com>

We have what we hope to be a fun and exciting program lined up for spouses and guests. Imagine cruising effortlessly as you get up close to downtown Raleigh's points of interest. The Segway is the first of its kind – a self balancing, personal transportation device that's designed to operate in any pedestrian environment. It's new, it's cool and lots of fun! There's nothing like sightseeing on a Segway, and unlike a walking tour, you'll cover much more ground as you effortlessly glide from place to place. Plus it's eco-friendly! The Segway is powered by two lithium-ion batteries. It runs quietly and is emissions-free. ****Space is limited for the Segway tour. You must pre-register in order to participate. Early registrations will be given priority. To participate in the Segway tour, you must be at least 16 years old and weigh between 100 and 260 pounds.****

You will get a chance to visit the NC Museum of Natural Sciences. The museum is the 3rd most visited attraction in North Carolina. "Chocolate", an exciting new exhibition, will be opening at the North Carolina Museum of Natural Sciences. You may choose to visit the exhibit while at the museum for an additional fee. www.fieldmuseum.org/chocolate.

We'll take in a show at the IMAX Theatre. The documentary, Mummies 3D – Secrets of the Pharaohs, provides an exciting and unique glimpse into a mystery 3,000 years in the making. You'll enjoy the adventure! <http://mummiesfilm.com/about.htm>.



You will be able to enjoy lunch on your own at one of the restaurants located around City Market. Some options include Big Ed's City Market Restaurant, Café Luna, Tir na nOg, Woody's @ City Market, Zydeco Downtown, The Duck & Dumpling.

After the Segway tour, a trip to the Natural Sciences Museum and the IMAX Theatre, there should still be time to tour the JC Raulston Arboretum. The arboretum is a nationally acclaimed garden with one of the largest and most diverse collections of landscape plants adapted for landscape used in the Southeast. <http://www.ncsu.edu/jcraulstonarboretum/index.php>. This tour will be optional. If you choose not to participate, your tour guides will be glad to drop you back off at the Sheraton before taking the rest of the group to the arboretum.



You'll start the day on Saturday with a breakfast buffet at the Sheraton. After breakfast, you'll head over to the State Farmers Market for a tour of the market and lunch on your own at either the State Farmers Market Restaurant (<http://www.ncsfmr.com/>) or the NC Seafood Restaurant at the Farmers Market (<http://ncseafood.com/>). The Raleigh State Farmers Market is one of five markets owned by the State of North Carolina and operated by the North Carolina Department of Agriculture and Consumer Services. These markets are strategically located across the state to serve North Carolina farmers, both large and small. Throughout the year, special promotions are planned to bring attention to commodities during the peak of their growing season. On Saturday August 15, the WPTF Weekend Gardener Show will be going on.



After touring the market and lunch, you can enjoy the rest of the day on your own. You may choose to relax by the hotel pool, or check out the shops and boutiques in City Market (<http://www.citymarketraleigh.com/>). For those interested in going, the National Barrel Horse Association will hold the North Carolina state finals competition at the Hunt Horse Complex at the NC State Fairgrounds. The National Barrel Horse Association, headquartered in Augusta, Georgia, is the largest barrel racing organization in the world. In 1992, the NBHA revolutionized the barrel racing industry by pioneering the divisional format, which allows riders of all skill levels a chance to win money and prizes in barrel racing competition. <http://nbha.com/>

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Personnel Updates (February-May 2009)

Livestock and Grain Market News

New Hires

Matt Garza
Josh Hasty
Jodee Inman
John Kimbrell
Clint Mickey
Devin Murnin
Tess Norvell
Charlie Potts
John Stacey
Allix Tenold
Kortney Weber

Extra Effort Award

Dan Schussler

Deceased

Mary Fleming

10 Years Service

Brittany Koop
Baldemar Ortiz
Bruce Thomas

20 Years Service

Ferris Hall
Keith Williams

30 Years Service

Jimmy Beard
Steve Cheney
Jim Epstein
Bill Sumpter

Keepsake Award

Dan Schussler
Joe Massey
William Worlie
Christopher Sommers
Lewis Langell

Administrator's Award

Warren Preston
Mike Lynch
John Gallagher
Jim Bernau
Brittany Koop
Darold Mapes

Administrator's Award (cont'd.)

Bill Worlie
Guy DeVore
Mark Werner
Bryant Smith
Al Hummel
Tom Walthers
Rex Hurd
Lonnie Peetz
James Ward
Judy Bruhling
Marjorie Hunt
Amy Levy

Dairy Market News

New Hires

Rick Whipp
Robert Hunter

Market News Support Branch

New Hires

Jermaine Major
Manisha Patel

Fruit and Vegetable Market News

New Hires

Chelsea Cushing
Columban George
Stanley Harris

Spot Award

Peter Diciero
Kimberly Mercer
Kathleen Posh
James Praski

Extra Effort Award

Stanley Harris

Cotton Market News

New Hire

Stephanie Stewart



Things to Do and Sites to See in the Raleigh Area

There are plenty of things to do and see in the Raleigh area. For more information on things to do and places to see, go to www.visitraleigh.com. Listed below are just a few of them.



Raleigh Rickshaw (raleighrickshaw.com) Learn about the history of Raleigh with your own personal tour guide. The Raleigh Rickshaw Co. is providing historic tours of downtown Raleigh. During a one hour ride, aboard one of their fun and eco-friendly rickshaws, you will have the opportunity to learn about the many events that have formed the City of Raleigh over the last 200 years. Drivers will show you around to dozens of points of interest such as presidential birthplaces, City Market and "Grog Alley." Groups are welcome. Each rickshaw can support up to two adults and one child. The cost of this one hour package is \$49 per rickshaw. Tours begin in front of the City Museum located on Fayetteville Street.

NC Museum of History <http://ncmuseumofhistory.org>

NC Museum of Art <http://www.ncartmuseum.org/>

NC Museum of Natural Sciences <http://www.naturalsciences.org/>

JC Raulston Arboretum at NC State University <http://www.ncsu.edu/jcraulstonarboretum/index.php>

Marbles Kids Museum <http://www.marbleskidsmuseum.org/>

Durham Bulls Athletic Park <http://www.dbulls.com/index.html>

Silver Lake Water Park <http://www.silverlakeraleigh.com/>

City Market <http://www.citymarketraleigh.com/>

Historic Oak View County Park <http://www.wakegov.com/parks/oakview/default.htm>

Raleigh Farmers Market <http://www.agr.state.nc.us/markets/facilities/markets/raleigh/>

NC State Capitol <http://www.ncstatecapitol.org/>

NC Executive Mansion

Attention Baseball Fans! Remember the 1998 movie, *Bull Durham*? (20 years later this movie is still widely considered among the top sports movies ever made!) This American film depicted the players and fans of the Durham Bulls, a minor league team in Durham, NC.



Although we will be very busy during the conference, baseball fans might like to know that the Durham Bulls will be playing a home game on Friday and Saturday night, August 14-15 against the Scranton Yankees. Game time is 7:00 pm at the Durham Bulls Athletic Park (DBAP) in Durham. To find out more about the Durham Bulls, visit <http://www.durhambulls.com/index.html>.



Places to Eat

Sheraton Hotel

- **The Bar** – Snacks, Hours: 2:00 pm – 2:00 am
- **The Grove Café** (Atrium) American Cuisine, Hours: 6:00 am – 2:00 pm, 5:00 pm – 10:00 pm
- **Café Connections** (Lobby Level) – Light Fare, Hours: Monday-Friday 7:00 am – 2:00 pm

Within 5-10 minutes Walking Distance From Hotel

- **101 Lounge & Café**- breakfast, soups, salads, wraps, sandwiches, coffee, espresso, beer, wine
- **518 West Italian Café** – Italian fare
- **American Pita & Grill** – cold and hot pita sandwiches, Mediterranean specialties
- **Berkely Café** – burgers, sandwiches, vegetarian items, salads
- **The Big Easy** – Cajun food
- **Big Ed's City Market Restaurant** – pure North Carolina country cooking
- **The Brass Grill & Market** – salads, sandwiches, soups
- **Café Luna** – Italian cuisine with a Tuscan flair
- **Chick-fi-la** – fast food
- **Cooper's BBQ** – Carolina style bbq, chicken, brunswick stew, veggies, pork skins
- **Dos TaQuitos Centro** – Mexican food
- **The Duck & Dumpling** – Contemporary Asian bistro
- **El Rodeo** – Mexican food
- **Martin St. Pizza** – pizza, sandwiches
- **The Mecca Restaurant** – Southern food
- **The Oxford** - high-quality "pub grub"
- **The Pit** – authentic North Carolina BBQ
- **Quizno's Subs** – Sub sandwiches
- **Tir na nOg** – Irish pub and restaurant
- **Woody's @ City Market** - Sports bar – soups, salads, wraps, sandwiches, hot wings, burgers
- **Sam & Wally's Eatery** – soups, salads, vegetarian selections

Nightlife

- **101 Lounge & Café** – Café, bar, upstairs lounge
- **Blue Martini** – live music, dining
- **City Limits Saloon** – country western dance club and bar
- **Goodnight's Comedy Club** – stand up comedy, dining
- **Buckhead Saloon** – dancing, DJ, live music

Coffe Shops

- Café Carolina & Bakery
- Crema on Fayetteville
- Port City Java
- Starbucks

For more information about dining, nightlife and other things to do in downtown Raleigh, check out this link <http://www.downtownraleigh.com/business/>.

National Market News Association 52nd Annual Workshop August 13-15, 2009

Thursday, August 13

4:00 – 9:00 pm	Registration – Esplanade
6:00 – 7:00 pm	Executive Board Meeting – Willow Oak Room
7:00 – 9:00 pm	Welcome Reception (cash bar & hor d'oeuvres) – The Gallery
9:00 – 11:00 pm	Hospitality Suite – Magnolia I & II

Friday, August 14

7:00 – 9:00 am	Registration – Esplanade
8:00 – 11:30 am	Commodity Breakout Sessions <ul style="list-style-type: none"> • F&V – Group A – Product Correlation at State Farmers Market • Group B – Advance Portal Training at NC Dept. of Agriculture • Livestock – Oak Forest Ballroom A • Poultry – Willow Oak Room • Cotton – off site • Market News Support Branch – Capital Room
9:45 – 10:45 am	Break – Esplanade (check your group's designated break schedule)
11:30 am – 1:00 pm	Lunch on Your Own
1:00 – 5:00 pm	Commodity Breakout Sessions <ul style="list-style-type: none"> • F&V – Oak Forest Ballroom B • Livestock – Oak Forest Ballroom A • Poultry – Willow Oak Room • Cotton – off site • Market News Support Branch – Capital Room
2:30 – 3:30 pm	Break – Esplanade (check your group's designated break schedule)
5:10 and 5:30 pm	Board buses to State Fairgrounds
5:30 – 7:00 pm	Pig Pickin' – Martin Building, State Fairgrounds
6:45 – 7:00 pm	Steve Troxler, Commissioner of the NC Department of Agriculture – Welcoming Remarks
7:00 – 8:30 pm	Scholarship Auction & Raffle Drawings
8:30 and 8:50 pm	Board buses to return to hotel
9:00 – 11:30 pm	Hospitality Suite – Magnolia I & II

Saturday, August 15 – General Session

7:00 – 9:00 am	Registration – Esplanade
6:30 – 8:00 am	Breakfast Buffet– Esplanade/Oak Forest Ballroom
7:45 – 8:15 am	Business Meeting – Oak Forest Ballroom
8:15 – 8:20 am	Door Prizes
8:20 – 8:30 am	Sherry Warren, NMNA President - Opening Remarks
<i>Moderator Tiffany Smit, First Vice President</i>	
8:30 – 9:00 am	Steve Olson, Meat Specialist, USDA-AMS-LS-SAT Branch Food Safety
9:00 – 9:30 am	Joe Reardon, Director, NCDA&CS Food & Drug Protection Division North Carolina's Approach to Food Safety
9:30 – 10:00 am	Marty O'Connor, Chief, USDA-AMS-LS-SAT Branch Country of Original Labeling (COOL)
10:00 – 10:15 am	Questions and Answers
10:15 – 10:30 am	Break – Esplanade
10:30 – 10:35 am	Door Prizes
<i>Moderator Tom Lister, Second Vice President</i>	
10:35 – 10:55 am	David Shipman, Associate Administrator, USDA, AMS Farm Bill Update – What's Relevant to Market News
10:55 – 11:15 am	Clifton Gilchrist, Director, USDA, AMS Office of Civil Rights Civil Rights Program
11:15 – 11:35 am	Warren Preston, Chief, Livestock and Grain Market News Customer Satisfaction Survey
11:35 – 11:45 am	Questions and Answers
11:45 am – 1:00 pm	Lunch on Your Own
1:00 – 4:00 pm	Commodity Breakout Sessions (Ballroom must be vacated by 4:00 pm) <ul style="list-style-type: none"> • F&V – Oak Forest Ballroom B • Livestock – Oak Forest Ballroom A • Poultry – Willow Oak Room • Cotton – Executive Boardroom • Market News Support Branch – Capital Room
2:30 – 3:30 pm	Break – Esplanade (check your group's designated break schedule)
5:30 – 6:30 pm	Social Hour (cash bar) – Esplanade
6:00 – 8:30 pm	Awards Banquet – Oak Forest Ballroom A-B Entertainment by the Sweet Potato Pie band
8:30 – 11:00 pm	Hospitality Suite – Magnolia I & II

Fruit & Vegetable Breakout Session**Friday, August 14****Group A – Product Correlation**

7:30 am Depart from hotel in buses for State Farmers Market

11:30 am Lunch on the Market

1:00 pm Return to hotel

Group B – Advance Portal Training

7:30 am Depart from hotel for NCDA (10 minute walk, transportation available upon request)

11:15 am Board buses for the State Farmers Market

11:30 am Lunch on the Market

1:00 pm Return to hotel

Start of Afternoon Session

1:15 pm Terry Long – Call to Order and Introductions

1:20 pm Robert Keeney – Opening Remarks and Presentation of Pins

1:40 pm Partners Panel

- Virginia Guzman – Risk Management Agency
- Charles Edwards – “Man of Many Hats”
- George Wooten – Sweet potato grower and marketer
- Adrianna Senior – Corporacion Colombia Internacional

2:45 pm Break

3:00 pm Group Discussion – Customer Satisfaction Survey – What Does It Tell Us?

3:30 pm Fred Teensma and Prakash Ragbir – Technology Update

4:30 pm Terry Long – Adjourn

Saturday, August 15

7:45 – 8:15 am NMNA Business Meeting

11:45 am Lunch

12:30 pm Breakout Session Begins
Terry Long – Call to Order

12:40 pm National Supervisors

- Barbara Maxwell – Supply Section
- Tom Cooper – Shipping Point
- Donna Lupo – Wholesale Markets

2:00 pm Break

2:15 pm Group – Sound Off

3:00 pm Committee Updates

- Francine Marando – Awards & Recognition
- Lori Tasos – Program Advisory Group

3:30 pm Terry Long – State of Market News

4:00 pm Adjourn

Livestock & Grain Breakout Session**Thursday, August 13**

7:00 – 11:30 am

Correlation at Carolina Stockyards in Siler City

11:30 am – 12:30 pm

Lunch at the Auction Barn

1:00 – 5:00 pm

Steve Olson – Meat Cutting Demonstration at NCSU Food Science Lab

Friday, August 14

8:00 – 9:00 am

Warren Preston – Welcome and Introductions
Market News Customer Satisfaction Survey Results

9:00 – 10:00 am

Dana Laster, RMO – Update on Administrative Items

10:00 – 10:15 am

Break

10:15 – 11:00 am

Brittany Koop – Hiring, Training and Retaining New Employees

11:00 – 11:30 am

TBD

11:30 am – 1:00 pm

Lunch

1:00 – 4:00 pm

Rick Tanger & John Gallagher – Market News Portal Web Site Training

Saturday, August 15

7:45 – 8:15 am

NMNA Business Meeting

11:45

Lunch

1:00 – 2:00 pm

Reports from Commodity Committees

2:00 – 3:00 pm

Cheryl Johnson – IT Updates

3:00 pm

Management Open Forum with Warren, Mike, Jim and Russ

4:00 pm

Adjourn

Poultry Market News & Analysis Breakout Session**Friday, August 14**

8:00 am	Mike Sheats – Welcome and Overview <ul style="list-style-type: none">• Goals and Objectives• Review Agenda and Schedule• Questions/Discussion
9:00 am	Retail Reporting <ul style="list-style-type: none">• How It Is Done (using chicken and egg reports as examples)
9:45 am	Break
10:15 am	Finish Retail Discussion
11:30 am	Lunch
1:00 pm	Writing Workshop <ul style="list-style-type: none">• Report Comments• Documenting Accomplishments• Other
2:30 pm	Break
3:00 pm	Writing Workshop (continued)
4:00 pm	Reporting Issues/Initiatives
4:30 pm	Adjourn

Saturday, August 15

7:45 – 8:15 am	NMNA Business Meeting
11:45 am	Lunch
1:30 pm	Reporting Issues/Initiatives (continued)
2:30 pm	Break
3:00 pm	Summary/Action Items
4:00 pm	Adjourn

Cotton Breakout Session

Friday, August 14

8:00 am	Depart hotel for Carolina Cotton Growers Cooperative – Garner, NC
9:00 – 11:00 am	Understanding Role of Co-ops in Cotton Marketing – Carolina Cotton Growers
11:30 am – 12:30 pm	Lunch
12:30 – 1:30 pm	Canvas Markets, Work Recaps and Submit Bales
1:30 – 1:45 pm	Break
2:30 – 3:30 pm	DA/ADA Report
3:00 – 4:30 pm	Branch Chief/Assitant Update Budget Update Organic Update

Saturday, August 15

7:45 – 8:15 am	NMNA Business Meeting
8:15 – 11:45 am	General Session
11:45 am – 1:00 pm	Lunch
1:00 – 4:00 pm	Cotton Market News Priorities Developing an Annual Work Plan



Spouse & Guest Agenda**Thursday, August 13**

4:00 – 9:00 pm	Registration – Esplanade
7:00 – 9:00 pm	Welcome Reception – The Gallery
9:00 – 11:30 pm	Hospitality Suite I & II

Friday, August 14

7:00 – 8:30 am	Registration – Esplanade
8:00 – 9:15 am	Breakfast on Your Own
9:15 – 9:30 am	Group Photo
9:30 am	Vans depart from hotel for the IMAX Theatre
10:00 – 10:45 am	IMAX Theatre – Mummies 3D (documentary)
11:00 am – 12:00 pm	Group A – Triangle Segway Tour
11:00 am – 12:00 pm	Group B – NC Museum of Natural Sciences
12:00 – 1:30 pm	Lunch on Your Own in or around City Market
1:45 – 3:00 pm	Group B – Triangle Segway Tour
1:45 – 3:00 pm	Group A – NC Museum of Natural Sciences
3:00 – 4:30 pm	JC Raulston Arboretum (optional)
4:30 pm	Vans return to hotel
5:00 pm	Board buses to NC State Fairgrounds for Pig Pickin' & Scholarship Fundraiser
8:30 pm	Buses return to hotel
9:00 – 11:30 pm	Hospitality Suite – Magnolia I & II

Saturday, August 15

6:30 – 8:00 am	Breakfast Buffet – Oak Forest Ballroom
9:00 am	Vans depart hotel for State Farmers Market
9:30 am – 1:30 pm	Lunch and tour of Farmers Market on your own
1:30 – 4:00 pm	National Barrel Horse Association Show – Hunt Horse Complex (optional)
4:00 pm	Vans return to hotel
5:30 – 6:30 pm	Social Hour (cash bar) – Esplanade
6:00 – 8:30 pm	Awards Banquet – Oak Forest Ballroom A-B Entertainment by the Sweet Potato Pie band
8:30 – 11:00 pm	Hospitality Suite – Magnolia I & II

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