

NATIONAL MARKET NEWS ASSOCIATION COMMUNICATOR

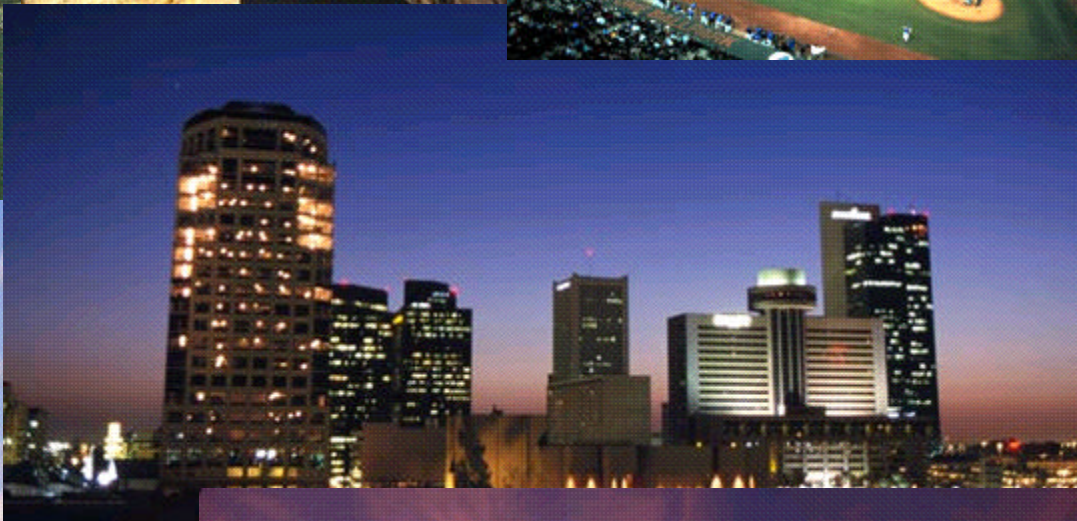
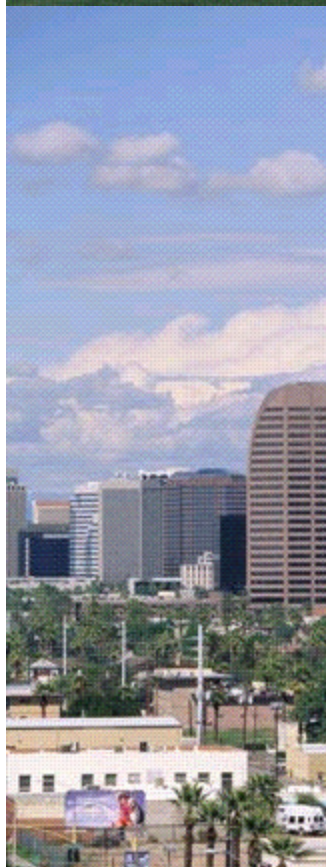
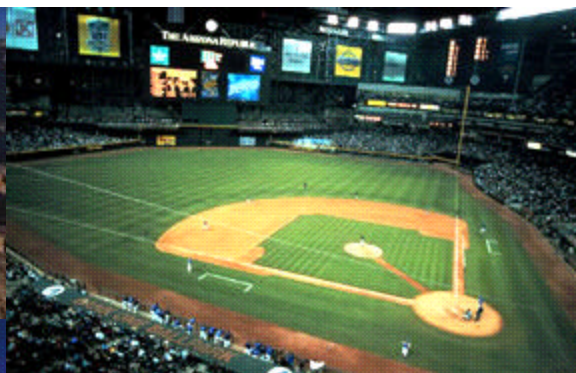
March 2002

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

SEE YOU IN

Phoenix, Arizona Oct . 17-19, 2002

For The 45th Annual Meeting



Treasurer's Report For Year Ending December 31, 2001

Beginning Balance January 1, 2001

Checking Account #3002-4103	22,158.93
Savings Account #4114-3221	5,974.22
CD Account #7000-905455	12,000.00
CD Account #7100-653472	6,000.00
(Scholarship Fund \$1,519.00)	
Total	\$46,133.15

Income From Interest

Checking Account Interest	61.90
Savings Account Interest	75.38
CD Account Interest #7000-905455	559.50*
CD Account Interest #7100-653472	252.03*
(*Transferred To Savings Account)	
Total	\$948.81

Income From November Workshop

Workshop Registration Fees	21,807.25
Scholarship Auction	3,800.00
Scholarship Cash Donations	312.00
Dues	847.00
Contributions	3550.00
Total	\$30,316.25

Expenses For November Workshop

Door Prizes, Registration, Decorations	1,898.29
Awards Banquet	6,364.53
Hotel Expenses	2,329.22
Pig Pickin	1,543.00
Hospitality Suite	1,758.56
Printing, Postage, Supplies	1,590.27
Photographers & Prints	900.74
Awards & Engraving	533.67
Scholarship Award	2,500.00
Buses	1,600.00
Ripley's Aquarium	627.78
The Carolina Opry	5,005.00
Speaker Expenses	595.00
Total	\$27,246.06

Closing Balance December 31, 2001

Checking	25,291.02
Savings	6,861.13
CD #7000-905455	12,000.00
CD #7100-653472	6,000.00
(Scholarship Fund \$4,079.81)	
Total	\$50,152.15

Submitted by Donald Carnes, Treasurer

2001 NMNA Conference A Delayed Success

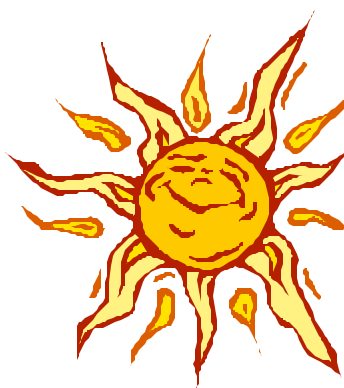
After the September 11 tragedy the 2001 National Market News Conference was a big question mark. However, because of the commitment of Dr. Kenneth Clayton, our Market News Branch Chiefs, and the NMNA membership the conference turned out to be a delayed success. Special thanks goes to those who made the decision to fly even with questions about safety, and those who came early for the September scheduled conference and then turned around and came again in November. Your commitment to our organization and annual workshop is greatly appreciated, especially by me. We were expecting nearly 270 people in September and after all the changes still ended up with 185 attendees in November.

Our second annual scholarship auction took center stage, following our awards banquet, to bring a great finish to this year's conference. One thing that I think we can all take pride in is the organization's growing scholarship fund. The fund has been in existence for several years and has assisted a number of worthy agricultural students in pursuing their degrees. Last year the Des Moines Market News group started something new, an auction to increase the scholarship fund. Because of your continued support we now have a balance of \$4,079.81 on hand in the fund as we begin 2002. I want to thank Corbitt Wall, Keith Williams, Jack Dantzler, Holly Mozal, Donald Carnes, and all those who contributed auction items, aggressive auction bids, and cash to make this year's fundraiser a success.

Auction Highlights: A three way tie for top selling items at \$160, 1) hand-crafted knife by Gene Miller, 2) two nights at the Phoenix Crowne Plaza, and 3) the Harris Ranch Inn vacation celebration package. Honorable mentions include, \$150 for a FFA Special Edition John Deere, \$130 for a Jackie Robinson baseball bat, and \$130 for two nights at the Myrtle Beach Holiday Inn. However, the honor of "top money earner" goes to a Stars & Stripes Cap & Shirt from St. Joe, selling 15 times for a record amount of \$690, at an average of \$46 per sale. Again thanks to all who contributed.

by Dan Schussler, Past NMNA President

**It's not too early to register for the
45th Annual NMNA Conference in sunny Phoenix, Arizona
October 17-20, 2002 at the
Crowne Plaza Downtown. 100
North First Street.**



For reservations call 602-333-5000. Tell them you are with the National Market News Association. Single rates \$90.00. Double rates \$110.00.

National Market News Association Business Meeting Minutes

November 17, 2001

Dan Schussler called the meeting to order and opened the floor for old business, which was the NMNA logo issue. Weldon Hall was asked to discuss the Associations progress of finding a new logo. He read the 1999 motion concerning the logo and stated that in 2000 nothing had been done. Since the motion had passed in 1999 but no action was taken, the board proposed a motion and opened the floor for discussion to continue to pursue this issue. Weldon presented a motion from the Association Board to rescind the 1999 motion and that the President request from each Commodity Branch Chief represented in NMNA, a single new proposed NMNA logo by Branch, due by August 31, 2002. The membership will vote for a new logo from these submissions plus the current logo at our next annual conference in Phoenix, Arizona. Phil Montgomery seconded the motion. During discussion, Terry Long asked about the status of the idea of a logo contest using SCEP students or local groups. Weldon replied the Board had discussed this and decided that to single out specific or local groups (SCEP, college organizations, etc.) would be difficult and unfair and stated that the Board believes there are a lot of talented NMNA members who could possibly develop a logo for their own organization. The Branch Chiefs are free to develop the proposed logo as a contest or however they desire within their commodity branches. It is not mandatory for each commodity branch to submit a logo, but the Board hoped that each would submit one. Voting will take place as members pay their dues next year and the winner will be announced at the conference. Weldon also noted that the logo entries must be in digital form and that the Branch and current logos would be posted on the NMNA website for membership viewing. Steve Skuba wanted the logo entry date changed from August 31, 2001 to July 31, 2002 in order to make conference and The Communicator deadlines. A question was raised from John VanDyke about prizes for logos and Weldon stated there would be some type of recognition for the winning logo and all proposed logos; however, the Board had not yet set the type of recognition. With no further discussion the motion was passed with the new date with all members in favor.

Holly Mozal gave the Achievement and Recognition Committee report and stated the list of new employees and awards was included in the last issue of The Communicator. She also introduced her committee members, Johnny Freeman and Brenda Shuklian and asked them to stand in recognition.

Dan Schussler stated that Debbie Friday of the Membership committee was not able to attend so he would give the report. Holly Mozal would take the minutes. He noted the NMNA dues are no longer included with the NMNA workshop registration and must be paid separately and kept separate from the federal block payments. The dues are to cover the postage, printing and circulation of The Communicator. There were 160 conference attendees (including members, speakers, sponsors and workers) and 25 spouses and children. International members and visitors included four from Canada and one from Mexico.

Donald Carnes deferred announcing the winners of the Honorary Lifetime Membership awards to the banquet.

He introduced his committee members, Randy Alford and Donna Lupo, who stood in recognition.

Steve Skuba, Chairman of the Awards committee deferred announcing the winners until the banquet in hopes the excitement would build. He introduced his committee members Jim Epstein, Abby Hannon and Phil Montgomery, who stood in recognition.

Randy Alford of the Nominating committee introduced his committee members Diana Landry and Donald Carnes, who stood in recognition. He announced the Boards candidate nomination for secretary was Tina Colby of the Oklahoma City Livestock Market News office. He asked for other nominations from the floor. There were none. Terry Long motioned to close nominations and the motion was seconded. The vote was unanimous.

Jack Getz made the motion to move up the NMNA officers to the next ranking position, which was seconded by Kevin Hardison and followed by a unanimous vote.

Randy also announced the winner of the NMNA scholarship as William Hadden, Jr. who was enrolled as a senior at Clemson University. He discussed the scholarship account will carry a balance into next year because of the auction after the banquet. The Executive Board requested membership approval to raise this year's scholarship award to \$2500.00. Donna Lupo made a motion to approve the amount and Terry Hunter seconded. All were in favor.

Weldon Hall gave the Historian's report and had no new resolutions or changes to the bylaws.

President Dan Schussler discussed further new business, which was concerned changing the website server and asked Weldon to supply the details. Weldon provided a history of the NMNA website and stated the Association received notice from the Office of Ethics directing how to conduct association business. One item was to remove the NMNA website from the USDA website and secure a private website. Linking from the USDA site is permissible. Weldon further mentioned several NMNA members and associates were involved in the development of the current website and named Pat Lawton, Pat Robinson from Poultry, and Mike Sheats from Livestock. Mike recently put together new site items. The Board and membership noted their appreciation for his efforts and hoped Mike would continue to help the Association through this required transition. Weldon also mentioned that the Office of Ethics advised Officers of the Association that using E-mail boxes through the NMNA website instead of through USDA would be advisable. He also mentioned to be careful when fulfilling NMNA activities, working on your own time and not during working hours. Dan Schussler made a motion from the Board to secure an association website not to exceed \$300.00 per year to satisfy the Office of Ethics requirements. Terry Long seconded the motion. Although there was a nay vote, the majority of members were in favor and the motion passed.

There was no further business and Phil Montgomery motioned to adjourn the meeting. Donna Lupo seconded the motion and the meeting was adjourned.

Submitted by Holly R. Mozal, Second Vice President

OUR NEW OFFICER



Tina Colby is our new secretary. She is a Livestock Reporter in the Oklahoma City, Oklahoma office and reports on feeder cattle and calves and slaughter cows and bulls at the Oklahoma National Stockyards in Oklahoma City and the OKC West Livestock Market in El Reno. She has been a livestock reporter for 13 years with 12 years in Oklahoma City and 1 year in Louisville, Kentucky. She originally is from South Texas and is a graduate of Texas A&M University.

2001 NMNA SCHOLARSHIP RECIPIENT



William Haddon Jr. received the 2001 NMNA scholarship award for \$2500 at the annual conference held at Myrtle Beach, South Carolina. William, in his junior year at Clemson University, is majoring in Agriculture Education. His goal to develop the top secondary or middle school agriculture program in the state looks to be well within his reach. William has received several FFA leadership awards and the Les McDowell Award for Outstanding Clemson Agriculture Education Underclassman. Because of financial need, he has been working part-time while pursuing his degree. Our Association award allowed William to return to school as a full-time student. He expressed his sincere appreciation to our group in remarks at the awards banquet. We can all feel proud of our part of William's success in the years ahead as he does his part to move the agriculture industry forward in a positive light.

RETIREMENTS SINCE LAST CONFERENCE



Douglas Edwards-FV Market News Washington, DC
More retirements to be listed in the next Communicator.

COMING SOON!!! THE UPDATE OF THE WEB PAGE!!! NEWS!!! PICTURES!!! HISTORY!!!



The web page will be updated soon. Michael Sheats once again has volunteered his time at the keyboard. Look for pictures from last years workshop as well as past award winners and the history of the NMNA. Also look for registration information and news about the Phoenix workshop as well as award nomination forms and ideas for the new NMNA logo.

NMNA SCHOLASTIC AUCTION



The widely accepted and highly successful Scholastic Auction will be held again at the Phoenix workshop. This year there will be a silent auction on selected items. The proceeds from this fundraiser has allowed the association to award a larger scholarship to a deserving student the last two years. Please consider donating a unique gift or a craft item from your area or other interesting item. We would like to list items in the next Communicator. If you would like to donate an item, please email Abbie Hannon at Abbie.Hannon@usda.gov or fax to 602-379-3160 the name of the item with a brief description.

NEW NMNA LOGO

The early bird prize goes to Dee Scharfenberg of Poultry Market News Des Moines for submitting for consideration several ideas for the new NMNA logo. These along with the many others expected will be reviewed and posted on the web page. Remember to submit to your branch or your state ideas by July 31, 2002.

POULTRY BRANCH UPDATE SINCE LAST YEAR

Since the end of last year Market News has worked in concert with the egg industry on a nationwide review of our cartoned egg price series which covers the price of cartoned eggs delivered into the retail store or the retailer's warehouse. After closely monitoring these price series, Market News successfully made changes in these price series across the Nation. These changes reflected modifications in the pricing methods and procedures used by the egg industry. Market News continues to monitor these price series for any additional adjustments that may be necessary. In addition, the 12 Metro area egg price series, which reflects cartoned egg prices on a regional and national basis, was adjusted as this report is a compilation of the price to retailer series.

In March, Market News worked with the California egg industry to replace the California Invoice egg prices with a new price series which was a collaborative effort of the California Egg Marketing Association (CEMA) and other egg marketers in the State. The new prices will reflect the recommended prices for negotiated sales of USDA Grade AA and Grade AA eggs in cartons, cents per dozen. The prices will

not reflect any discounts or other contract terms. This change is being made to more fully involve CEMA and other egg marketers in California in providing a benchmark price to assist in the marketing of eggs in California and the surrounding states.

Early this year Market News issued a new report, the weekly Delmarva Broiler/Fryer Facts summary. This report was added to the growing family of user-friendly summaries available to the public and the poultry industry on the Poultry Market News web site. The one-page report, prepared every Tuesday in Atlanta provides customized market information tailored to growers, processors, and marketers on the Delmarva Peninsula. The new report is available either by e-mail or on the Internet.

In February, Poultry Market News added a subscription page on the Internet in order for users to more easily request copies of the Annual Summary as well as any weekly and bi-weekly summarized reports.

FRUIT AND VEGETABLE UPDATE

Fruit and Vegetable Market News held its second Ideas Retreat on March 4-5, 2002 in the new Fresh Products Branch training center in Fredricksburg, Virginia. The primary purpose of the meeting was to assemble a group of reporters with a broad range of experience and responsibilities to address issues of importance to the Branch. The group included four Senior Staff members from Headquarters and seven reporters from field offices, both terminal markets and shipping points. Representatives from the Program Advisory Group (PAG) were among the attendees.

The group began the Retreat by reviewing the report from the first Retreat, held in December, 2000. This was followed by an update on the migration to Windows2000 and on the Portals/Actuate project. The process for the Retreat was to briefly list all issues brought to the table. The PAG served in the role of soliciting issues from the field offices. Once all the issues were listed, the group prioritized them as A through D. The A list issues was ranked in importance by the group. Three teams were set up and each was assigned one of the top three issues to discuss. When the teams were done, the group reassembled to hear and critique each team report. An action plan was created by the group with a time line and responsible party for each of the issues. This process was repeated until the bulk of the issues were addressed. A detailed report of the Ideas Re-

treat is being provided to all of the Branch. It is anticipated that the Retreat will become an annual event.

Those attending were: Terry Long, John Okoniewski, Joe Harrison, Kevin Morris, Fernando Palmer, John Kyranos, Tom Cooper, Brenda Shuklian, Jeff Main, Donna Lupo, Fred Teensma. Robert Keeney, Deputy Administrator for Fruit and Vegetable Programs, and Eric Forman, Associate Deputy Administrator, each attended the Retreat for a half day and helped contribute to its success.

Doug Edwards, Transportation Reports Section Head, retired at the end of December, 2001 after 32 years of public service. Doug led the Section for over twenty years and oversaw the transition for three separate databases. With his dedication and focus on customer service, Doug helped build and maintain a high level of respect for, and confidence in, the movement data provided by Market News. Doug was always willing to meet with and work with his contacts, which helped lead to an extremely high level of cooperation from railroads, APHIS and others. Doug was recognized by the NMNA in 1997 with its Distinguished Service Award. We wish him well and hope that we will see him periodically.

Look for more updates next Communicator.

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