



June 2006



## The Communicator Welcome to Chicago! “Market News...The Industry MVP”

The 49<sup>th</sup> annual NMNA conference is drawing near. Join us this summer in the “Windy City”. Now is the time to send in your NMNA registration and payment by either online, mail or fax, plus reserve a room at the Hyatt Regency on the Riverwalk in the heart of the Loop in downtown Chicago by the July 25<sup>th</sup> deadline.

### Details and Exciting Activities:

Upon arrival please remember to check in at the registration desk in the Plaza Foyer from 4 pm-8 pm Thursday. There will be a Welcome reception complete with appetizers and drinks from 6:30-8 pm in the Plaza Ballroom. On Friday morning, we will all be touring the Chicago Mercantile Exchange and the Chicago International Produce Market, followed by a busy general session at the hotel in the afternoon. Friday evening you will be able to explore Chicago on your own. On Saturday evening join us for the Awards Banquet and Scholarship fundraiser in the Plaza Ballroom.

## Hotel Reservations:

### Hyatt Regency Chicago - on the Riverwalk

151 East Wacker Drive, Chicago, IL. 60601

Call 1.800.233.1234 - today

### **\* Remember Reservation Deadline: July 25, 2006 \***

Room rates are \$149.00 plus tax for a single or double occupancy plus taxes. The government per diem changed in mid-April to \$149.00. The hotel was gracious enough to include single or double occupancy at this rate for our Market News meeting. Identify yourself as a member of the National Market News Association, although a government ID will not be required at check-in time. Room availability at the government per diem is very tight and cannot be guaranteed after the reservation deadline so make your reservations prior to July 25th. Reservations can be cancelled without charge 72 hours prior to arrival. Also, if for some reason you are checking out of the hotel earlier than intended than indicated on your initial reservation, please let the hotel know at check in; otherwise, they will charge you an early departure fee.

## NMNA CONFERENCE REGISTRATION:

**Deadline: July 25, 2006**

The registration form is included in this issue. You can register by mail or fax. **NO on-line**. The Registration fee is \$150.00 for members, spouse and guest fees are \$100.00 and membership dues are \$7.00. You can make a scholarship donation at this time as well or at the conference.

Fax to: 269-925-3272\*\*

Mail to: Debbie Friday, NMNA  
United States Department of Agriculture  
AMS-Fruit and Vegetable Market News  
Post Office Box 951  
Benton Harbor, Michigan 49023

**\*\*Remember to mail your payment separately if you are e-mailing or faxing your registration.**

## TRANSPORTATION:

### CONTINENTAL AIRPORT EXPRESS – O'HARE AND MIDWAY AIRPORTS

Call 1-888-2-THE-VAN (1-888-2-843-826) or local 773-247-1200 or FAX 773-927-9330

Make On-line reservations at [www.airportexpress.com](http://www.airportexpress.com)

I encourage you to **make your reservations online and take advantage of the \$2.00 off coupon** available only on the website. However, you can still use the coupon at the airport express counter at the airport **if you have the coupon IN HAND!** No reservation is needed from the airport to downtown hotels; however, if you traveling in a group of 3-4, please make reservations ahead of time so there are enough vans to accommodate everyone and their luggage. Shuttles leave O'Hare (18 miles) and Midway (12 miles) airports every 10-15 minutes for downtown hotels.

**You will need to make reservations for your return to the airport upon departure to assure vans are available for pickups Sunday morning.**

For those arriving at O'Hare International-Look for the vans and ticket counters on the lower level baggage claim area.

Terminal 1-Door E, Terminal 2-Door D, Terminal 3-Door E and Terminal 5 (Intl) Door D.

Arrivals at Midway Airport- Lower baggage claim area. Look for vans and ticket agents at Door LL3.

### DOWNTOWN FARES

### O'HARE INT'L

### MIDWAY AIRPORT

Round Trip (single)	\$46.00	\$36.00
One-Way (single)	\$25.00	\$20.00
Round Trip Pair Fare (per person)	\$34.00	\$26.00
One-Way Pair Fare (per person)	\$18.00	\$14.00
Round Trip Group Fare (3-10 persons)	\$27.00 each	\$22.00 each
One-Way Group Fare (3-10 persons)	\$14.00 each	\$12.00 each
Children 6-12, with adult	\$12.00 each	\$12.00 each
Children 5 and Under	FREE	FREE

## **CREDIT CARDS ACCEPTED**

Train from O'Hare- approximately \$2.00 per person to and from the airport to downtown. Pickup below baggage claim area (follow signs to C.T.A.) Take "L-Train" to Washington/Dearborn Stop (5 blocks from hotel). Walk North on Dearborn to Wacker, turn right and walk 4 blocks to the hotel. If more than 1 bag, not recommended as there are numerous escalators and turn styles. Guest can take a cab from the Washington stop.

L Train from Midway – Take the Orange Line to the State and Lake Street stop. Walk 1 block north to Wacker Drive. Take a right on Wacker Drive and the hotel is approximately 3 blocks.

If you are traveling AMTRAK (Union Station) to Chicago-the hotel is about 1.5 miles and a taxi cost is minimum \$5.00.

## **DRIVING DIRECTIONS**

### **Directions to the Hyatt Regency Chicago - 151 E. Wacker Dr.**

#### **Indiana to Chicago**

Take 90/94 (Kennedy Expressway) west and exit on Washington. Make a right (east) on Washington and continue for approx. one mile. Take Washington to Michigan and make a left (north) and continue for approx. 6 blocks. From Michigan, make a right (east) on Wacker Dr. The hotel will be down one block on the right. Make a right on Stetson Ave. and a left into the driveway.

#### **Wisconsin to Chicago**

Take 90/94 (Kennedy Expressway) east and exit on Washington. Make a left on Washington and continue for approx. one mile. Take Washington to Michigan and make a left (north) and continue for approx. 6 blocks. From Michigan, make a right (east) on Wacker Dr. The hotel will be down one block on the right. Make a right on Stetson Ave. and a left into the driveway.

#### **Western Illinois to Chicago**

Take 290 (Eisenhower Expressway) east. It will turn into Congress Parkway just after crossing 90/94 (Kennedy Expressway). Continue east for approx. one mile and then make a left (north) on Michigan. Continue north for approx. 3/4 mile. Make a right (east) on Wacker Dr. The hotel will be down one block on the right. Make a right on Stetson Ave. and a left into the driveway.

#### **Missouri to Chicago**

Take 55 (Stevenson Expressway) north. Exit on Lake Shore Dr. North and go approx. 2 miles to Monroe. Make a left (west) on Monroe and continue for two blocks. Make a right (north) on Michigan and go north for approx. 5 blocks. Make a right on Wacker Dr. The hotel will be down one block on the right. Make a right on Stetson Ave. and a left into the driveway.

## **PARKING INFORMATION**

Overnight hotel guest parking is costly at \$39.00 per night with in/out privileges.

**NON-HYATT PARKING:** Monroe Street Parking (indoor/underground), 5 blocks South of the hotel. The charge is \$14.00 overnight with no in/out privileges. Parking for an extended period, Call the Monroe Street Parking garage at 312-742-7644.

Park Millennium Garage - \$20.00 per night – no in/out privileges. Motorcycle parking available.

Telephone 312-946-0452.

## Member - Spouse and Guest Activities

The Thursday evening Welcome reception in the Plaza Ballroom features appetizers and a cash bar. The general session begins Friday with visits to the Chicago Mercantile Exchange and the Chicago International Produce Exchange followed by the General Session Friday afternoon in Columbus Hall I-L at the hotel. Friday evening you are free to explore the city on your own. We are located in the heart of The Loop so you are near the Lake Shore, Navy Pier, The Magnificent Mile, Sears Tower and Water Tower Place. The NMNA business meeting is Saturday morning at 7:30 am followed by break-out sessions for each Commodity group throughout the day.

## Spouses Tour – Friday and Saturday

**Friday** – depart hotel at 9:45 am – ride Trolley to **Navy Pier**. Many attractions await you, including the Fun House Maze, Children’s Museum, Museum of Stained Glass Windows and several retail shops and boutiques to browse. Lunch is on your own – and there are several restaurants and food vendors to choose from- Billy Goat Tavern (made famous by John Belushi on Saturday Night Live), Bubba Gump Shrimp Co, Charlie’s Ale House, Haagen Dazs Café, and of course, McDonald’s. The group will meet at 2 pm – at the 6 story IMAX Theatre at Navy Pier for a short film, then board the Shoreline Water Taxi for a scenic journey down the historic Chicago River. Top off the tour at the completely renovated Sears Tower Skydeck. Catch Trolley back to the hotel around 4 pm.

**Saturday** – depart hotel at 9:45 am for the **Shedd Aquarium**. Meet at 12 noon to travel to **Marshall Field’s** on State Street. Field’s has been the pre-eminent retailer in the Midwest for over 150 years. This flagship store listed on the National Register of Historic Places is famous for a number of significant architectural features such as the world’s largest Tiffany ceiling, the Great Clocks and Granite Pillars. We will enjoy Field’s Favorite Lunch in the Culinary Studio from 12:30-2 pm. A Chef Instructor will demonstrate why these sample three hearty portions of recipes are the top sellers in the famous Walnut Room restaurant and each guest will receive a copy of the recipes. A complimentary Flagship Field’s tour will follow lunch from 2:00-2:45 pm. You will be free to enjoy shopping or just browse the over 500 name brands available the remainder of the afternoon. We will meet and return to the hotel at 4:15 pm.

Spouses and guests must be registered in order to participate in the spouse program activities listed on the registration form.

## National Market News Association wishes to Welcome the following NEW Employees

### Livestock and Grain Market News:

Joi Hierholzer      Dixie Simpson  
Kim Grelle          Alex Tolbert  
Greg Harrison      Mark Werner  
Sarah Muhr

### Market News Support Unit:

Nolan Ly              Dai Patrick  
Mark Shell            Terence Puls

### Fruit and Vegetable Market News:

Kellie Taylor

## Fun on your Own – Friday night

The hotel is ideally located one block off Chicago's "Magnificent Mile" and near Water Tower Place, Millennium Park, Lake Michigan, Navy Pier and the Chicago River. You are walking distance to many of Chicago's finest restaurants, attractions, theatres, shopping, night spots, sporting and cultural attractions. The Hyatt is connected to the 83 acre Illinois Center complex featuring five office buildings, two hotels, a residential building and numerous stores and restaurants!

### *How to get to the Illinois Center from the hotel:*

Take the walkway from the bronze level of the hotel into the Illinois Center. At the end of the walkway on the RIGHT hand side you will find HOULIHAN'S. Turn left and you will find POTBELLY'S, MCDONALD'S, SOPPRAFINA and COSI. If you continue STRAIGHT you will find DUNKIN DONUTS and STARBUCK'S.

The walkway is open 24 hours, seven days a week. Shop hours vary; most stores are open 8 am – 6 pm Monday-Friday with limited hours on Saturday, closed on Sunday. Most restaurants open early and close early (3 pm).

### *Restaurants around the hotel – within 5-10 minutes walking distance*

Giordano's – 135 East Lake Street - famous for their deep dish pizza and they deliver!

Houlihan's – 111 East Wacker Drive – American cuisine at modest prices

Bennigan's – 225 North Michigan Avenue – American Fare with an Irish Flair. Average entrees range \$8.00-15.00

### *Restaurants in the hotel*

Knuckles Sports Bar – Green level – East Tower - typical bar fare – hot wings, burgers, fries, wraps, nachos.

All Seasons Café- Green Level – East Tower-breakfast, lunch and dinner-an extensive breakfast buffet.

Connie's – Blue level – West Tower - soups, salads, pasta, carved deli sandwiches, microbeers.

Stetson's Chop House – Green level - East Tower – a top-rated Chicago steakhouse

J's Deli Express- Green Level – East Tower- a cup of Starbuck's coffee and a quick breakfast or lunch on the go

BIG Brasserie and Bar – Blue Level – East Tower – signature BIG cocktails, appetizers and desserts

## MARKET NEWS ALUMNI ASSOCIATION (MNA)

### Market News Alumni Association Conference Schedule:

If you are planning on attending the conference, please fill out a registration form included in this mailing or on the NMNA website. Business meeting will be held on Saturday morning 10:00 am

All other activities will be scheduled with the rest of the NMNA group so that everyone will have the chance to catch up with all the latest from Market News.

Don't forget, 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](mailto:sjhall@tds.net)

Membership dues are \$25.00 and should be sent to Dues should be sent to Weldon Hall, 15121 Clementown Rd., Amelia, Virginia 23002.

President – Charlie Hackensmith [Hackensmith@yahoo.com](mailto:Hackensmith@yahoo.com)

Vice-President – Ernie Morgan

Secretary/Treasurer – Weldon Hall [sjhall@tds.net](mailto:sjhall@tds.net)

## NMNA Award Nominations! – Deadline: July 14, 2006

If you haven't already done so, be sure to submit your nominations for our NMNA awards. We have a lot of outstanding Reporters in our membership and this is your chance to nominate them for recognition. [The nomination forms are on the NMNA website in the Award section.](#) Complete the application, click submit, and receive an e-mailed confirmation. It's that simple. If you **have questions, contact Tina Colby**, Awards Committee Chairman.

### 2006 Awards Committee

Tina Colby, Chairperson-LG-Oklahoma City, OK.  
John Goetz, LG, Des Moines, IA.  
Patty Willkie, FV-Idaho Falls, ID.  
Brittany Dreier, LG, St. Joseph, MO.  
Joe Harrison, FV-Philadelphia, PA.



## **“THE WINDY CITY” SCHOLARSHIP RAFFLE**

*Through your support and generosity over the years, NMNA has been able to award thousands of dollars in scholarships to numerous college students to assist them in furthering their education.*

*Again this year we are asking that you support the National Market News Association Scholarship Fund by purchasing tickets for “The Windy City” Scholarship Raffle.*

***Ticket prices are \$20.00 each or you can purchase the bonus buy of 3 tickets for \$50.00.***

*Buy your tickets at the registration table or from Randy Alford during the conference.*

***Who Can Win:*** *Everyone with a ticket is eligible to win (registered participants, spouses, guests, friends and co-workers from home). However, a warm body must present the ticket at the time of the drawing.*

***Prizes:*** *\$600.00 in cash prizes will be awarded to the lucky winners (\$50.00, \$50.00, \$100.00, \$100.00 and \$300.00) as well as assorted gifts. The drawing will be held during the Banquet Saturday evening. The winning ticket number must be confirmed before any prizes are awarded.*

***How it will Work:*** *As each ticket is drawn, the winner will select a prize from an Array of numbered envelopes containing a prize description. You might win cash or you might win some other prize. After all envelopes have been selected, all previously drawn **numbers will be returned to the pot and one ticket will be drawn for the Grand Prize of \$300.00.***

***Remember – Hold on to your ticket, even if you win a prize, until the Raffle is completely over.***

*See Randy Alford at registration or during the conference to purchase your tickets.*

# National Market News Association 49<sup>th</sup> Annual Workshop

## August 24 - 26, 2006, Chicago, Illinois

### Thursday, August 24

4:00 - 8:00 pm  
5:30 - 6:30  
6:30 - 8:00  
9:00 - 12:00

Registration, Plaza Foyer  
Executive Board Meeting-Royal Conference Room – Skyway 272  
Welcome Reception, Plaza Ballroom  
Hospitality Suite - Truffles

### Friday, August 25

7:00 - 9:00 am  
7:45-12:00 noon

**Registration, Columbus Foyer-** Gold level, East tower lower level  
Entire group will tour the Chicago Mercantile Exchange and the  
Chicago International Produce Market  
Board busses at to be determined times-pickup at  
North Stetson Street between East and West towers (east side).

12:00 - 1:15 pm

Lunch on Your Own

#### **1:15 - 4:30**

#### **General Session – Columbus Hall I-L –Gold level East tower, lower level**

1:15-1:20

Illinois Welcome – Assistant Secretary of Agriculture Tom Jennings

1:20-1:30

Lloyd Day – AMS Administrator

1:30 - 2:50

“The 2007 Farm Bill” – A Panel Discussion on the Impact on the Industry  
and the importance of Market News

Mike Brown – American Meat Foundation

Jonathon Landeck – Organic Farming Research Foundation

Professor David Schweikhardt – College of Agricultural Economics –  
Michigan State University

2:50 - 3:10

Afternoon Break

3:10-4:10

Employee Relations

Jason Thomas – USDA Employee Relations

4:10-4:30

Market News Support Unit – update Mark Shell

### *Evening Free to tour Chicago on your own*

9:00 - 12:00

Hospitality Suite - Truffles

### Saturday, August 26

7:00 - 9:00 am

Late Registration, Columbus Foyer

7:30 - 8:00

NMNA Business Meeting, Columbus K-L

8:00 - 8:30

Branch Photographs

Poultry, Spouses, Guests, Cotton

8:30 - 4:30 pm

Commodity Break Out Sessions

Fruit & Vegetable – Columbus C-D

Livestock & Grain – Columbus I-J

Poultry – Columbus G

Cotton – Columbus H

5:30 - 6:30

Social Hour, Plaza Foyer

6:30 - 9:00

NMNA Awards Banquet and Scholarship Auction, Plaza Ballroom

9:00 - 12:00

Hospitality Suite - Truffles

## Fruit & Vegetable Breakout Session

### Friday, August 24

7:45-12:00 noon	Visit Chicago Mercantile Exchange and Chicago International Produce Exchange
1:15 - 4:30 pm	General Session – Columbus I-L
2:50 - 3:10	Break
3:10 - 4:30	General Session continues Columbus I-L
<b>4:30</b>	<b>FV Branch Photograph taken following General session</b>

### Saturday, September 25

7:30 - 8:00 am	NMNA Business Meeting – Columbus K-L
8:30 am	Call to Order and Introductions Terry Long
8:40 am	Welcoming Remarks Eric Forman, Associate Deputy Administrator
8:50 am	The Canadian Plan Mark Ziegler, Director Horticulture and Special Crops Agriculture and Agri-Foods Canada
9:10 am	International Update Fernando Palmer *El Salvador *India Fred Teensma
9:40 am	Bringing Value to Your Contact Holly Mozal
10:00 am	BREAK
10:15 am	Technology Update Fred Teensma
10:45 am	How Produce is Marketed in 2006 Tom Cooper
11:15 am	*The Thrift Savings Plan Linda Leary FV MN at a Glance *Administrative Updates
11:45 am	<b>LUNCH ON OWN</b>
1:00 pm	*Call to Order John Okoniewski *Market News Video – 90 years of Service *Training Survey
1:15 pm	*Awards and Recognition Barbara Maxwell *Movement reporting Issues
1:45 pm	Transition for Market News Terry Long Then, now, next...
2:15 pm	BREAK
2:30 pm	A New Reporter's Thoughts Kimberly Mercer
2:40 pm	Starting a New Deal Bob Corwin Lessons Learned Randy Foster
3:10 pm	Price Reporting Issues Rich DeMenna
3:40 pm	Town Meeting John Okoniewski Organics – How far and how fast?

# Livestock & Grain Breakout Session

## Friday, August 25

7:45-12:00 noon	Visit Chicago Mercantile Exchange and Chicago International Produce Exchange
12:00-1:15 pm	<b>LUNCH ON OWN</b>
1:15 - 4:30 pm	General Session – Columbus I-L
2:50 - 3:10	BREAK
3:10 - 4:30	General Session continues Columbus I-L

## Saturday, August 26

7:30-8:00 am	NMNA Business Meeting – Columbus K-L
8:30-9:00 am	Introductions and Pictures
9:00-9:45 am	National Quality Beef Audit-Gary Smith, Colorado State University
9:45-10:30 am	Commodity Futures Trading Commission – Bill Kokontis
10:30-10:45 am	BREAK
10:45-11:30 am	Grain Presentation
11:30 -1:00 pm	LUNCH
1:00 -1:45 pm	Jeopardy Bowl
1:45 – 2:30 pm	Instrument Grading – Marty O’Connor, Standardization Branch
2:30 – 2:45 pm	BREAK
2:45 – 3:15 pm	Area Supervisor’s Office Review Report
3:15 – 4:30 pm	Branch Issues, Open Forum and General Discussion
4:30 pm	ADJOURN

## Poultry and Egg Market News

### Friday, August 25

7:45-12 Noon	Group visit to Chicago Mercantile Exchange and Chicago International Produce Market
Noon- 1:15 pm	LUNCH ON OWN
1:15 - 4:30 pm	<b>General Session – Columbus I-L</b>
2:50 - 3:10	BREAK
3:10 - 4:30	General Session continues Columbus I-L

### Saturday, August 26

7:30 - 8:00 am	NMNA Business Meeting – Columbus K-L
8:00	Group Photo
8:15 - 9:20	Poultry and Egg Commodity Breakout Session
9:20 - 9:40	BREAK
9:40 – 11:30	Poultry and Egg Commodity Breakout Session
11:30 - 1:00 pm	Lunch on your own
1:00 – 3:00	Poultry and Egg Commodity Breakout Session
3:00 - 3:15	BREAK
3:15 – 4:30	Poultry and Egg Commodity Breakout Session

## Cotton Market News

### Friday, August 25

7:45 – 12 noon	Visit Chicago Mercantile Exchange and Chicago International Produce Center
12:00 -1:15	LUNCH
1:15 - 4:30	General Session – Columbus I-L

### Saturday, August 26

7:30 - 8:00 am	NMNA Business Meeting – Columbus K-L
8:00	Group Photo
8:30 – 12 Noon	Southeast Market Briefing
	South Central Market Briefing
	Southwestern Market Briefing
	Far West Market Briefing
	Pima Market Briefing
	BREAK
	Discussion on Industry Issues
	*Loan re-concentration
	*Excessive Bale moisture
	*Cotton Flow
12 Noon – 1:15 pm	LUNCH
1:15 PM – 4:15 PM	Computer Training

# Conference Spouse and Guest Agenda

## Thursday, August 24

4:00 - 8:00 pm	Registration, Plaza Foyer
6:30 - 8:00	Welcome Reception, Plaza Ballroom
9:00 - 12:00	Hospitality Suite - Truffles

## Friday, August 25

7:00 - 9:00 am	Registration – Columbus Foyer
9:30 am	Meet at NMNA Registration – Columbus Foyer
9:45 am	Walk to Trolley stop out side hotel – (Yellow Line)
10:00 – 2:00	Travel to Navy Pier for Shopping, sightseeing LUNCH ON OWN
1:45 pm	Meet at the IMAX Theatre
2:00 pm	View movie and take scenic river tour to Sears Tower Observation Deck
4:20 pm	Catch trolley back to hotel (Red Line) EVENING ON YOUR OWN
9:00 - 12:00	Hospitality Suite - Truffles

## Saturday, August 26 – Spouses Tour

9:30 am	Group Photo – Columbus Foyer
9:45 am	Walk to Trolley Stop-depart for Shedd Aquarium (Green Line)
10:00 – 12.00 Noon	Visit Shedd Aquarium
12:00	Board Trolley for Marshall Field's
12:30 – 2:00 pm	Enjoy Field's Favorite Lunch in the Culinary Studio
2:00 – 2:45 pm	Flagship Marshall Field's Tour
2:45 – 4:15 pm	Shop at Fields or along State Street
4:20 pm	Return to hotel on Trolley (Red Line)
5:30 – 6:30	Social Hour, Plaza Foyer
6:30 - 9:00	NMNA Awards Banquet and Scholarship raffle, Plaza Ballroom
9:00 - 12:00	Hospitality Suite, Truffles

