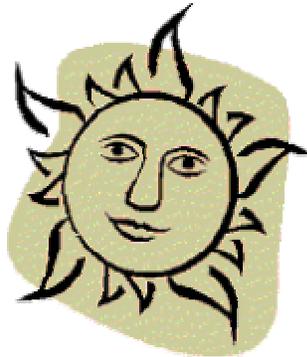
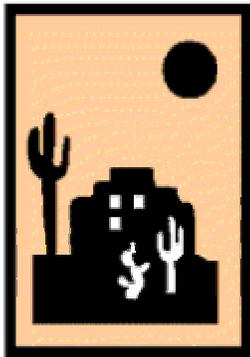
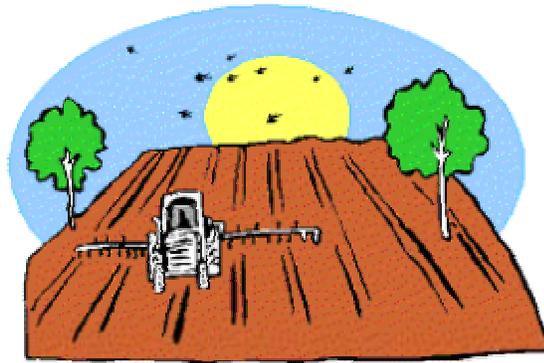
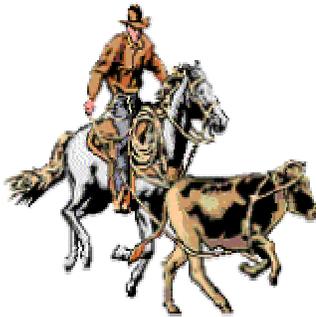


**NATIONAL MARKET  
NEWS ASSOCIATION  
COMMUNICATOR**  
*July 2002*



**SEE YOU IN Phoenix, Arizona Oct. 17-19, 2002**  
**For The 45th Annual Meeting**





## The 45th Annual NMNA Workshop-Phoenix, Arizona

### Message from the President

The Valley of the Sun is very happy to host the 45th Annual NMNA workshop. The theme of this workshop is "Market News and the World Around Us". Topics will include trends in agriculture, ergonomics and a benefits presentation. We will have ample time given for commodity breakout sessions in order to discuss commodity specific issues. Friday night an old fashion ice cream social will be held with entertainment provided by the "official" state balladeer Dolan Ellis and the "official" state historian Marshall Trimble along with Buckshot Dot a cowgirl poet and Robert "Tree" Cody a Native American storyteller and performer. The scholarship auction will be held Saturday night after the banquet and awards ceremony. This year we also will have a silent auction of selected items. The spouses will be entertained with the history of the area as they take a grand tour of Phoenix, Tempe and Scottsdale. Stops will be made at the Heard Museum, Pueblo Grande Museum and Old Town Scottsdale.

The weather should be beautiful with sunny baby blue colored skies and grand sunsets. Daytime temperatures should range in the 80s and 90s with low humidity and evening temperatures should be in the 60s and 70s.

The Crown Plaza Downtown hotel features on their lower level Rascals Comedy Club with top name comedians performing 8:00 and 10:30 Thursday to Sunday nights. Restaurants and the Phoenix nightlife in the Copper Square area are steps away. Activities at Bank One ballpark and America West Arena just down the street around the corner add to the excitement of the Phoenix night. There is nothing like October in Phoenix (except maybe November, December, January, February and March).

Hope to see you all soon.

Stephen Skuba  
NMNA President

**Make your plans to join us:**

**Date: October 17-19, 2002**

**Location: Crowne Plaza Downtown  
100 North First Street  
Phoenix, Arizona**

**Reservation Deadline: Sept. 17, 2002**

**To make reservations call: 602-333-5000**

**Room rates: Single \$90.00 plus tax and Double \$110.00 plus tax. Tell them you are with the National Market News Association. Reservations need to be made directly with the hotel. Rates are available for two days before and two days after the workshop.**

**For more information on the Crowne Plaza Downtown go to: <http://www.phxcp.com>  
Or: [http://meetings.sixcontinentshotels.com/usa/phoenix/meetings/hotel\\_phxcp.html](http://meetings.sixcontinentshotels.com/usa/phoenix/meetings/hotel_phxcp.html)  
Or: <http://meetings.sixcontinentshotels.com/pdf/p/phxcp.pdf>**

**For more information on Phoenix go to: <http://phoenixcvb.com>**

## HAVE YOU LOOKED AT THE UPDATED WEBSITE:



[www.ams.usda.gov/poultry/mnncs/nmna/nmna.htm](http://www.ams.usda.gov/poultry/mnncs/nmna/nmna.htm)

### Registration Forms on the Website.

Registration may be done by mail or fax using the form enclosed with the Communicator or electronically on the website. **Registration deadline will be September 17, 2002.**

### Award Nomination Forms on the Website.



To nominate a worthy co worker, employee or supervisor just complete the electronic form, review and press send. The nominations will go directly to the email address of this years Awards Committee chairman **Randy Alford**. Also a printable version for faxing or mailing to the chairman may be obtained by emailing **Stephen.Skuba@usda.gov**.

### 3rd Annual Scholarship Auction

Once again the highly successful and much enjoyed Scholarship Auction will be held following the awards banquet. For those who shiver in their boots holding their hands tightly on their lap afraid to bid, a silent auction will also be held. Items for the silent auction will be displayed at the registration table. We would like to have a list of items ahead of time so we may promote them on the web page and at registration. Mail us your items to avoid the hassle of extra baggage at the airport check in. This is a chance to do your state or city proud by donating a collectable, handmade, novelty or what ever you can think of item. The performers of the Tall Tales-Lost Trails and Heroes Old West Show also have graciously donated items to this years auction. Don't forget to bring your checkbook or extra cash to join in on the fun. For more information or to send your list call **Abbie Hannon at 602-379-3066 Fax at 602-379-3160 or send an email at Abbie.Hannon@USDA.GOV.**



### Getting To The Conference



**Transportation.** Those arriving by airplane may take the **Super Shuttle** from Sky Harbor International Airport to the Crowne Plaza Downtown. The discounted fare with coupon will be **\$6.00** each way. Exit the doors outside baggage claim and go to Shared Ride Van Service sign and look for the person in the blue shirt. There usually is a 10-15 minute wait. One may also take the **Arrive** shuttle. At the baggage claim area look for the courtesy phone board. Dial the code for the Crowne Plaza. Give your name, which terminal your are calling from and a brief description of what you are wearing. Operator will give you directions to where the shuttle will pick up. In about 10 minutes a vehicle with an ARRIVE front plate will meet you. Price is **\$8.00** per person. Shuttles from the Crowne Plaza leave every 1/2 hour between 6AM and 2PM.

**Driving. If you are driving in from the West**-Take I-10 East to 7th Avenue exit turn right (South) onto 7th Avenue. Turn left (East) onto Roosevelt Street(the first stoplight south of freeway). Continue past Central Avenue. Turn right (South) onto First Street. Turn right onto Adams Street to hotel on right.

**From the East**-Take I-10 West to Jefferson/Washington Street exit. Turn left onto Washington Street. Go west for 2.1 miles. Turn right on First Street and go north 500 feet. Turn left on Adams Street to hotel on Right.

NATIONAL MARKET NEWS ASSOCIATION  
Forty-fifth Annual Workshop Tentative Agenda  
October 17-19, 2002  
Phoenix, Arizona  
*“Market News and the World Around Us”*

**Thursday, October 17, 2002**

4:00-9:00 PM    Registration  
7:30            Executive Committee Meeting  
5:00-11:00     Hospitality Suite Open

**Friday, October 18, 2002**

7:00-8:00 AM    Registration  
7:00            Continental Breakfast available  
8:00            **General Session**-Opening Remarks  
                  Stephen Skuba, President NMNA  
8:15            **Moderator**-Randy Alford, 1st Vice President NMNA  
                  Keynote Address-Dr. Kenneth Clayton  
                  Associate Administrator AMS  
  
8:45            Speaker to be announced  
  
9:10            Ergonomics Presentation  
                  Bruce McFarlane-USDA Target Center  
  
9:30            Break  
  
9:45            **Moderator**-Holly Mozal, 2nd Vice President  
                  Employee Benefits Presentation-Long Term Health, Thrift Savings Plan etc.  
                  Human Resources Staff  
  
11:45           Lunch on your own.  
  
1:00PM          **Commodity Breakout Sessions**  
  
2:45            Break  
  
3:00            **Commodity Breakout Sessions**  
  
4:30            **Adjourn**  
                  Dinner on your own  
  
6:15            Ice Cream Social Begins-2nd floor patio  
  
7:00            **Tall Tales-Lost Trails and Heroes Old West Show** featuring Marshall Trimble, Dolan  
                  Ellis, Buckshot Dot and Robert “Tree” Cody.  
  
9:20-11:00     Hospitality Suite Open

**Saturday, October 19, 2002**

7:00 AM        Late Registration  
                  **Continental Breakfast**

7:30        **General Session-NMNA Business Meeting**

8:00        Group Pictures

8:30        ***Commodity break out sessions***

10:00       Break

10:15       ***Commodity break out sessions***

12:00 NOON Lunch on your own

1:00 PM     ***Commodity Breakout sessions***

2:15        Break

2:30        ***Commodity Breakout sessions***

3:30        ***Adjourn***

5:30        Social hour (cash bar)

6:30        Awards banquet

8:00        ***Scholarship Auction***

9:30-11:00 Hospitality Suite Open

## **Spouse Program**

### **Friday, October 18, 2002**

7:00 AM     Continental Breakfast

9:00        Begin tour of Phoenix area  
including Pueblo Grande Museum  
the State Capitol, Wrigley Mansion  
Heard Museum and Old Town  
Scottsdale

12:00 NOON Lunch on your own

12:30 PM    Continue tour

2:00        Return to the hotel

### **Saturday, October 19, 2002**

7:00 AM     Continental Breakfast

8:30        Spouses Group picture

9:00        Visit Arizona History and  
Science Museums

12:00 NOON Box Lunch in the Park

1:00 PM     Return to the hotel

## **Livestock and Grain Market News Branch Update**

**Mandatory Reporting:** On April 2, 2001, the Agricultural Marketing Service (AMS) launched the Livestock Mandatory Price Reporting (LMPR) program as required by the Livestock Mandatory Price Reporting Act of 1999 (Act). This program required that packers electronically submit purchase and sale information to AMS. Strict timeframes for submitting required data and publishing reports are included in the Act.

The LMPR supplies the agricultural industry with multiple daily and weekly reports. As a leading example of electronic government in USDA, the LMPR is the first to utilize full criteria Public Key Infrastructure (PKI) within USDA for protecting sensitive proprietary industry data. The LMPR system is available 24/7, simple for industry users to input data, and is able to receive, validate, edit, and release data within one hour. AMS receives an average of 398 files per day from packers. The system availability for packers to input data is averaging over 99.8% for the April, 2002 period. Fifty two daily, twenty six weekly, and 6 monthly reports were published within the scheduled one hour publication time 96% of the time during April 2002. Of the few delays that occurred, most were due to in-house packing plant electronic data issues that prevented packers from submitting data to AMS.

The system collects data reported from industry sources three times daily from either uploaded comma delimited ASCII files that comply with AMS specified formats or data submitted via a commercial Web Interface. In compliance with the legislation, AMS reporters import, analyze, validate, and publish aggregated data for public use within one hour of data receipt. The published data serves broad base of users who rely on its accuracy for a variety of purposes. Users include DoD, producers, packers, industry consultants, industry brokerage firms and financial consultants, financial exchanges, academia, school systems across the nation, and legislative both federal and state.

**New Web Page Development:** Livestock and Grain Market News (LGMN) is in the process of revamping the entire LGMN web site to make public access more user friendly. Major topics will be commodity specific and allow the user to move more quickly from one commodity to another. Completion is scheduled for late summer or early fall of 2002.

**LGMN Reports Web Available in Various Formats:** To meet specific demands from data users, LGMN now provides several beef and lamb reports not only in .txt format but also CSV which allows users to download into spreadsheet formats. Several publications are also available in .PDF format.

**New Summary Reports Available on the Web:** National daily reports are now available in .PDF format that summarize cattle, beef, hogs, and pork trade for the day and provide trend information in graph and data sets. In addition, summary reports for lamb and cattle that include both voluntary and mandatory information are available.

## **Fruit and Vegetable Market News Branch Update:**

Barbara Maxwell was chosen as new Transportation Reports Section Head. Barbara previously was a market reporter in Idaho Falls, Idaho.

### **The Tall Tales-Lost Trails and Heroes Old West Show**

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Two state "officials," **Arizona's Official Balladeer, Dolan Ellis and Official State Historian, Marshall Trimble**, are performing their popular show again. These two colorful "Arizona Legends" have played before packed audiences at concerts throughout the state for years. Marshall Trimble and Dolan Ellis were both products of the 1960's folk music scene. Ellis performed solo in local coffee houses around Scottsdale before becoming an original member of the New Christy Minstrels. The group toured the world, earned Gold Records and appeared on the Andy Williams Television Show as regulars for a season. Ellis later retired from the group and returned to Arizona, becoming Arizona's Official Balladeer in 1966. Trimble is the author of 19 books on Arizona and the West and is recognized as the dean of Arizona historians.



**Buckshot Dot** is a native Arizonan who grew up on the Navajo and Hualapai reservations and at the Petrified Forest National Monument. (She staunchly maintains she did not have picnics there when the trees were leafy green!). She has been featured at Cowboy Poets Gatherings all over Arizona as well as in Arkansas, California, Colorado, Montana, New Mexico, and Texas.

**Robert "Tree" Cody** (traditional name Oou Kas Mah Qwet ("Thunder Bear") Native American flutist, dancer, artist, educator and actor has performed throughout the United States, Europe, Canada, Scandinavia, United Kingdom, East Asia, Central, South America and Mexico. As a traditional dancer, 6 foot 10 inch "Tree" is very active on the powwow circuit today.

## MORE RETIREMENTS SINCE LAST CONFERENCE:

LS-Michael Erwin-Des Moines, IA  
LS-Ray Faulk-St. Joseph, MO  
LS-Gary Mills-Dodge City, KS  
LS-Bob Wood-Dodge City, KS

LS-Charlie Gledhill-Des Moines, IA  
Ann Vargas- Austin, TX. TX Dept of Ag  
CN-Terry Kuhlers-Lubbock, TX

## ACHIEVEMENTS AND RECOGNITION REPORT AS OF JUNE 1, 2002

### LIVESTOCK MARKET NEWS

#### NEWS

#### Performance Awards:

Audrey Perry  
Chad Puhmann  
Donna Purdy  
Dorothy Bear  
Georgia Williams  
Lucy Clark  
Matthew Redding  
Melissa Ney  
Nancy Gallagher  
Peggy Lanscak  
Penny Sockel  
Sara Jacobsen  
Susan Moore  
Tiffany Smit

#### Extra Effort :

Amy Levy  
Christopher Sommers  
Denise Melcher  
James Wattnem  
Karen Johnston  
Lamar Yawn  
Lisa Whitney  
Mary Beth Fleming  
Mike Schrader  
Robin Castro  
Thomas Walthers

#### SCEP Students:

Hale Redding  
Sara Jorgensen  
Randy Hammerstrom  
Lance Cline  
Amanda Mullins

Heather Gamble

#### Team Extra Effort Awards:

Bill Worlie  
Brittany Dreier  
Bruce Thomas  
Darold Mapes  
Jerry Alexander  
Jodie Pitcock  
John Goetz  
Keith Williams  
Lonnie Peetz  
Michael Lynch  
Mick Davie  
Nina Biensen  
Rex Hurd  
Samantha Simon  
William Sumpter

#### Spot Awards:

Ami Kreager  
Bill Worlie  
Portia White  
Sjontelle Crocker

#### New Employees:

Michael Jeter  
Ami Kreager  
Guy Devore  
Jim Bernau  
Richard Smith

### FRUIT AND VEGETABLE MARKET

Chad Puhmann  
Melissa Ney

#### Extra Effort Award:

Doug Edwards, Washington, DC.  
Elizabeth Freeman, Fresno, CA  
Kathleen Posh, Dallas, TX  
Maria Castillo, Fresno, CA  
Elizabeth Love, Fresno, CA

#### Office Spot Award:

Gina Thrasher, Fresno, CA  
Virginia Barnum, Fresno, CA  
Vickie Farr, Fresno, CA  
Pamela Margosan, Fresno, CA  
Elizabeth Vannata, Fresno, CA  
Michelle Mc Kelvy, Fresno, CA  
Victoria Buckley, Phoenix, AZ  
Abbie Hannon, Phoenix, AZ  
Paul Pasholk, Phoenix, AZ  
John Kyranos, Phoenix, AZ  
Art Muchow, Phoenix, AZ  
John Newsom, Boston, MA  
John Dobbins, Fresno, CA  
Mick Davie, Idaho Falls, ID  
Philip Montgomery, Orlando, FL  
Barbara Maxwell, Idaho Falls, ID

#### New Employees:

Lori Tasos, Fresno  
Chris Lamb, Fresno  
Anne Coarr, Boston

### POULTRY MARKET NEWS

#### Extra Effort Award:

Donna McDonald

#### Spot Award:

Delores Scharfenberg  
Sally O'Donnell

### DAIRY MARKET NEWS

#### Performance Award:

Patsy Emmons

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