

June 2007

THE COMMUNICATOR

*WELCOME TO OKLAHOMA CITY
50TH ANNIVERSARY OF NMNA
100TH BIRTHDAY OF THE STATE OF OKLAHOMA*

The 50th annual NMNA conference is only a few months away. Join us in August. The weather will be very warm but you can always count on the Oklahoma winds to keep you cool. You can now register for the conference either on line, by mail, or fax. Please send your payment with your registration. Plus you will need to reserve your room at the Marriott Hotel, on Northwest Highway in Oklahoma City by the July 24th deadline.

Summary of this year's conference:

Upon arrival please remember to check in at the registration desk in the Plaza Foyer from 4:00-8:00 pm. Registration will continue each morning of the conference for our late comers. Thursday evening. There will be a Welcome Reception with drinks and appetizers from 6:00-8:00 pm. On Friday morning we will be in general session learning to engineer our customers' experience. Friday evening I have left open so you can enjoy the night life in Oklahoma City. Saturday evening will be our Awards Banquet and Scholarship Auction. I have invited one of our local talents who I think will be a lot of fun as well.

HOTEL RESERVATIONS:

Marriott Hotels and Resorts
3233 NW. Expressway
Oklahoma City, OK 73112-4131
Call local: 1.405.842.6633.
Nationwide: 1.800.228.9290

REMEMBER RESERVATION DEADLINE IS JULY 24, 2007.

Remember rates are \$73.00 plus tax for a single or double occupancy plus taxes. The government per diem changed to this in January of 2007. 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, as always will be tight and cannot be guaranteed after the reservation deadline; so, please make your reservations prior to July 24, 2007. 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 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 23, 2007

The registration form can be found on the NMNA home page <http://www.ams.usda.gov/nmna/> and is also included as the last page of this issue. You can register by mail, fax, or on line. The Registration fee is \$145.00 for members, spouses and guests that wish to go on the tours are \$75.00. Spouses and guests going to the *banquet only* will be \$25.00. Livestock and Seed Branch will have a correlation fee this year and those attending will have a fee of \$45.00. Membership fees are \$7.00. You can make a scholarship donation at this time as well or at the conference.

***Fax to: 405-236-0281**

***Mail to: Tina Colby, NMNA

United States Department of Agriculture
AMS Livestock and Seed Market News
2501 Exchange Ave., Suite 140
Oklahoma City, Oklahoma 73108

Remember to mail your payment separately if you are emailing or faxing your registration.

TRANSPORTATION

From Will Rogers World Airport in Oklahoma City

Airport Express – 405-681-3311. This shuttle runs every 15 minutes from the airport. You do not need reservations to take the shuttle when you arrive but will need to do so for return flights at least **2 days ahead of departure**. Their operating hours are from 5:30am to about 1:00am. Cost of transportation is 1 person = \$20.00; 2 people = \$11.00 per person; 3 or more people = \$8.00 per person.

Taxi Cabs - Taxi cabs are also available but at a higher cost. Transportation from the airport will cost about \$25.00.

DRIVING DIRECTIONS: MARRIOTT HOTEL 3233 NORHTWEST HIGHWAY

Oklahoma City is a relatively easy city to get around in. First a few tips: All major numbered streets run east and west and all the major named streets run north and south. The Hotel does not front the Northwest Highway but faces to the east. There is plenty of free parking to the north as well as to the east. For those with access to computers map quest is a good tool. www.mapquest.com

Coming on I-40 from the West – Take I-44 east/74 north like you are headed to Tulsa. Stay in the left lanes. I-44 will veer off to the east after approximately 4 miles. Continue north on Highway 74 for 2 more miles. Take the Highway 3A exit and turn right. Immediately get in your left lane. Make a left at the first light, Independence Avenue. Just behind the 7-Elevn turn right into the Marriott parking lot. You will come in from the back side.

Coming on I-40 from the East – Take I-44/74 north heading north like you are going to Tulsa. Merge into the left lanes. I-44 will veer off to the east after approximately 4 miles. Continue north on Highway 74 for 2 more miles. Take the Highway 3A exit and turn right. Immediately get in your left lane. Make a left at the first light, Independence Avenue. Just behind the 7-Eleven turn right into the Marriott parking lot. You will come in from the back side.

Coming on I-35 from the North - Take the I-44 split that heads to Lawton. Continue on I-44 to the Northwest Highway/3A exit which is a left exit. The exit will make a sharp left and then will merge right onto Northwest Highway. Continue heading west past Penn Square Mall. You will go under May Avenue and then will see a Sonic on the right hand side of the road. After the Sonic the Marriott will be on your right. If you miss that entrance continue to the light which will be Independence Avenue and turn right. Just behind the 7-Eleven turn right into the Marriott Hotel parking lot. This will bring you to the back side of the hotel.

Coming on I-35 from the South – Continue north into Oklahoma City to I-40. Head west on I-40 like you are going to Amarillo. From I-40 head north on I-44/74 highway. After approximately 3 miles I-44 will exit off to the right. Please stay in your left hand lanes and continue north for another 2-3 miles. Take the Highway 3A or Northwest Expressway exit. Turn right and immediately get in your left hand lane. At the first light which is Independence Avenue take a left. Just behind the 7-Eleven turn right into the Marriott Hotel parking lot. This will bring you in on the back side of the hotel.

MEMBER – SPOUSE AND GUEST ACTIVITIES

We plan to kick things off with a Welcome Reception in the main ballroom located on the north side of the hotel. This will be a refreshing end to an already busy day with the Livestock and Seed folks already putting in a full day of grading and the folks from the Cotton division taking in some early meetings as well. Friday morning will start with the general session which will give us an exercise in dealing with our customers. After lunch Friday we will go into break out sessions. At 7:30 Saturday morning will be the NMNA Business meeting. Following this would be a good time for the branches to take their group pictures unless some other times are planned. The rest of Saturday will be in break out sessions. We do have a few special things planned for Saturday night's Banquet. We will be retuning to the Scholarship Auction this year, and with a few changes am hoping for a lot of fun. Also we have a few things planned to celebrate our 50th Anniversary.

SPOUSES TOUR – Friday and Saturday

Friday – This year's tour will take in a little education from Oklahoma State University as well as a few sites offered to us by our Agri tourism group from the Oklahoma Department of Agriculture. Friday morning will start at the Oklahoma Beef Council with a short course in identifying the different cuts of beef. Then you will visit a few retail sites to identify these cuts of beef in the store. From there you will dine at Cattleman's Restaurant. We are looking into a possible fashion show with models wearing western

apparel available from some of the Western Shops across the street. You will then be allowed some time to shop at some of the western wear stores and western gift shops in what is known as Packing Town back in the old days or now “Stockyards City”

Saturday- The Spouses tour will head east of the city to Shawnee Oklahoma. We are looking into possible stops at the farmers market and Country Cottage Primitive and Lavender Farms as well as a stop at one of the local wineries Parsons Vineyard and Winery. You will also be headed to Arcadia Oklahoma with possible stops at the historical Arcadia Round Barn located on the old Route 66. A few other activities are in the works as well for a fun filled day.

FRIDAY NIGHT – KICK YOUR HEALS UP IN OKLAHOMA CITY

Once again I am leaving time for you to enjoy our city. There is plenty of night life to enjoy whether it be the night life of Brick town with its various restaurants and bars, or the horse racing and casino at Remington Park. For more info on what’s up in OKC visit www.keyokc.com. If you would rather stay at the Marriott it is host to a fine steak place and one of the top night clubs in Russell’s Lounge..

Restaurants in the hotel

JW’s Steakhouse – Steakhouse open for dinner.

Russell’s Lounge – bar but also open for dinner at 3:00pm.

Bistro 44 – American cuisine, open for breakfast and lunch.

Restaurants around the hotel

With in walking distance

Sonic – fast food.

Hooters – sports bar famous for its chicken wings.

Panera Bread – Soup, salad and sandwich deli

Starbucks Coffee – Gourmet coffees and breakfast rolls

With in 5-10 minute drive

On The Border – Tex-Mex food.

Romano’s Macaroni Grill – Italian dining

City Bites – deli type sandwiches.

THINGS TO DO IN OKC:

National Cowboy and Western Heritage Museum 405-478-2250

Admissions, Including Tax

\$8.50 Adults

\$7.00 Senior Citizens, (62+)

\$4.00 Children 6-12

Children under 6, Free

9am-5pm Monday through Sunday

Oklahoma National Memorial and Memorial Museum 405-232-3313

Outdoor Symbolic Memorial

Open 24 hours a day, 365 days a year. National Park Service Rangers are on the site daily. Rangers are available from 9:00 a.m. to 5:30 p.m.

Memorial Museum

Monday through Saturday 9:00 a.m. – 6:00 p.m.

Sunday 1:00 p.m. – 6:00 p.m.

Remington Park Race Track and Casino 405-424-1000

Thoroughbred Race Season-races on Thursday, Friday, Saturday. Post-time 6:30pm, casino open late.

In Bricktown:**Water taxi of Oklahoma-** 405-234-TAXI

Open 9am to midnight.

All regular service passes are good for the entire business day. Bulk quantities (over 150) available by calling (405) 234-8263. Tickets may be purchased at our ticket booth on Mickey Mantle Boulevard or online using the provided shopping cart (secure transaction).

Regular all-day pass \$7.00 Age 65 & over- \$6.00

Restaurants:

Abuelo's: Moderate price range Mexican food

Bricktown Brewery: Sandwiches and Hamburgers, and several different brands of beer

Chelino's: Moderate price range Mexican food

Spaghetti Warehouse: Moderate price range Italian meals

The Bourbon Street Café: Moderate price range seafood and Cajun meals

Zio's Italian Bistro: Moderate price range Italian meals

Tapworks: Sandwiches and Hamburgers and several different brands of beer on tap

Nightlife:

Sky Bar: Ultra Lounge

Citywalk

Makers Piano and Cigar Lounge (within Bricktown Brewery)

The Daiquiri Zone

The Wormy Dog Saloon

Nightlife elsewhere:

Chisholm's: Located at the Biltmore Hotel, Country western bar with a small dance floor

Bombay Club: Located at the Biltmore Hotel no dancing just a leisure lounge.

Club Rodeo: Large country western dancing catering to the younger crowd.

Stockyards City:

Western Wear Shopping- Langston's Located in Stockyards City

Tener's on Reno Ave. just west of Meridian.

Little Joe's Located in Stockyards City

Shepler's Located just south of I-40 on Meridian.

NMNA Award Nominations! – Deadline: July 16, 2007

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 as well as folks in industry that support our organization and this is your chance to nominate them for recognition. The nomination forms are on the NMNA website <http://www.ams.usda.gov/nmna/> in the Awards section. Complete the application, click submit, and receive an emailed confirmation. It's that simple. If you have questions, contact Barbara Meredith, Awards Committee Chairperson.

2007 Awards Committee

Barbara Meredith – Chairperson CT, Memphis, TN
Greg Demery - MNSU, Washington, DC
Fernand Gonsoulin – L&S Montgomery, AL
Jeff Carnahan – CT, Memphis, TN

“THE OKLAHOMA CITY SCHOLARSHIP AUCTION”

With this state being known for its large feeder cattle auctions, I thought it appropriate to bring back the Scholarship Auction. I have asked one of our local auctioneers Dale Cooper to cry this years auction. He is not only a very good auctioneer but very entertaining as well. The auction will occur at the end of Saturday nights Banquet. I hope to be able to raise enough money so we can continue to give 2 scholarships again at next years National meeting. So please bring your auction donation or plenty of dough. So far I have some very nice items from gift baskets, jewelry, collectible toys and bronze statues.

The National Market News Association would like to *Welcome* the following *NEW* Employees:

Fruit and Vegetable Market News

Jennifer Wood
Lauren Romig
Audrina Lange
Delene Plummer – New student

Livestock and Seed Market News

Levi Geyer
Alex Tolbert
Joi Ernst
Cassandra Paden – New SCEP
Joe Massey – New SCEP
Megan Marriott – New SCEP
Viveca Martinez – New SCEP
Daniel Cossman – New SCEP
Britni Perez – New SCEP

Cotton Market News – Newly promoted

Cathy Greene – Assistant Branch Chief
Carol Bell – National Market Reporter

MARKET NEWS ALUMNI ASSOCIATION (MNAA)

MARKET NEWS ALUMNI ASSOCIATION (MNAA) NEWS

The MNAA did not hold an annual meeting this past year at the Chicago NMNA conference due to the inability for alumni to be at the meeting. We do plan to meet this year during the NMNA Conference in Oklahoma City. We plan to meet on Friday August 24th and invite all alumni to attend. There have been several alumni who have committed to being at the conference so hopefully our turn out will be much better. Thanks to Charlie Hackensmith for serving as President this past year. We will be electing officers and conducting any business that needs to come before the association. If you have special request for activities for this year's meeting, please let me know.

Those of you that have not paid membership dues this year, please remit to my home address. A special mailing will be made this summer to all alumni providing more details of this year's meeting. Those of you in Livestock make a special note that the Livestock Branch will be holding a correlation with most of the Branch arriving on Wednesday August 22nd.

Treasurer's report:

Beginning Balance:\$1,455.58

Income:

Member Dues \$25.00

Interest \$1.07

Expenses:

Certified Mail 11.30

Total Expenses: \$11.30

Operating Balance \$1,470.35

Dues for 2007 were left unchanged at \$25.00. For those attending the Livestock correlation on Thursday there will be a small fee of \$12.00 to pay for lunch that day. Also if you are attending the full conference your registration will be a fee of \$50.00.

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 Weldon Hall, 15121 Clementown Rd, Amelia, Virginia 23002.

See you in Oklahoma City,

Weldon Hall, MNAA Treasurer

National Market News Association 50th Annual Workshop

August 23-25, 2007, Oklahoma City, Oklahoma

Thursday, August 23

2:00-8:00pm

Registration Salon A-D

6:00-7:00

Executive Board Meeting (tentative schedule)
Board Room

7:00-9:00

Welcome reception Salon A-D

9:00-12:00

Hospitality Suite

Friday, August 24

7:00am-7:00pm

Registration Salon A-D

7:00-8:00am

Breakfast Salon D

8:00-8:10

General Session Opening Remarks
(Tina Colby) Salons E-H

8:10-8:30

Secretary of Ag of Oklahoma

8:30-8:50

Mr. Terry Peach

Administrator – Mr. Lloyd Day

8:50-9:15

Civil Rights Director –
Ruihong Guo

9:15-10:15

Engineering your Customers Experience
Karla Whalen PACA

10:15-10:30

Break

10:30-11:30

Engineering Your Customers'
Experience Cont.

11:30-1:00

Lunch on your own

1:00-5:00

Commodity Break out Sessions

Fruit & Vegetable Salons FG

Livestock & Seed Salon E

Cotton Salon H

Poultry Board Room

Friday evening free to enjoy the lights of Oklahoma City

8:00pm-12:00

Hospitality Suite open

Saturday, August 25

7:00am-9:00am

Registration Salon A-D

7:00-8:00

Breakfast Salon D

7:30-8:00

NMNA Business Meeting

8:00-8:30

Individual Branch photos

8:30-4:30

Commodity Break out Sessions
same as previous days assignments

5:30-6:30

Social Hour Salon A-D

6:30-9:00

NMNA Awards Banquet and
Scholarship Auction, Salon A-D

9:00-12:00

Hospitality Suite

Fruit & Vegetable Breakout Sessions Salon FG

Friday, August 24

1:00pm	Call to order and Introductions Terry Long
1:10	Opening Remarks Bob Kenney
1:30	Presentation of Pins Terry Long
2:00	Presenter of Skills Mike Dietrich
2:45	Break
3:00	Presenter Skills-Cont.
4:00	Update on PACA Karla Whalen
4:30	Value Added market News Enrique Ospina
5:00pm	Close of Session

Saturday, August 25

7:30-8:00am	NMNA Business meeting
8:00-8:30	Branch Photos
8:30	Call to Order Terry Long
8:40	Wake-up Exercise Skills Survey Francine Marando
9:40	Group Discussions Group A – Terminal markets Group B – Import/shipping point markets Group C – Specialty crops/Quality of worklife Group D – New Reporters/Career Development Where are the areas of need or opportunities for growth?
12:00pm	Lunch
1:00	Reports from the Groups and Discussion
2:00	State of Market News Terry Long
2:30	Break
2:45	Marketing Orders and Market news Bob Hansen
3:15	Price Reports Section Rich DeMenna
3:45	Supply Reports Section Barbara Maxwell
4:15	Portal Enhancements at a Glance Fred Teensma
4:30	Close of Session

Livestock & Grain Break out Session Salon E

Thursday, August 23,

7:15am	Depart for OKC West Sale Barn
8:00-11:30	Livestock correlation
11:45	Depart for Express Ranches and Lunch
1:15	Depart Express and Back to OKC West
1:30-4:00	Livestock correlation continued
4:00	Depart OKC West and back to hotel

Friday, August 24,

1:00-2:00pm	US BioEnergy Randy Ives
2:00-2:45	IT Updates Cheryl Johnson
2:45-3:15	Update on Marketing Claims Marty O'Connor
3:15-3:30	Break
3:30-4:30	Noble Foundation Dan Childs

Saturday, August 25,

7:30-8:00am	NMNA Business Meeting
8:00-8:30	Branch Photographs/introductions
8:30-9:15	Update on Mandatory Price Reporting Each OIC can have <u>15 minutes</u>
9:15-10:15	Dr. Brewer State of Oklahoma Veterinarian Brad Klaassen Animal ID Coordinator
10:15-10:30	Break
10:30-11:30	Dr. Peel, Oklahoma State University Oklahoma's Stocker Cattle
11:30-1:00	Lunch on your own
1:00-1:45	Jeopardy Bowl Charlie McIntyre, Jim Epstein
1:45-2:45	Current trends/challenges in the feeding industry Lane Broadbent?
2:45-3:00	Break
3:00-3:30	Portal/ITDS Update Rick Tanger
3:30-4:30	Mgmt Discussion/Open Forum Warren, Jim Charlie

Cotton Break out Session Salon H

Thursday, August 23,

8:00-12:00	Canvass Markets, Work Recaps, Prepare and Submit Narratives
12:00-1:00	Lunch on your own
1:00-2:30	Edit and Finalize Narrative
2:30-2:45	Area Reporters Canvas Markets for Friday DSQ
3:15-4:00	Narrative Work Shop – Moderated by Carol Bell
4:00-5:00	Publish Weekly Cotton Market

Friday, August 24,

8:00am-1:00	NMNA General Session
1:00-1:30	Deputy Administrator (tentative)
1:30-2:30	Mission Statement, Strategic Planning and Branch Annual Work Plan
2:30-2:45	Break
2:45-4:30	Mission Statement, Strategic Planning and Branch Annual Work Plan

Saturday, August 25,

7:30-8:00am	NMNA Business Meeting
8:00-8:10	Group Picture
8:10-12:00	Time Management and Strategies for Organizing Your Day
12:00-1:00	Lunch on your own
1:00-4:00	Time Management and Strategies for Organizing Your Day

Spouses Tour- Friday, August 24,

8:30am	Board vans to Beef Industry Council
9:00-10:00	Beef Education Classes
10:00-11:30	Travel to local meat markets
11:45-1:30	Lunch at Cattleman's Restaurant Plus Western Fashion Show
1:30-4:00	Shopping at local Stockyards City Merchants
4:00	Return to hotel

Poultry Break out Session Board Room

Saturday, August 25,

9:00am	Welcome and Introductions Mike Sheats
9:15	Session Overview and Expectations Mike Sheats
9:30	Successes Group Round Table
10:30	Break
10:45	Successes/Changes Group Round Table
12:00	Lunch
1:15	Challenges Group Round Table
2:15	Break
2:30	Challenges/Opportunities Group Round Table
3:30	Other Topics Group Round Table
4:00	Final Remarks/Q&A's /Feedback Mike Sheats
4:30	Close

Saturday, August 25, tentative schedule

8:10am	Group Picture
8:30	Depart Oklahoma City Marriott
9:30	Arrive Pottowatomie County Farmer's Market
10:15	Depart
10:30	Country Cottage Primitives Lavender Farm
11:30	Depart
11:45	Lunch at Benedicts Marketplace
12:45	Depart
1:00	Parsons Vineyard and Winery
1:45	Depart
2:45	Arcadia – POPS and Round Barn
3:45	Depart
4:05	Return to hotel

A huge Thank You to all of our Sponsors:

OKC West Livestock Market

The Oklahoma National Stockyards

Stockman's Livestock Inc.

The Beef Industry Council

National Livestock Commission Co.

J&J Commission Co.

Central Halliburton Commission Co.

Oklahoma State Department of Agriculture

The Sam Noble Foundation