

## GREENSHEET

[www.napmm.org](http://www.napmm.org)**About NAPMM**

Founded in 1947, NAPMM strives to help market managers improve facilities, increase services and encourage cooperation and exchange of ideas between members. More than 110 produce market managers are members of NAPMM.

**NAPMM Officers**

James Farr, President  
 Ronnie Best, 1st Vice President  
 David Tompkins, 2nd Vice President  
 Janel Leatherman, Treasurer  
 Paul Steinke, Secretary

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**Special Conference Edition****MESSAGE FROM THE PRESIDENT**

California here we come!!!

Don't miss out on this great opportunity!! Time is getting short to register – Deadline is February 28. Complete registration information follows in this edition of the GreenSheet. We have also included a piece from the San Francisco Tourist and Visitors Association to help you and your guests get the most out of your stay in the City by the Bay.

Many thanks to Michael Janis who has devoted countless hours making arrangements to ensure we all have a pleasant and productive stay and, of course, a conference such as this would not be possible without sponsorship. Please join me in thanking our long-time partner CHEP for once again providing generous support.



Also thanks to our program committee consisting of: Sheree Brannan, Paul Steinke, Janel Leatherman and Michael Janis. The program they have put together promises to be educational and interesting for both retail and wholesale market managers (complete program to date follows). Whether you represent a farmers market, a large public market or a wholesale terminal operation, you will benefit from this diverse agenda.

Of course, this is also an opportunity to share best practices, challenges and opportunities with fellow market managers from around the country and across the globe, as well as USDA AMS staff and industry experts. It's also your chance to help chart the future of NAPMM at our annual membership meeting to be held over lunch on Sunday.

If you haven't registered yet please do so today. Also help us make this conference a success by letting others in the industry know about it. Those of you who have attended NAPMM conferences in the past are our best sales people and we need everyone's help now to get the word out!!!

You also still have time to nominate a deserving colleague for the prestigious Market Manager of the Year Award. The nomination form and complete information follows.

Finally, I'd like to take this opportunity to thank the dedicated board of Directors who have made my two years as President truly a pleasure.

I'm currently on and have served on a number of boards and this group of committed individuals is without a doubt the most active, interested and involved I've ever worked with. I'll miss serving in this leadership capacity but look forward to working with and supporting Ronnie Best as he assumes the role of President in San Francisco. I'd also be remiss if I didn't recognize our Executive Secretary, Gwen Tillisch. She is the person behind the scenes that makes me look good. She is dedicated to our organization and consistently goes above and beyond what she is compensated for. Thanks Gwen for everything you do.

Look forward to seeing everyone in a few weeks. I also look forward to meeting many new attendees. I guarantee you if you come once you'll come again. Safe travels to all and see you in San Fran.

Sincerely,

James Farr  
 President

## SAN FRANCISCO CONFERENCE SCHEDULE OF EVENTS

### SATURDAY—March 24

8:00 am–4:00 pm **Retail Industry Tour**  
San Francisco Ferry Plaza Farmers Market  
Trip to organic farm in Marin or Sonoma Counties

6:00–7:30 pm **President's Reception**

### SUNDAY & MONDAY—March 25 & 26

8:30 am–4:30 pm **Retail & Wholesale Workshops**  
**Annual NAPMM Members Meeting**  
**Trade Presentation**  
**CHEP—Innovations in Material Handling Systems**  
**Updates from USDA and AMS Staff**

Some of the workshop topics being developed to be presented and discussed:

#### RETAIL MARKETS

- The Value of Farmer & Public Markets: Economic, Social and Community Building.  
Speaker: Diane Eggert, Executive Director, Farmers Market Federation of New York
- Strategies to Help Farmers Get More Out of Direct Marketing.  
Speaker: Don Wambles, Administrator, Alabama Farmers Market Authority
- Contemporary Food Trends and How They Affect Public Markets.
- Triple Bottom Line—Markets responsibility to serve farmers, consumers and the community.  
Speaker: Representative from Marketumbrella.org, New Orleans, LA.
- Market Research: Who Is Our Market and How Can We Better Serve Them?  
Speaker: Larry Lund, Real Estate Strategies, Chicago, Illinois.
- Canadian Farmers Markets: Hear What is Happening in the World of Canadian Markets.
- **Roundtable Discussion—West Coast Markets**  
Featuring James Hayduk, Marketing & Communications Director, Pike Place Market and Dave Stockdale, Executive Director, Center for Education from Sustainable Agriculture.

#### WHOLESALE MARKETS

- Strategies in Handling Waste Management and Increasing Recycling Opportunities.
- A Review and Updates of Markets Undergoing Relocation, Major Renovations or Development of a New Market.
- Review of Various Markets Security Programs and Equipment.
- **Roundtable Discussion—Current Issues Facing Market Managers**

### MONDAY—March 26

7:00–10:00 pm **Closing Dinner**  
**Presentation of Market Manager of the Year Award**

### TUESDAY—March 27

8:00 am–1:00 pm **Wholesale Industry Tour**  
Local wholesale produce markets

REGISTRATION OPEN FRIDAY AFTERNOON, ALL DAY SATURDAY, AND SUNDAY MORNING.

## CONFERENCE HIGHLIGHTS

### Saturday

*Tour of San Francisco Ferry  
Plaza Farmers Market &  
Trip to Organic Farm*

*President's Reception*

### Sunday & Monday

*Retail & Wholesale  
Workshops*

*Annual NAPMM  
Members Meeting*

*Trade Presentation*

### Monday Evening

*Closing Dinner*

*Presentation of Market  
Manager of the Year Award*

### Tuesday

*Wholesale Industry Tour*

*61st Annual Conference  
March 24-27, 2007  
San Francisco, California*

*Michael Janis, Host  
San Francisco Wholesale  
Produce Market*

*Gold Sponsor for  
2007 Conference*



**Register Now for the  
San Francisco Conference!  
Deadline - February 28th**

# 2007 CONFERENCE REGISTRATION FORM

## NAPMM 2007 CONFERENCE REGISTRATION FORM

Annual Conference and General Membership Meeting  
 San Francisco, California  
 March 24-27, 2007

### REGISTRATION INFORMATION

First Name	Middle Initial	Last Name
Spouse/Guest Name		
Market or Company Name		Company Website
Street Address		City
Phone	State	Zip Code/Country
Cell Phone	Fax	E-Mail

### REGISTRATION FEES (U.S. Dollars)

#### MEMBERS

Registration Fee\* \$225 \_\_\_\_\_  
 Optional Tour-1 (Sat 3/24) \$ 50 \_\_\_\_\_  
 Optional Tour-2 (Tues 3/27) \$ 50 \_\_\_\_\_

#### NON-MEMBERS

Registration Fee\* \$250 \_\_\_\_\_  
 Optional Tour-1 (Sat 3/24) \$ 55 \_\_\_\_\_  
 Optional Tour-2 (Tues 3/27) \$ 55 \_\_\_\_\_  
 Guest Registration \*\* \$150 \_\_\_\_\_

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

**\*Members & Non-Members Registration Includes**  
 Opening reception Saturday evening (3/24), continental breakfast, lunch and workshops on Sunday & Monday, and closing dinner Monday evening.

**\*\*Guest Registration Includes**  
 Opening reception Saturday evening (3/24), continental breakfast on Sunday & Monday, tour of San Francisco on Sunday, and closing dinner Monday evening.

**Optional Tour 1**  
 Full day tour includes San Francisco's Ferry Plaza Farmers' Market, and an Organic Farm in Bolinas. Saturday (3/24)

**Optional Tour 2**  
 Half day tour includes a tour of Bay Area Wholesale Produce Markets and San Francisco Flower Mart. Tuesday (3/27)

Fees listed are valid until February 28, 2007.

Payment must be submitted by check or money order and made payable to NAPMM, San Francisco.

Payment must accompany the registration. There will be no billing. (Federal Tax I.D. #59-6563122)

Completed registration forms and payment should be sent to:

San Francisco Wholesale Produce Market  
 2095 Jerrold Ave #212  
 San Francisco, CA 94124  
 FAX (415) 821-2742

Questions? Contact:  
 Michael Janis, SF Wholesale Produce Market  
 Phone (415) 550-4495  
 E-mail [mjanis@sfprouduce.org](mailto:mjanis@sfprouduce.org)

For hotel reservations and information contact:

Holiday Inn Fisherman's Wharf  
 1300 Columbus Ave  
 San Francisco, CA 94133  
 Reservations 1-800-942-7348  
**Indicate you are with NAPMM**

Online Reservations  
 Reference Code: NAM

**Request Room in Main Building**

RATE \$139/Night. Single/Double  
 (This rate will be available to NAPMM Conference attendees 3 days prior to and 3 days after the conference.)

National Association of  
Produce Market Managers

P. O. Box 291284  
Columbia, SC 29229

## 61 Years of Serving the Produce Industry

### BOARD OF DIRECTORS

#### **Expires 2007**

*James Farr*  
*Danny Jones*  
*Janel Leatherman*  
*Troy Thorn*  
*Nick Zorn*

#### **Expires 2008**

*Moe Hesseltine*  
*Bruce Nicholas*  
*Paul Steinke*  
*Ben Vitale*

#### **Expires 2009**

*Ronnie Best*  
*Sonny DiCrecchio*  
*Peter Fleming*  
*William Mulligan, Jr.*  
*Don Wambles*

### REGIONAL CHAIRS

#### **Region 1**

*Michael Janis*

#### **Region 2**

*Clarence Hughes*

#### **Region 3**

*Troy Thorn*

#### **Region 4**

*Janel Leatherman*

#### **Region 5**

*George Maroulis*  
*Paul Steinke (Co-Chair)*

#### **Region 6**

*Bruce Nicholas*

## LAST CHANCE TO NOMINATE MARKET MANAGER OF THE YEAR

### DEADLINE FOR NOMINATIONS—FEBRUARY 27, 2007

Our organization includes many great managers and markets. There also are some great managers out there that are not currently involved with NAPMM. Now is your chance to recognize your colleagues, for both their excellence in managing their markets and also for service to NAPMM.

Please take time to review the criteria below and consider nominating a manager who exemplifies the standards that NAPMM promotes or a member of NAPMM who has gone above and beyond to support our organization.

#### **Market Manager of the Year Award—Process and Criteria:**

The Market Manager of the Year Award is to recognize a market manager for their work and accomplishments at their market and/or markets they have managed or are managing. The recipient's level of involvement with NAPMM or other trade organization is not the focus of this award.

The Market Manager of the Year Award is selected annually by a committee of the three immediate past recipients of the award.

The committee will widely disseminate a "call for nominations" for the award at least 90 days prior to the start of the annual Convention/Conference/Meeting. (This article constitutes the call.)

Market Managers, organizations and/or individuals can nominate an individual for the award. Committee members may also nominate an individual. The award recipient must be a current or past market manager. Nominations are to be sent to the Award Committee for their consideration utilizing the form available on the webpage at [www.napmm.org](http://www.napmm.org).

#### **Special Service to NAPMM Award:**

Wherein the Market Manager of the Year Award is presented annually and recognizes an individual's accomplishments at their market(s), the Special Service to NAPMM Award focuses entirely on the individual's or organization's service or contributions to NAPMM. This award recognizes dedication and commitment to NAPMM over an extended period of time. This award is not given annually, but rather only to recognize these significant contributions. The decision to name a recipient for this award is made by the Executive Committee of the Board of Directors.

Please take the time to recognize your colleagues. Market Manager of the Year nominations should be submitted on the forms provided to:

NAPMM  
Market Manager of the Year Nomination  
PO Box 291284  
Columbia, SC 29229

Deadline for submission is February 27, 2007. Please be sure to write "Market Manager of the Year Nomination" on the envelope.

### NAPMM BOARD MEETS IN ORLANDO

CHEP was kind enough to once again host a winter board retreat January 8 and 9, in Orlando. The 1-1/2 day meeting took place at their new innovations center. The board was treated to a fascinating tour of the facility where they test the latest in packing and product handling systems under simulated real-life conditions. The facility is state of the art and includes proto-types of product tracking devices as well as a variety of stress and vibration testers. Our sincere thanks to Moe Hesseltine and the entire staff at CHEP for their continued support of NAPMM.

The meeting itself was very productive. Ten of 14 board members attended. During the session, we not only reviewed and updated our strategic plan but also accomplished a lot of the routine board business. This will allow us to use our time more productively in San Francisco. We will update the entire membership at the annual meeting on Sunday, March 25.