

GREENSHEET

www.napmm.com**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
 Danny Jones, 2nd Vice President
 David Tompkins, Treasurer
 Janel Leatherman, Secretary

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MESSAGE FROM THE PRESIDENT

60 Years ... Wow! What an accomplishment. For any organization to survive this long is remarkable. But for one which is 100% volunteer driven with a relatively small membership to accomplish this is truly amazing.

It also means that NAPMM must have value to its members. It must fill a need and it must be relevant. What vision some of the early presidents must have had—William Wilson, Jacksonville; Russell Swiller, Cleveland; Donald Evans, Miami; Walter Fleming, Los Angeles; and many more. And then, of course, somewhat more recently we have William Mulligan, Sr., Rochester; John Armenta, Los Angeles; Jack Watson, Greenville; and Clayton Davis, Asheville; all the way up to and including our first woman president, Sheree Brannan, Jessup. For the last 10 years, I have been honored to be part of this group. Now as your president, I want to make sure we are strong, vital and relevant in another 60 years.

This is why the Board of Directors recently met to begin a strategic planning process for the future. This successful gathering brought about many fresh positive ideas. (*Special thanks again to CHEP for their gracious hospitality.*) One product of these sessions is a new mission statement (below), which will be adopted at the Asheville conference.

Draft Mission Statement:

NAPMM exists to improve and strengthen the economic health and vitality of year-round, permanent wholesale produce and retail farmers and public markets.

This is achieved through a member driven organization composed of primarily market managers as well as their strategic and supporting partners, which promotes education, research and the exchange of information amongst members.

We also identified several action areas for focus and discussion. These areas include:

1. Developing and implementing an overall marketing plan, capitalizing on our strengths.
 - a) Member Driven—Member input and participation is welcomed.
 - b) Practitioner-based versus academic-based.
 - c) Experts in Field—Members will to share.
 - d) Established—60 years of history.
 - e) Low Cost of Membership
 - f) Focused, unique—only organization whose primary audience is markets with permanent facilities and year-round operations.
 - g) Social Aspects—Long lasting friendships.
 - h) Partnership with USDA and industry organizations.
2. Strengthening and defining partnership with USDA.
3. Developing and implementing a mentoring program.
4. Revamping the certification system and developing a marketing strategy for same.
5. Continue to enhance web site.
6. Focusing on adding value and expanding our membership.

Our goal is to ensure that NAPMM remains a vital, relevant organization in the future. You can help support this objective by attending the Asheville meeting. Mike Ferguson has put together a great agenda, which is included, along with registration and hotel information in this edition of the "GreenSheet".

See you in Asheville.

James Farr, President



*Register now for
NAPMM'S
60th Annual Conference
and take advantage
of the early bird rate!*

MEETING DATES
May 6-10, 2006

Asheville, North Carolina



*Asheville—one of the
nation's premier get-away
destinations.*

*Visit
www.exploreasheville.com.*

*Attendees need to make
their own reservations by
March 15, 2006*

Doubletree Biltmore Hotel

1-800-222-TREE

60TH ANNUAL NAPMM CONFERENCE

Mike Ferguson, Manager of the Western North Carolina Farmers' Market and host for the 2006 NAPMM Conference, has put together a great agenda for the 60th Annual NAPMM Conference. (Detailed schedule included in this edition of the GreenSheet.) Meeting dates are May 6-10, 2006. The conference will be held in the heart of North Carolina's Great Smokey Mountains in beautiful Asheville—home of the world renowned Biltmore Estate, America's largest home with over 250 rooms. Located on 8,000 landscaped acres, the estate includes a winery and historic gardens.

A number of offsite tours are also planned including the Biltmore Estate as well as a large greenhouse operation, a food processing center and a modern packing house.

Included will be a tour of the historic Grove Arcade Market, recently reopened in downtown Asheville. The market was the brain child of self-made millionaire E. W. Grove. Although he died two years before the market opened in 1929, the 269,000 square foot edifice certainly provided a fitting memorial. Initially it contained over 74 shops and 127 offices. The market was confiscated by the government during World War II and served as secure structure to help direct the war effort. After the war, the public began to clamor for its reopening as a market. However, despite interest from a number of developers, it took the vision of Aaron Zaretsky and the Grove Arcade Public Market Foundation to make this a reality. Today the market is lovingly restored and remains Western North Carolina's largest commercial building.

Of course, delegates will also get a behind the scenes look at the Western North Carolina Farmers' Market. The conference weekend is also the market's annual herb festival, largest in the Southeast. Mike and his staff will be available to answer any questions and explain the importance of the farmers' market system to the North Carolina economy. Learn more about Mike's market at www.wncfarmersmarket.org.

Register now to take advantage of the early bird rate. While there, take some extra time and explore the area. Whether you're looking for an outdoor adventure or a place to unwind, Asheville offers city sophistication mixed with Southern hospitality and small town charm. Visit www.exploreasheville.com.

See you in Asheville for our 60th Annual National Association of Produce Market Managers Conference.



NCD&CS - Marketing Division

**WNC
FARMERS MARKET**

ASHEVILLE CONFERENCE HOTEL INFORMATION

Attendees need to make their own reservations by March 15, 2006.

Doubletree Biltmore Hotel

www.biltmoreasheville.doubtree.com

1-800-222-TREE (Local 828-274-1800)

*When making reservations please say you are with the
National Association of Produce Market Managers Conference.*

Special conference rate of \$119.00/night which includes a buffet breakfast.
(Single or Double Occupancy + Tax)

The hotel is located just off I-40 at Biltmore Estate (exit 50).

The Asheville-Hendersonville Airport (AVL) is approximately 15 miles from the hotel.

2006 NAPMM TENTATIVE CONFERENCE SCHEDULE

SATURDAY—May 6

1:00 pm– 6:00 pm	Registration—Doubletree Hotel Lobby
9:00 am– 5:00 pm	WNC Farmers Market Herb Festival
3:00 pm– 5:00 pm	Board of Directors Meeting
8:30 pm	Hospitality Suite Open

SUNDAY—May 7

8:00 am–10:00 am	Breakfast Buffet
10:00am– 3:00 pm	WNC Farmers Market Herb Festival
11:00am– 5:00 pm	Optional Tour of Biltmore House, Winery & Agriculture related projects \$30 special conference fee
6:30 pm– 8:00 pm	President's Reception
8:30 pm	Hospitality Suite Open

MONDAY—May 8

7:00 am– 8:00 am	Breakfast Buffet
8:15 am– 9:15 am	Key Note Speaker: Steve Troxler, NC Commissioner of Agriculture
9:30 am–10:00am	Rick Howell, SC Budgeting Control Board Considerations for Market Security
BREAK	
11:00 am–12:00pm	Session on Conflict Management
LUNCH	
1:00 pm– 4:00 pm	Break Out Sessions: <u>RETAIL</u> Grove Arcade, Asheville's New Public Market (Ruth Summers, Exec. Dir.) Property Management & Advertising (Local Mall Manager) History of North Carolina's First Kitchen Incubator (Mary Lou Surgi, Exec. Dir. Blue Ridge Food Ventures) <u>WHOLESALE</u> Waste Management CHEP Pallet Presentation Update on new Columbia State Farmers Market (David Tompkins, Manager Columbia, SC Market)
4:00 pm– 6:00 pm	Board of Directors Meeting
DINNER ON YOUR OWN	
8:30 pm	Hospitality Suite Open

TUESDAY—May 9

7:00 am– 8:00 am	Breakfast Buffet
8:30 am– 5:00 pm	TOURS: WNC Farmers Market/Grove Arcade/Blue Ridge Food Ventures/ Local Farm Tour
DINNER ON YOUR OWN	
8:30 pm	Hospitality Suite Open

WEDNESDAY—May 10

7:00 am– 8:00 am	Breakfast Buffet
8:30 am– 9:30 am	Update on USDA Services, New Programs and Trends Terry Long, Market News and Gregory Grajewski, Engineer Radio Frequency Tagging Program, Errol Bragg, Agriculture Mktg. Service
10:-00 am–12:00 pm	Panel Discussion on Market Surveillance Systems
LUNCH—Sponsored by CHEP—General Membership Meeting	
1:00 pm– 4:00 pm	Roundtable Discussions
4:00 pm– 5:00 pm	New Board of Directors Meeting
6:30 PM	Awards Banquet

CONFERENCE
HIGHLIGHTSSaturday

Registration

WNC Farmers Market
Herb FestivalSundayWNC Farmers Market
Herb FestivalOptional Tour of
Biltmore HouseMonday

Key Note Speakers

Break Out Sessions

Tuesday

Tours

WNC Farmers Market
Grove Arcade
Blue Ridge Food Ventures
Local FarmWednesday

Update on USDA Services

Panel & Roundtable
Discussions

Awards Banquet

2006 CONFERENCE REGISTRATION FORM

NAPMM 2006 CONFERENCE REGISTRATION FORM

Annual Conference and General Membership Meeting
 Asheville, North Carolina
 May 6-10, 2006

REGISTRATION INFORMATION (Please print or type)

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

What day do you expect to arrive? _____
 What day do you expect to depart? _____

REGISTRATION FEES (U.S. Dollars)

	By 3/15/06	After 3/15/06	# Attending	Cost
Members	\$170	\$180	_____	_____
Non-Members	\$200	\$220	_____	_____
Guest	\$105	\$115	_____	_____
Optional Biltmore Estate Winery & Agricultural Tour—Sunday, May 7, 2006*		\$30	_____	_____
TOTAL AMOUNT ENCLOSED IN THIS REGISTRATION				_____

*For more information visit www.biltmore.com (special conference rate)

Payment must be made by check or money order to NAPMM, Asheville.
 Payment must accompany the registration. There will be no billing.
 (FEDERAL TAX I.D. #596563122)

Completed registration forms and payment should be sent to:

WNC Farmers Market
 Attention: Mike Ferguson
 570 Brevard Road
 Asheville, NC 28806

Questions? Contact Mike Ferguson at (828) 253-1691 ext. 24 or
mike.ferguson@ncmail.net.

NAPMM CHANGES AWARD STRUCTURE

Paul Steinke, Bill Mulligan Jr., Mike Janis and Mike Ferguson volunteered to look at the process and criteria for selection of the Market Manager of the Year and other NAPMM recognitions. Their recommendations were accepted by the Board at the Rochester conference.

In addition to the annual Market Manager of the Year award, NAPMM has added a Special Service to NAPMM Award. Also the Board and/or Executive Committee may from time to time acknowledge an individual outside of the above two organization awards in a manner that they deem appropriate. The revised process and criteria are below:

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 3 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.

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 March 30. Please be sure to write "Market Manager of the Year Nomination" on the envelope.

Register Now for the Asheville Conference!

In addition to the annual Market Manager of the Year award, NAPMM has added a Special Service to NAPMM Award.

This award recognizes dedication and commitment to NAPMM over an extended period of time ... is not given annually, but rather only to recognize these significant contributions.

The National Association of Produce Market Managers has been recognizing a market manager annually since 1954.

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60th Annual Conference
and take advantage
of the early bird rate!*

*MEETING DATES
May 6-10, 2006*

Asheville, North Carolina

FARMERS MARKET OF THE YEAR AWARD

The City Market Touts Statewide Recognition 2nd Place in the 2005 Missouri Farmers' Market of the Year Award Market Master Receives 2005 Champion of the Year Award

*Deb Churchill,
Property Manager, stated,
"We are excited to receive
this recognition, which
solidifies all of the hard
work and effort that has
been put into the market this
year to bring it to an even
higher level of standards,
product and fun."*

*In operation since 1857, the
City Market is the largest
farmers' and public market
in the region.*

*The Genesee Valley
Regional Market Authority
is planning another
ambitious Capital
Improvement Program in
2006.*

Kansas City, MO—Copaken, White & Blitt, LLC, management company for the City Market is pleased to announce that the City Market has won second place in the *2005 Missouri Farmers' Market of the Year Award*. In addition, Deb Connors, four year veteran as the Market Master for the City Market was named the *2005 Farmers' Market Champion of the Year*. The Missouri Department of Agriculture, in cooperation with the Missouri Farmers' Market Association, sponsored the Farmers' Market of the Year competition to recognize the top three farmers' markets in the state of Missouri and recognizes one outstanding person who goes above and beyond the call of duty to make his or her local farmers' market successful.

Mark Thomas, Director of Property Management for Copaken, White and Blitt (CWB) stated, "This is wonderful news and nice recognition for the outstanding team at City Market and its on-site leadership. CWB is excited to be apart of the success of such a unique asset."

Deb Churchill, Property Manager, stated, "We are excited to receive this recognition, which solidifies all of the hard work and effort that has been put into the Market this year to bring it to an even higher level of standards, product and fun. Additionally, Deb Connors has an exceptional passion for her job and we are very proud of her accomplishment and what she has done to bring the City Market into full bloom."

The City Market and Deb Connors will be presented with the awards at the Missouri Farmers' Market Association Annual Meeting, February 22, in Springfield, Missouri. These awards will benefit the Market through advertising opportunities with AgriMissouri, participation in a Farmers' Market mentoring program and special recognition within the Missouri Farmers' Market Association.

In operation since 1857, the City Market is the largest farmers' and public market in the region. Over 25 City Market merchants offer a wide variety of fresh produce, meats, seafood, flowers and other specialty food items from America, Europe, the Middle and Far East. The Market also provides a unique selection of freshly prepared foods, distinctive gifts, free advice and personable service. Located at 20 E. 5th Street in the heart of the River Market Neighborhood, the City Market is open seven days a week.

The City Market is managed by Copaken, White & Blitt (CWB) of Kansas City. CWB is a third generation, family-owned and professionally managed real estate development firm. CWB specializes in retail and office development, leasing, and property management. Currently, CWB manages 3.6 million square feet of retail and office space. In addition, CWB manages Corporate Woods, a 2.1 million square foot office park, located in Overland Park, Kansas through a 50% owned affiliate—CW Associates, LLC. Over the years, CWB has developed in excess of 2.3 million square feet of office space and over 11 million square feet of retail space in Kansas, Missouri, Illinois, New York and New Jersey.

For additional information contact Stephanie Spatz-Ornburn, 816-842-1271.

GENESEE VALLEY REGIONAL MARKET AUTHORITY

The Genesee Valley Regional Market Authority is planning another ambitious Capital Improvement Program in 2006. We are building a new 20,000 square foot building for the Stroehamnn Company. Also under construction, is a new 12,000 square foot retail store for the Palmer Fish Company.

The Regional Market is close to buying an 8 acre parcel from the Pease Family, which will allow continued expansion.

This winter most of the original street lights have been replaced. Tenants are pleased with this new improvement.

Helen Mulligan has been substituting as Secretary as we conduct a search for a new employee. Bill Mulligan, Sr. continues to be involved with the market.

We have had the mildest winter in 70 years, averaging 45 degrees each day. We hope all our members are well and we look forward to seeing you in Asheville.

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

**NATIONAL ASSOCIATION
OF PRODUCE
MARKET MANAGERS**



**60 Years of Serving the
Produce Industry**

BOARD OF DIRECTORS

Expires 2006

*Mike Ferguson
David Tompkins
Ronnie Best
Bill Mulligan, Jr.
James Farr*

Expires 2007

*Danny Jones
Janel Leatherman
Nick Zorn
Troy Thorn
Mike Ferguson*

Expires 2008

*Paul Steinke
Ben Vitale
Candice Southwick
Bruce Nicholas*

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

JULY 2006-JUNE 2007 MEMBERSHIP APPLICATION

Name _____ Title _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ FAX _____

E-Mail _____ Website _____

GENERAL MARKET INFORMATION (Mark which category best describes your market)

- Farmers/Growers Market (Tenants are farmers/growers selling wholesale only)
- Wholesalers/Terminal Market Only (Tenants are only wholesalers/distributors)
- Retail Market (Retail sales only)
- Farmers and Wholesalers Market (Tenants are farmers/growers and wholesalers selling retail and wholesale)
- Other (Describe) _____

*I hereby apply for membership in the National Association of Produce Market Managers.
(Select appropriate membership below.)*

Signature _____

PERSONAL INFORMATION OF MEMBER

Home Address _____

Home Phone _____ Home E-mail _____

TYPE OF MEMBERSHIP (Check one)

- Executive (Active Market Managers) \$50.00
- Associate (County, State or USDA Employee) \$50.00
- Commercial Partner (Manufacturers, Produce Dealers) \$300.00
- Retired Executive \$5.00
- Honorary (Selected by Board of Directors) No Fee

GREENSHEET NEWSLETTER (Please indicate preference)

- E-mail Postal Service Both

PLEASE COMPLETE AND MAIL APPLICATION WITH APPROPRIATE AMOUNT TO:

NAPMM Membership
P. O. Box 291284
Columbia, SC 29229

Please make check payable in U.S. Dollars to:

National Association of Produce Market Managers (NAPMM)

FEDERAL TAX I.D. #596563122