

NAAMO '07

NAAMO Elevated



**2006-2007
Annual Report**





Mission Statement

The mission of the
North American Agricultural Marketing Officials
is to promote education, communication
and cooperation among our membership,
and thereby enhance worldwide market opportunities
for North American agricultural products.



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NAAMO '07

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Dear NAAMO members and friends:

We are proud to welcome you to Park City, Utah and NAAMO '07, NAAMO Elevated. In addition to Park City, a historic mining town and its many attractions such as Utah Olympic Park, you will want to take time to see Salt Lake City and other parts of Utah as well.

The rich Utah pioneer history can be relived at sites near or on Utah's most popular tourist destination; Temple Square in Salt Lake City. As many as twenty attractions related to Mormon pioneer history and genealogy, including the Salt Lake Temple, the Tabernacle, and the Family History Library can be reached within a three block area.

What we trust will be a memorable week for you begins with the live broadcast of Music and the Spoken Word featuring the Mormon Tabernacle Choir on Sunday morning. On "our" Sunday the choir will be singing in the historic Tabernacle. If you would rather golf, we have tee times at scenic Park City Golf Club for Sunday morning.

We have tried to live up to the "busy as bees" reputation of Utah pioneers as we prepared for your arrival and hope you will find this year's conference to be as informative and enjoyable as any previous NAAMO conference. We have a great delegate agenda and tour planned, as well as, fun spouse and youth programs.

Perhaps you will find a mountain stream in which to fish, a mountain bike or a horse to ride through the mountains and the time to tour the Grand Canyon or Zion National Park before you leave

Sincerely,

Richard L. Sparks
Deputy Director
Marketing and Development Division
Utah Department of Agriculture and Food



2006-2007 Executive Board Information

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President

Director of Marketing
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1st Vice President

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2nd Vice President

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Secretary/Treasurer

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Linda MacDonald
Member at Large

Industry Development & Business Services
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Tom Sleight
Member at Large

Division of Marketing Director
Virginia Department of Agriculture
P. O. Box 1163
Richmond, VA 23218
P: (804) 786-5447
tom.sleight@vdacs.virginia.gov

*Note: Mr. Sleight took a new position mid-year
and the following individual was appointed in
January to serve in the interim:*

Kelly Krug

Member at Large
Marketing Division Director
California Department of Food & Agriculture
1220 "N" Street
Sacramento, CA 95814
P: (916) 445-5055
kkrug@cdfa.ca.gov



Message from the President

It is hard to believe that a year has passed since we all met together in Charleston for NAAMO Carolina 2006. That was certainly a fun and rewarding event for us to host.

Serving as President of NAAMO has been a tremendous experience and a great honor for me. Your Executive Board has been very productive by conducting numerous conference calls throughout the year. Our Winter Board Meeting took place in San Francisco in January in conjunction with the Fancy Food Show. I would like to thank the Executive Board including Linda MacDonald, Kurt Markham, Cindy Garretson-Weibel, Mary Jordan, and Kelly Krug for their dedicated service to NAAMO.

Many thanks go to Richard Sparks and his staff for organizing an unbelievable conference for NAAMO 2007 in Park City, Utah. This will be an outstanding opportunity for us to share innovations in agricultural marketing.

I hope you enjoy this copy of the annual report. A special thanks to Cindy Garretson-Weibel and her staff in Wyoming for pinch hitting to get the report put together in time for the annual conference.

I very much appreciate the opportunity that you have given me to serve NAAMO.

Best wishes for a productive conference and upcoming year.

Sincerely,

A handwritten signature in cursive script that reads "Tom".

Tom Slade
President



2006 - 2007 Secretary/Treasurer's Report

It has certainly been a pleasure to be your Secretary/ Treasurer for the past year. I would like to thank the entire NAAMO Executive Board for all their support and assistance. As with any new officer, there is a period of transition and with the 'Teamwork' approach of everyone, the process went very smoothly and successful! A special thank you to Jeff Cesca from the California Department of Agriculture for his assistance with the NAAMO website, submitting financial forms for the 2006 FSMIP Grant and the year-end informational tax returns. To the marketing staff at my own Department, a very special thanks you for all your help!

I am very pleased to report that NAAMO has 55 executive members and 3 associate members. Again this year, we have listed contact information for all states and provinces in the annual report, with those who have paid their NAAMO dues highlighted.

As of June 30, 2007 the fund balance (from the savings account and checking accounts) was \$56,474.80. In January, the NAAMO accounts were closed at the Washington Mutual Bank and reopened with the Bank of America. In May, NAAMO 1st Vice President, Kurt Markham traveled to Massachusetts and we opened a 2008 NAAMO conference checking account.

This past year, the NAAMO Executive Board held six conference calls, chaired by President Tom Slade. Several of the Board members had an opportunity to meet during the Fancy Food Show in San Francisco last January.

I am pleased to announce that we have received a grant in the amount of \$20,000 from the USDA- Federal-State Marketing Improvement Program (FSMIP) and AMS Fruit and Vegetable Programs, Market News Branch for the 2007 annual conference. A very special 'thank you' to Janise Zygmunt, Staff Officer of FSMIP and Terry Long, Chief, Market News, Fruit and Vegetable Programs for their assistance in providing these valuable funds that greatly contribute to the success of such a fabulous conference!

Thank you to those that submitted an application for the second annual NAAMO Award of Marketing Excellence. This year's winner will be announced Wednesday evening at the annual banquet. The selection criteria have been printed in this year's annual report. Applications will be sent out during the winter season for the **April 2008 application deadline**.

It was my pleasure to represent NAAMO at the quarterly USDA Farmers' Market Consortium Meeting held February 22, 2007 at the USDA office in Washington, DC. Approximately 40 officials involved in farmers' markets from the local to the federal levels were in attendance. Dr. Kenneth Clayton, Deputy Administrator for AMS, presided over the meeting and recognized the NAAMO organization and commended our efforts.

Once again, I thank you for this opportunity to serve as your Secretary/ Treasurer. I've enjoyed the fellowship and the opportunity to work with many of you. For those that I have only met through correspondence, I look forward to meeting you at our annual conference. My sincere best wishes to all of you for prosperous work in your agricultural pursuits.

Sincerely,

Mary J. Jordan
Secretary/ Treasurer



Treasurer's Report

**North American Agricultural Marketing Officials
July 1, 2006 – June 30, 2007**

Checking Account Fund Balance (June 30, 2006)	\$ 32,240.16	
Money Market Savings Fund Balance (June 30, 2006)	25,883.89	
NAAMO Fund Balance – All Accounts (June 30, 2006)		\$ 58,124.05
Checking Account Transactions (7/1/06 – 6/30/07)		
Receipts		
Executive Dues (2006-07)	3,050.00	
Executive Dues (2007-08)	5,100.00	
Savings Account Transactions (7/1/06 – 6/30/07)		
Interest Payments	571.49	
Total Receipts		\$ 8,721.49
Expenses		
Annual Report – 2006	574.48	
Internet / Web Site Services	814.36	
USDA Grant– (Conference 2006)	7,500.00	
2007 Conference (Deposit for host site)	1,200.00	
Expenses to open new banking account	30.90	
Expenses for USDA Farmers' Market Consortium	238.00	
Funds transfer to 2008 Conference Account	100.00	
Total Expenses		\$ 10,457.74
Checking Account Fund Balance (6/30/07)	\$ 29,932.42	
Business Interest Maximizer Savings Fund Balance (6/30/07)	26,455.38	
2008 Conference Checking Account Balance (6/30/07)	87.00	
TOTAL NAAMO FUND BALANCE (June 30, 2007)		\$ 56,474.80



North American Agricultural Marketing Officials (NAAMO) Minutes of the Annual Business Meeting Wednesday, July 19, 2006 – Charleston, S.C.

Call to Order

NAAMO President Linda MacDonald called the 2006 NAAMO annual meeting to order at 11:20 a.m. on July 19, 2006, in Charleston, South Carolina at the Doubletree Hotel.

President's Report

Ms. MacDonald gave a report to the membership. She thanked the USDA Agricultural Marketing Service, which has provided a grant up to \$17,500 for the annual conference. A special thanks was extended to Janise Zygmunt who administered the grant through the Federal-State Marketing Improvement Program (FSMIP). Ms. MacDonald thanked the many volunteers who helped ensure NAAMO had a successful year. She highlighted the year's accomplishments:

- A wonderful 2006 conference and USDA's grant contribution to the conference
- Implementation of the NAAMO Award of Agricultural Marketing Excellence
We had four very good candidates for the first-ever award, including: Idaho, Illinois, Florida and New Mexico. Congratulations to all the entrants for innovative projects.
- Continued improvement of NAAMO's Web site

Ms. MacDonald also thanked her fellow officers for their dedication and for assisting her in having a great year as NAAMO President.

Secretary/Treasurer Report

Ms. MacDonald called upon Secretary/Treasurer Cindy Garretson-Weibel. Mrs. Garretson-Weibel indicated it had been an honor to serve the organization the past year.

Mrs. Garretson-Weibel referenced the 2006 Annual Report, containing minutes of the 2005 business meeting held in Atlantic City, N.J. (See page 8). A motion was passed accepting the minutes (Clarke, Jamieson).

Mrs. Garretson-Weibel reported that the NAAMO Executive Committee roll call on July 17, 2006, showed 41 states and provinces were represented at this year's annual meeting. She then gave a Treasurer's Report, which is found on page 7 of the annual report.

Incoming Balance (July 1, 2005)	\$38,832.76
2005 – 2006 Receipts	40,664.74
2005– 2006 Expenses	<u>21,373.44</u>
Fund Balance - June 30, 2006	\$58,124.06

Mrs. Garretson-Weibel pointed out that a \$7,500 check for conference expenses hadn't cleared the bank yet at the end of the fiscal year and additional dues had been deposited. She was happy to report that the organization's net worth was almost \$52,000. She contributed the increase to a great renewal rate on membership dues. NAAMO has 52 executive members who have paid dues, and 3 associates. A motion was passed to accept the treasurer's report (Groesch, Clarke).



Regional Reports

Midwest Region

Lisa Groesch (Illinois) presented the Midwest Region report. Five states and two provinces were represented at the July 16, 2006 meeting.

The new officers pledged to make a special effort to assure the annual report directory is distributed to non-dues paying members, with a note of encouragement to join. They also collectively indicated that they would be happy to distribute the same to those members of the Midwest Region that were not present.

The members of this region are going to try to meet mid-year or by conference call. The delegates present thanked the conference planning committee for its gracious hospitality and coordination of an excellent and meaningful conference.

The following officers were elected: Chuck Fleming (Nebraska), chair; Lasby Lowes, (Manitoba), vice chair; and Sarah Gehring (Missouri), secretary/treasurer.

Northeastern Region

Richard Bourdeau (Quebec) presented the Northeastern Region Report. Members of the Northeastern Region met on July 16, 2006.

The New England area members have worked together to develop a promotional program called Harvest New England. This promotion was directed to the retail food sector. This partnership will be re-established for next year. The partnership also worked on a regional apple program for schools.

Canadian members from Nova Scotia and Quebec have been active members in the National Committee for Branding Canada.

The following officers were elected: Steve Justis (Vermont), chair; Sandra Jamieson (New Brunswick), vice chair; and Mary Ellen Johnston (Maine) secretary/treasurer.

Southern Region

Tom Sleight (Virginia) presented the Southern Region Report. The Southern region NAAMO group met Sunday, July 16 in Charleston.

An update on the direction and activities of SUSTA (Southern U.S. Trade Association) was given. Several of the NAAMO directors had attended the SUSTA meeting the week before in Florida. Reports were that SUSTA was back on track with a new executive director. Optimism for the future was the theme surrounding the SUSTA discussion.

Next on the agenda was a discussion surrounding the rotation of marketing representation for the SARE (Sustainable Agriculture Research and Education) group. Tom Sleight from Virginia has served since 2003 as the NAAMO representative for the Southern region SARE. Bryce Malone, Louisiana, filled the group in on the history of the SARE Administrative Council



representation, and recommended SARE representation be cleared and endorsed through SASDA (Southern Association of State Departments of Agriculture). The Southern NAAMO group recommended a five year rotation, and Virginia will compose a letter to the incoming chairman of SASDA to propose the rotation and clear up this issue until 2008, when a new SARE Administrative Council representative should be named.

Wayne Mack, Secretary/Treasurer for the Southern region NAAMO, reported that a balance of approximately \$1,710 remains in a Southern region NAAMO bank account. The group discussed what to do with this money, and the recommendation was that the money be turned over to the NAAMO bank account with identification as being earmarked for the Southern region. It was agreed to take this issue up with the NAAMO Secretary/Treasurer to see what could be done.

The current slate of officers was re-elected: Tom Sleight (Virginia), chair; Debra May (Florida), Vice Chair; and Wayne Mack (South Carolina), Secretary/Treasurer. Wayne agreed to serve as Secretary/Treasurer until the Southern region's bank account was cleared, and at this point a new Secretary/Treasurer will need to be elected.

Western Region

The Western Region report was given by Laura Johnson (Idaho). Five members attended the regional meeting held on July 16, 2006, with eight other western states and provinces eventually joining the conference.

Discussion focused on the 2007 annual conference, which the Midwest Region is unable to host. Richard Sparks from Utah was recruited to host the conference and the Western states/provinces offered assistance when needed. This will be voted on at the NAAMO business meeting on Wednesday. The Western Region had no NAAMO activities this past year, but decided to have a couple teleconferences during the coming year. Each state/province reported on recent activities.

Jim Rubingh (Colorado) announced his retirement, effective July 31 this year, after 30 years of service to the state of Colorado. He served as president of NAAMO in 1996 and has attended at least 20 NAAMO conferences. The Western Region thanked him for his years of dedicated service.

The following officers were elected: Laura Johnson (Idaho), chair; Daphne Sidaway-Wolf (British Columbia), vice-chair; and Ed Avalos (New Mexico), secretary/treasurer.

Nominating Committee Report

President MacDonald called upon Richard Bourdeau (Quebec) to present the Nominating Committee report. The following slate of officers was presented for consideration:

President	Tom Slade	North Carolina
First Vice President	Kurt Markham	Minnesota
Second Vice President	Cindy Garretson-Weibel	Wyoming
Secretary/Treasurer	Mary Jordan	Massachusetts
Member-at-Large	Tom Sleight	Virginia
Member-at-Large	Linda MacDonald	Nova Scotia



A motion was made (Bourdeau, Clarke) to close nominations and nominees were elected by acclamation. President MacDonald thanked the nominating committee and congratulated the new slate of officers.

NAAMO Pride Award

The NAAMO Pride Award was presented to the Southern Region. The NAAMO Pride Award is presented to the region with the greatest attendance and participation at the annual conference.

Next Conference

The normal rotation would have gone to the Midwest; however, for many reasons, the Midwestern states are not able to find a host for the 2007 conference. Ms. MacDonald called upon Richard Sparks who extended an offer to host the 2007 NAAMO Conference in Park City, Utah. A motion was properly made, seconded and passed to hold the 2007 conference in Utah. (Bourdeau, Slade).

There being no further business, President MacDonald adjourned the meeting at 12:08 p.m. until the banquet.

NAAMO 2006 Banquet Business

At the July 19 banquet, which convened at 8:00 p.m., Wayne Mack and Martin Eubanks presented the NAAMO Marketer of the Year Award to Walter P. Rawl & Sons, from Pelion, S.C.

President MacDonald called upon Joe Gaines to assist her in presenting the inaugural NAAMO Award of Agricultural Marketing Excellence to the New Mexico Department of Agriculture. Ed Avalos accepted the award on behalf of his marketing staff for their green chile promotion.

Ms. MacDonald recognized all the past NAAMO presidents, as well as retiring executive committee members in attendance. Kurt Markham, NAAMO Second Vice President, offered a resolution commending conference host states South Carolina and North Carolina for outstanding speakers and educational and informative tours. The resolution also recognized the generosity of the conference sponsors. President MacDonald then presented a plaque to Tom Slade and Wayne Mack for their efforts as host co-chairmen.

As a token of appreciation from NAAMO, Mrs. MacDonald was presented a plaque as outgoing president. She accepted with great honor and then passed the gavel to Tom Slade.

The meeting concluded at 9:50 p.m.

Respectfully submitted,

Cindy Garretson-Weibel

Cindy Garretson-Weibel
2005-2006 Secretary/Treasurer



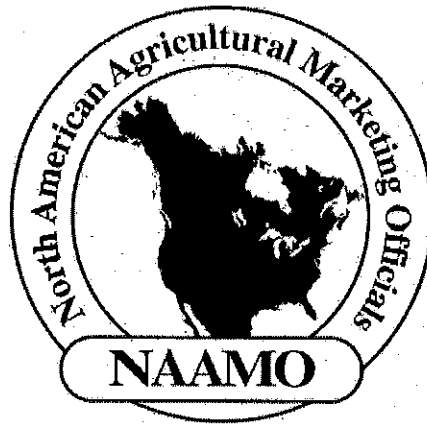
2006 Annual Meeting Attendees

Avalos, Edward – New Mexico
Barlow, Roger – Mississippi*
Bourdeau, Richard – Quebec
Brown, Logan – New Jersey
Brown, Perry – Wisconsin
Bryant, David – Georgia
Caesar, Delane – Texas
Clarke, David – Ontario
DeYoung, Angelyn – Montana
Edberg, Kevin – Minnesota
Egbert, Cassie – Montana
Ellison, Tim – Arkansas
Endsley, Katy – Ohio
Eubanks, Martin – South Carolina
Flack, Kerry – Florida
Frier, Gib – Illinois
Gaines, Joe - Tennessee
Garretson-Weibel, Cindy - Wyoming
Gehring, Sarah – Missouri
Groesch, Lisa - Illinois
Jamieson, Sandy - New Brunswick
Johnson, Laura - Idaho
Johnston, Mary Ellen - Maine
Jordan, Mary - Massachusetts
Judge, Michael - Kentucky
Justis, Steven - Vermont
Krug, Kelly - California
Kucharski, Jeff - Alberta
Leister, Janet – Washington
Loves, Lasby - Manitoba
MacDonald, Linda - Nova Scotia
Machett, Kelly - Virginia
Mack, Wayne - South Carolina

Malone, Bryce - Louisiana
Maloney, Rick - Oklahoma
Markham, Kurt - Minnesota
Martel, Cindy - West Virginia
May, Debra - Florida
Moore, Eric - Ontario
Murray, Al – New Jersey
Paullin, Richard – Illinois
Pellegrino, Robert – Connecticut
Pettit, Amy – Alaska
Rubingh, Jim - Colorado
Sasaki, Harvey - British Columbia
Sidaway-Wolf, Daphne – British Columbia
Slade, Tom – North Carolina
Sleight, Tom – Virginia
Sparks, Richard – Utah
Storrs, Jane – Maryland
Volpe, Stephen - Rhode Island

* Associate Member

Overview of





The NAAMO Organization

The first NAAMO meeting was held in July of 1921 in Chicago, Illinois. The goal of the State marketing representatives was to improve and develop new marketing ideas, share information, and improve state cooperation.

Today, NAAMO members provide both domestic and international marketing services to their respective agricultural and food industries. Each member state or province reflects their own unique diversity, but all members share common interests of market development, market information and communication and in market organization and cooperation.

NAAMO has attracted partners throughout the United States, Canada and Mexico represented by four NAAMO regions, including southern, northeastern, midwestern, and western. Each state and province is included in the regions described based upon their geographical location.

Annual membership dues for executive members of \$300.00 provide funding for the organization. These funds assist in covering the costs of the annual meeting, regional meetings, maintaining the homepage, and other associated organizational expenses.

NAAMO is a subsidiary of the National Association of State Departments of Agriculture (NASDA) which represents the leadership of the individual state departments of agriculture. As well, the Canadian Federal / Provincial Market Development Council forms an important market development link to NAAMO with co-ordination through federal and provincial marketing officials.

In 1995 NAAMO developed its own homepage (<http://www.naamo.org>). This homepage provides extensive information on the organization, member contacts and conference information.

Now more than ever before, we are challenged to develop new markets and improve how the agricultural industry responds to change. The members of NAAMO will partner with industry to find markets and respond to change. NAAMO has a role in facilitating the exchange of ideas and the development of relationships.

If you are not already a member, we extend this exciting opportunity to be part of NAAMO. Please contact any executive member or go to the Web site to join the organization.



Constitution

I. Name

The name of this organization shall be "North American Agricultural Marketing Officials" (NAAMO).

II. Purpose

To develop a broad program in service work for agricultural products with the view of improving the marketing, handling, storage, processing, transportation and distribution of agricultural products; emphasizing better preparation for market; the collection and dissemination of marketing information; the best type of facility and equipment, and the most efficient method of operating; the establishment of more efficient marketing methods, practices and facilities; the development of new and expanded uses; and the improvement in transportation services and facilities, in order that the products may be marketed in an orderly manner and efficiently distributed.

III. Membership

There shall be three classes of membership:

(a) Executive membership shall be open to U.S. State, Mexican State, and Canadian provincial marketing heads whose responsibilities involve directing agricultural marketing activities.

(b) Associate membership shall be open to agricultural officials whose work or interest brings them into contact with agricultural marketing activities relating to food and farm products.

(c) Honorary membership is granted to all past presidents of the association who have retired from active executive membership. Such membership requires no dues and entitles the individual to all regular mailings and meetings of the association.

IV. Officers and Executive Committee

(1) The officers of the association shall be president, first vice president and second vice president elected from the executive membership and a secretary-treasurer who may be elected from the associate membership.



(2) There shall be an Executive Committee consisting of the president, first vice president, second vice president, secretary-treasurer and two members at large, one of whom shall be the retiring president, if continuing as an executive member. When a new secretary-treasurer is elected, the retiring secretary-treasurer, if continuing as a member, shall be, for one year, a member of the Executive Committee as an ex-officio member.

(3) Officers and members at large of the Executive Committee shall be elected at the annual meeting and shall serve from the time of election to the close of the next annual meeting, except for the secretary-treasurer, who if replaced, shall serve an adequate time to compile and distribute the annual report.

V. Committees

- (1) Committee on Domestic Markets
- (2) Committee on International Markets

The chair, vice chair and other members of each standing committee shall be appointed annually by the president, following his election.

The president shall appoint other ad hoc committees to deal with specific subjects or concerns of the membership as warranted.

A nominating committee shall be appointed by the president at the beginning of each annual meeting and shall consist of four executive members, one each from the four regional areas of the association, in attendance, there to serve and report at the business session of that meeting.

VI. Meetings

There shall be held an annual meeting at which time business shall be transacted and matters of general interest presented for discussion. Special meetings may be called by the president with the approval of the Executive Committee.

VII. Amendments

Amendments may be made to the Constitution by favorable vote of two-thirds of the executive members present at any annual meeting, provided that a written copy of such proposed amendments shall have been furnished by mail or otherwise to each executive member at least one month in advance of such annual meeting.



By-Laws

I. Duties of Officers and Executive Committee

(1) The president shall preside over all meetings of the Association, call special meetings of the Association and of the Executive Committee, and in general, perform all acts and duties usually required of the executive and presiding officers.

(2) The first vice president shall, in the absence of the president, perform all the duties of that office. The second vice president shall, in the absence of the president, and first vice president, perform all duties of that office.

(3) The secretary-treasurer shall keep a complete record of the Association and executive committee activities, and serve all notices and calls.

(4) The secretary-treasurer shall be qualified by suitable bond, the fee for which shall be paid by the Association, and shall have the custody of all monies in such bank or banks as shall be approved by the Executive Committee and shall sign, as secretary-treasurer, all checks of the Association, and keep a full and accurate record of all financial transactions of the Association in books belonging to the Association and deliver such books and properties to his successor in office and shall make a full report of all receipts and disbursements of funds of the Association at each annual meeting or at such other times called upon to do so by the Executive Committee.

(5) The Executive Committee shall act for the Association in determining the place and time for holding each annual meeting and for determining the nature of the program of such meeting; shall also be empowered to arrange for special meetings and conferences and policy. In case of a vacancy occurring in any office or committee membership, the Executive Committee shall have power to fill such vacancy by appointment for the remainder of that fiscal year through the next annual meeting.

II. Duties of Committees

The chair of each standing committee shall submit a report at each annual meeting, which shall include a summary of the developments and progress during the year in the field covered by the committee and a statement of matters recommended for special discussion and action at the meeting.



III. Conduct of Business

(1) It shall be the policy of the Association to allow full discussion of all questions in general meetings where executive, associate and honorary members may be present and take part.

(2) The executive members may meet in executive session whenever they deem such procedure to be desirable.

(3) In case of the absence of any executive member, another person from the same state department, division or bureau in attendance, may be authorized to act with full authority.

(4) The executive members alone, or the duly authorized agent shall be entitled to vote.

(5) The annual report of the activities of the organization shall be prepared, published and distributed to the membership following the annual meeting each year.

IV. Membership Fees

(1) There shall be a membership fee to be set by the executive membership at the annual meeting and will remain in effect until changed by a vote of the executive membership.

(2) Membership fees shall be payable during each calendar year, and executive members maintain their membership in good standing through that calendar year. A paid-up executive membership shall be transferable to a successor for the remainder of that annual period.

(3) Annual reports shall be sold to non-members at twenty-five dollars (\$25.00) per copy.

V. Regional Organizations

Regional organizations within the association shall include those states and provinces within geographical regions conforming to the regional organizations within the National Association of State Departments of Agriculture, as follows:



Northeastern Region

North American Agricultural Marketing Officials

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and Quebec (15)

Midwest Region

North American Agricultural Marketing Officials

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, Manitoba, and Ontario (14)

Southern Region

North American Agricultural Marketing Officials

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virgin Islands, Virginia, and West Virginia (17)

Western Region

North American Agricultural Marketing Officials

Alaska, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Alberta, British Columbia, and Saskatchewan (17)

Such regional organizations shall elect a chair who shall serve as executive officer, and such other officers as may be needed.

A report of the meetings held and actions taken by such regional organizations shall be transmitted to the secretary of the national association, for inclusion in the permanent records of that parent organization.

VI. Amendments

Amendments may be made to these by-laws by favorable vote of two-thirds of the executive members present at any annual meeting, provided that a written copy of such proposed amendments shall have been furnished by mail, or otherwise, to each executive member at least one month in advance of such annual meeting.



Past Presidents (Honorary Members)

1920	Dr. Eugene H. Porter - Albany, NY	1964	E. Wilkinson - Madison, WI
1921	L.G. Foster - Orlando, FL	1965	John A. Winfield - Raleigh, NC
1922	Alexis L. Clark -, Morristown, NJ	1966	Spencer G. Duncan - Albany, NY
1923	F.B. Bomberger - College Park, MD	1967	S. Lew Ray - Denver, CO (Unexpired term filled by C. Harold Bray - Frankfort, KY)
1924	Porter R. Taylor - Washington, DC	1968	John D. Stiles - Tallahassee, FL
1925	Hugh J. Hughes - St. Paul, MN	1969	S. Hollis Shomo - Richmond, VA
1926	Willard Munson - Amherst, MA	1970	Robert W. Powell - Oklahoma City, OK
1927	L.M. Rhodes - Jacksonville, FL	1971	William P. Charron - ME
1928	H. Dean Phillips - Albany, NY	1972	Erwyn E. Witte - Denver, CO
1929	W.T. Derickson - Dover, DE	1973	Robert F. Thayer - Madison, WI
1930	C.W. Waid - Columbus, OH	1974	Ben Baisdon - Austin, TX
1931	Lawrence A. Bevan - Durham, NC	1975	M.C. Combs - St. Paul, MN
1932	Randall B. Etheridge - Raleigh, NC	1976	John F. Glatt - Salem, OR
1933	M.H. Brightman - Washington, DC	1977	John J. Repko - Trenton, NJ
1934	H.B. Davis - WV	1978	Curtis F. Tarleton - Raleigh, NC
1935	George A. Stuart - Springfield, MA	1979	Kenneth T. Boughton - Topeka, KS
1936	H.M. Newell - Chicago, IL	1980	Robert Goldman - CT
1937	Webster J. Birdsall - Albany, NY	1981	Felix Welch - AL
1938	E.A. Flemming - Columbus, OH	1982	Ken Meier -OR
1939	S.B. Shaw - College Park, MD	1983	Gail K. Danilson - Des Moines, IA
1940	H.A. Dwinell - Montpelier, VT	1984	John J. Fitzgerald - Boston, MA
1941	Warren W. Oley - Trenton, NY	1985	Robert B. Rogers - Columbia, SC
1942	S.S. Roberts - Santa Ana, CA	1986	Edward D. Kern - Palmer, AK
1943	No Meeting	1987	Gary O. Swaim - Indianapolis, IN
1944	N.S. Nichols - Nashville, TN	1988	Michael McCarthy - Albany, NY
1945	Benjamin P. Storrs - Hartford, CT	1989	Bryce Malone - Baton Rouge, LA
1946	C.M. White - Augusta, ME	1990	Jed Adams - Sacramento, CA
1947	F.C. Gaylord - Lafayette, IN	1991	Jim Smith - Madison, WI
1948	Randall B. Etheridge - Raleigh, NC	1992	H. Vance Young, Jr. - Tallahassee, FL
1949	Frank McKennon - Salem, OR	1993	Masao Hanaoka - Hawaii
1950	Matt Jennings - Nashville, TN	1994	S. Wayne Yokley -Jefferson City, MO
1951	J.H. Meek - Mine Run, VA	1995	M. Wayne Miller - Raleigh, NC
1952	Miles A. Nelson - Lansing, MI	1996	Jim Rubingh - Lakewood, CO
1953	C.J. Carey - Sacramento, CA	1997	G. Brian Smith - Halifax, NS
1954	W.L. Cathey - Atlanta, GA	1998	J. Donald Rogers - Atlanta, GA
1955	W.L. Witte - Madison, WI	1999	Kevin Edberg - St. Paul, MN
1956	Wesley Windisch - Columbus, OH	2000	Gordon Macatee - Victoria, BC
1957	George H. Chick - Augusta, ME	2001	Robert Pellegrino - Hartford, CT
1958	F.W. Risher - Tallahassee, FL	2002	Sandra Rolando - Springfield, IL
1959	W.A. Wunsch - Messila Park, NM	2003	Randy Parker - Salt Lake City, UT
1960	J.E. Youngblood - Columbia, SC	2004	Joe Gaines - Nashville, TN
1961	W.J. Peter - Topeka, KS	2005	Kelly Krug - Sacramento, CA
1962	Louis A. Webster - Boston, MA	2006	Linda MacDonald - Halifax, NS
1963	Harold W. Poulsen - Sacramento, CA		



Past Secretaries

1920 Guy C. Smith - PA
1920 - 21 W.A. Munson - MA
1922 H. Dean Phillips - NY

Past Treasurers

1920 Alex L. Clark - NJ
1921 - 22 Daniel C. Rogers - MO

Past Secretary/Treasurers

1923	H. Dean Phillips - NY	1967	Spencer G. Duncan - NY
1924 - 25	F.B. Bomberger - MD	1968 - 70	Robert F. Thayer - WI
1926	Paul L. Miller - IA	1970 - 71	Vern Divers - WA
1927 - 28	W.T. Derickson - DE	1971 - 75	Curtis Carlton - NC
1929 - 30	F.B. Bomberger - MD	1976	Forrest Strand - MI
1931 - 36	Sidney A. Edwards - CT	1977 - 78	Dale Gullickson - SD
1937 - 40	Warren W. Oléy - NJ	1979 - 80	Philip R. Smith - KY
1941 - 42	J.H. Meek (appointed to fill unexpired position)	1981 - 83	Sidney C. Miller - MD
1943	No meeting	1984 - 85	Melvin W. Jefferson - VA
1944	J.H. Meek - VA	1985 - 88	Thomas R. Yates - VA
1945 - 51	Fain G. Cesar - OK	1989 - 90	M. Wayne Miller - NC
1952	Harold A. Kaiser - IL	1990 - 92	Jim Rubingh - CO
1953 - 55	J.H. Meek - VA	1992 - 95	Ralph Groschen - MN
1956 - 61	Don E. Wilkinson - WI	1995 - 97	Carol Chesbrough - CA
1962 - 64	Paul T. Rowell - OR	1997 - 99	Randy Parker - UT
1965	Charlie B. Wigham - MN	2000 - 02	Kelly Krug - CA
1966	Clarence W. Funk - PA	2002 - 04	Linda MacDonald - NS
		2004 - 06	Cindy Garretson-Weibel - WY



Past Meeting Locations

<u>Year</u>	<u>Place</u>	<u>Year</u>	<u>Place</u>
1921	Chicago, IL	1966	New Orleans, LA
1922	Chicago, IL	1967	Oshkosh, WI
1923	Chicago, IL	1968	Corpus Christi & Austin, TX
1924	Chicago, IL	1969	Norfolk, VA
1925	Chicago, IL	1970	Philadelphia, PA
1926	Chicago, IL	1971	Honolulu, HI
1928	Chicago, IL	1972	St. Petersburg Beach, FL
1930	Chicago, IL	1973	Springfield, IL
1931	Washington, DC	1974	Winston-Salem, NC
1932	Washington, DC	1975	Estes Park, CO
1933	Washington, DC	1977	Columbia & Charleston, SC
1934	New York City, NY	1978	Portland, ME
1938	Cleveland, OH	1979	Hutchison, KS
1939	Jacksonville, FL	1980	San Antonio, TX
1940	Boston, MA	1982	Hershey, PA
1941	St. Louis, MO	1983	Des Moines, IA
1942	Washington, DC	1984	Seattle, WA
1944	Washington, DC	1985	Ft. Lauderdale, FL
1945	Washington, DC	1986	Hyannis, MA
1946	Sacramento, CA	1987	Deerwood, MN
1947	Benton Harbor, MI	1988	Las Cruces, NM
1948	Portland, OR	1989	New Orleans, LA
1949	New York City, NY	1990	Bethel, ME
1950	Memphis, TN	1991	Osage Beach, MO
1951	Richmond, VA	1992	Calgary, Alberta, Canada & Kalispell, MT
1952	Biloxi, MS	1993	Halifax, Nova Scotia
1953	San Diego, CA	1994	Atlanta, GA
1954	Lafayette, IN	1995	Madison, WI
1955	Madison, WI	1996	Victoria, British Columbia
1956	Boston, MA	1997	Burlington, VT
1957	Lexington, KY	1998	Nashville, TN
1958	Phoenix, AZ	1999	Traverse City, MI
1959	Asheville, NC & Atlanta, GA	2000	Sun Valley, ID
1960	Columbus, OH	2001	Westbrook, CT
1961	Portland, OR & Seattle, WA	2002	Baltimore, MD
1962	Orlando & Miami Beach, FL	2003	Niagara Falls, Ontario
1963	Denver, CO	2004	Las Cruces, NM
1964	Pacific Grove & Sacramento, CA	2005	Atlantic City, NJ
1965	Harrisburg & Philadelphia, PA	2006	Charleston, SC



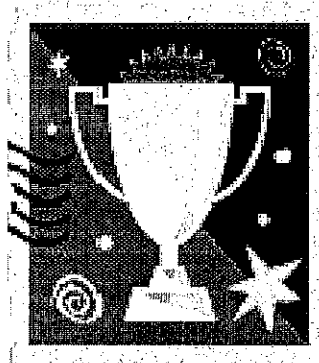
NAAMO Pride Award

The NAAMO Pride Award was introduced in 2000 at the annual conference in Sun Valley, Idaho. The award is presented to the region with the greatest attendance and participation (under competition rules).

The competition is held annually with each region working as a team. A captain for each team may be chosen. There are several different ways to earn points. The region with the most points at the annual meeting will be presented with a traveling trophy, plus each winning state/provincial representative present will receive a prize.

The participation competition committee determines the winners.

<u>Year</u>	<u>Annual Conference Location</u>	<u>Region Awarded</u>
2000	Sun Valley, Idaho	Western
2001	Westbrook, Connecticut	Western
2002	Baltimore, Maryland	Southern
2003	Niagara Falls, Ontario	Western
2004	Las Cruces, New Mexico	Southern
2005	Atlantic City, New Jersey	Southern
2006	Charleston, South Carolina	Southern





NAAMO Award of Agricultural Marketing Excellence

The NAAMO Award of Agricultural Marketing Excellence was created to recognize and award innovative and effective agricultural marketing projects by states/provinces and to share this knowledge with other states/provinces.

The criteria for such projects include: Advancing the image and professional abilities of NAAMO and its members; being unique/innovative in the field of agricultural marketing; having a significant impact to the state's or province's agricultural economy; having measurable impacts on agriculture in the state/province; involving new and innovative marketing concepts and methods; using market research or market based knowledge; and having application to other states/provinces.

The inaugural award was presented in 2006 at the meeting in Charleston, S.C. Congratulations to all who submitted applications.

<u>Year</u>	<u>Award Recipient</u>	<u>Project Title</u>
2006	New Mexico Department of Agriculture	Regional Marketing of Fresh New Mexico Green Chile

Entry Requirements for the 2008 NAAMO Award of Agricultural Marketing Excellence

Eligibility:

- Project was conducted by a NAAMO state/provincial Department of Agriculture or like agency within the past 2 years
- Proposal must be submitted by a NAAMO state/provincial Department of Agriculture or like agency member in good standing (dues paid and a member has attended 1 of last 3 annual conferences)
- If award is won, applicant must wait 5 years before submitting again

Process:

- Complete an application and provide a written project description (4 pages maximum), plus support materials
- **Applications are due in April 2008 in the office of the Secretary/Treasurer**
- A state/province can nominate itself
- NAAMO Executive Board establishes committee to evaluate proposals
- The Award announcement will be made at annual meeting banquet presentation made at the NASDA meeting

2007
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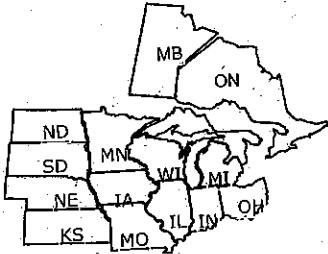
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* No further information available



2006-2007 Regional Officers

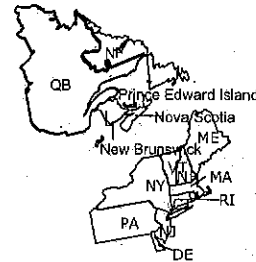
Midwest Region



Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, Manitoba, Ontario

Chuck Fleming, Nebraska – Chair
Lasby Lowes, Manitoba – Vice Chair
Sarah Gehring, Missouri – Secretary/Treasurer

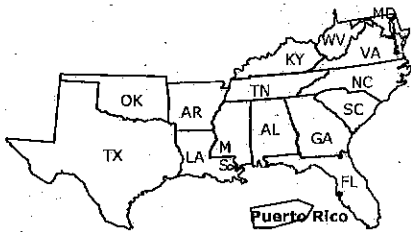
Northeastern Region



Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island, Quebec

Steve Justis, Vermont – Chair
Sandra Jamieson, New Brunswick – Vice Chair
Mary Ellen Johnston, Maine – Secretary/Treasurer

Southern Region



Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virgin Islands, Virginia, West Virginia

Tom Sleight, Virginia – Chair
Debra May, Florida – Vice-Chair
Wayne Mack, South Carolina – Secretary/Treasurer

Western Region



Alaska, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Alberta, British Columbia, Saskatchewan

Laura Johnson, Idaho – Chair
Daphne Sidaway-Wolf, British Columbia – Vice Chair
Ed Avalos, New Mexico – Secretary/Treasurer



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