

Produce Marketing Association

52nd Annual Convention & Exposition

October 26-30, 2001 Philadelphia, Pennsylvania

These sessions are available on audiocassettes. Tapes are \$12.00 each.
Special Package Prices are shown on Page Two.

Please circle code of your choice.

Code

Saturday FreshTech Sessions

FT1 General Session: Interactive Management: Smart Communication in an E-Business Era, Mary Boone

Concurrent Workshops

FT2 EDI vs. XML--Will There Be a Lone Survivor?
FT3 Your E-Commerce Decision: Exchanges--Public, Private, or Both?
FT4 From Field to Table: How Technology Can Drive Costs Out of the System
FT5 Integration Success Stories
FT7 Retail Scanning Innovations
FT8 General Session: Converging Technologies: Results, Opportunities & Viewpoint, Kevin Maney
FT9 The Role of E-Commerce in Produce

Saturday International Trade Conference

ITC1 General Session, Joseph P. Quinlan

Concurrent Workshops

ITC2 Broadening the Scope of Standardization
ITC3 Promoting Global Produce Consumption
ITC4 The Promise and Payoff of Category Management
ITC5 Surviving the Battle Between Supply & Demand
ITC6 General Session T. R. Reid
ITC7 China: Capturing a Moving Target

PMA Meeting, Sunday, Oct. 29

PM1 General Session: Values-Shift: The New Work Ethic & What It Means for Business, John Izzo

Monday Sessions

PM2 General Session: Cross-Cultural Business, Sondra Thiederman
PM3 Telling Consumers About Food Safety
PM4 Fresh Trends 2002
PM6 What Retailers Really Want from Suppliers
PM7 The New Organic Standards: Challenges for Retail
PM8 Global Supply & Procurement
PM9 Sales Solutions for Retail
PM10 Foodservice vs. Retail: How Consumer Trends Impact Business
PM11 A Biotechnology Primer: Exploring the Issues
PM12 The Common Package Footprint: Latest Developments
PM13 Space Allocation: Finding the Right Balance
PM14 Creating the Foundation for Personal Growth & Future Success
PM15 General Session: Negotiations, James Hennig

Tuesday Sessions

PM16 FreshTrack 2001: Supply Chain Management, Cornell University Researchers
PM17 FreshTrack 2001: Supply Chain Management Up Close
PM18 Consumer Feedback: Using It Effectively
PM19 Competing in a World of Giants: Capitalizing on Your Niche as an Independent
PM20 Using Category Management in the Floral Department
PM21 Attracting and Keeping Talented Employees
PM22 Winning Web Strategies
PM23 General Session: Taking It to the Next Level: How Great Companies Keep Getting Better! Joe Calloway

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