

POST MEETING CASSETTE/CD ORDER FORM

**Produce Marketing Association
2002 Fresh Summit - New Orleans, LA
October 11-16, 2002**

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TAPES
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PLACE A CHECK IN THE TAPE OR CD NUMBER COLUMN FOR THOSE YOU WISH TO ORDER

# TAPES	Cost	Code	Individual Tapes are \$15.00; CDs are \$20.00	# CD	Cost
CHECK HERE			INTERNATIONAL TRADE CONFERENCE Saturday, October 12 Sessions	CHECK HERE	
	15.00	I-1	Technology's Impact on Global Trade		20.00
	15.00	I-2	Global Marketing Success Stories		20.00
	15.00	I-3	Food Safety Standards: A Global Assessment		20.00
	15.00	I-4	Capitalizing on Consumer Perceptions of Imported Produce		20.00
	15.00	I-5	Sound Science: The Silver Bullet to Market Access?		20.00
	15.00	I-6	China: Generating Power		20.00
	15.00	I-7	Global Supply Chain Partnerships: A Case Study		20.00
	15.00	I-8	Market Watch: India		20.00
			FRESHTECH Saturday, October 12		
	15.00	T-1	Technology as a Marketing Tool		20.00
	15.00	T-2	Leveraging Information Through 'Net Efficiencies		20.00
	15.00	T-3	Coding: Plans, Pitfalls, and Promises		20.00
	15.00	T-4	Innovations in Supply Chain Integration		20.00
	15.00	T-5	Trends in Computing		20.00
	15.00	T-6	Innovative Uses of Tomorrow's Technology		20.00
			CONVENTION Sunday, October 13		20.00
	15.00	S-1	The Art of Managing People		20.00
	15.00	S-2	Fresh Trends: Key Results & How to Use Them		20.00
	15.00	S-3	The New World Order: Concentrated Retail Power & What It Means to the Competition & Its Supply Chain Partners		20.00
	15.00	S-4	Collaborative Selling: How to Get, Keep, and Grow Customers ... For Life		20.00
	15.00	S-5	Low-Cost & No-Cost Marketing Ideas		20.00
	15.00	S-6	Leading When It's Fast & Furious		20.00
			CONVENTION Monday, October 14		
	15.00	S-7	Golden Rules for Marketing to the Generations		20.00
	15.00	S-8	Cooperation: A New Model for Business Success		20.00

# TAPES	Cost	Code	Individual Tapes are \$15.00; CDs are \$20.00	# CD	Cost
	15.00	S-9	Food Technologies: What Influences Consumer Perceptions		20.00
	15.00	S-10	Why Restaurants Are Winning		20.00
	15.00	S-11	What a Difference a Generation Makes		20.00
	15.00	S-12	Floral – Making Money Every Day		20.00
	15.00	S-13	Food Security: What You Need to Know Today		20.00
	15.00	S-14	Superior Customer Service? Only if Your Staff Wants It to Happen!		20.00
	15.00	S-15	Sharing Responsibilities, Strengthening Partnerships		20.00
	15.00	S-16	Strategic Planning Made Simple		20.00
	15.00	S-17	Making a Real Difference: The Customer Focus Imperative		20.00
	15.00	S-18	A Buyer's Guide to New Retail Labeling		20.00
32	\$375.00		FULL SET-TAPES: Includes 7 FREE tapes & Albums		
			FULL SET-CDS: Includes 7 FREE CDs & jewel cases	32	\$500.00
			Total Amount for Cassettes or CDs		
			Cassette album that holds 12 tapes @ \$7.00 each		
			Sales Tax .065% for orders shipped to Illinois only		
			Shipping/Handling: \$3.50 for 1 tape or CD, \$1.00 for each additional tape or CD. Max. \$15.00 Domestic. No maximum for International. Shipping/Handling charge is \$3.50 for each empty cassette album shipped.		
			TOTAL OF ORDER		

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