

CASSETTE AND CD ORDER FORM
Produce Marketing Association
2003 Fresh Summit – Orlando, Florida
October 18-20, 2003

**ORDER
TAPES
HERE**

**NOTE: All CDs will be shipped within 4 weeks
after Fresh Summit**

**ORDER
CDs
HERE**

PLACE QUANTITY IN THE TAPE OR CD NUMBER COLUMN FOR THOSE YOU WISH TO ORDER

	Cost	Code	Individual Tapes are \$10.00; CDs are \$12.00		Cost
QUANTITY HERE			FRESHTECH	QUANTITY HERE	
	10.00	F-1	Improving Quality & Efficiency with Emerging Technologies, <i>Hailstone, Grant</i>		12.00
	10.00	F-2	Mastering Personal Technology, <i>Klososky</i>		12.00
	10.00	F-3	Data Synchronization: Speaking The Same Language, <i>Fleming</i>		12.00
	10.00	F-4	Increasing Efficiency: How Your Office Can Implement Technology Best Practices, <i>Klososky</i>		12.00
	10.00	F-5	Translating Techno-Speak for Produce, <i>Hirschfeld</i>		12.00
			INTERNATIONAL TRADE CONFERENCE		
	10.00	I-1	Food Safety Standards: A Struggle for Global Supremacy? <i>Peters, Schmid, Wicks, Mixon</i>		12.00
	10.00	I-2	Produce Marketing Marvels: Global Case Studies, <i>Barnard, Coppin, Dick</i>		12.00
	10.00	I-3	Market Watch: Mexico, <i>Rodriguez, Lopez, Schreiber</i>		12.00
	10.00	I-4	The Ultimate Business Solution: Insurance. Yes, Insurance, <i>Tester, Warren, Markovich, Enriquez, Harmsen</i>		12.00
	10.00	I-5	Using Technology Tools for Traceability, <i>Grant, Junqueiro</i>		12.00
	10.00	I-6	U.S. Food Security Regulations-Implications for Produce Traders, <i>Frankel, Coiner, Sudduth, Foley Gillespie</i>		12.00
			CONVENTION		
	10.00	C-1	Tools of the Trade: Technology, <i>Gamse</i>		12.00
	10.00	C-2	Building Your Competitive Advantage, <i>Harari</i>		12.00
	10.00	C-3	China: Opportunities for Imported Produce, <i>O'Rourke</i>		12.00
	10.00	C-4	Fresh Cut Fruit-The Next Growth Category, <i>Petro, Lazopoulos, Gertmenian, Schwartz</i>		12.00
	10.00	C-5	FreshTrack 2003, <i>Murphy, Goulet, York, Murphy</i>		12.00
	10.00	C-6	Perchlorate-The Questions You Have and the Answers You Need, <i>Gicias, Pieus</i>		12.00
	10.00	C-7	Produce Managers: Gatekeepers to the Consumer, <i>Midura, Puccetti, Mrowinski, Straub</i>		12.00
	10.00	C-8	The ROI of Floral, <i>Lavagetto</i>		12.00

QUANTITY HERE	Cost	Code	Individual Tapes are \$10.00; CDs are \$12.00 PLEASE NOTE: Some sessions are 2 tapes or 2 CDs	QUANTITY HERE	Cost
CONVENTION (Continued)					
	10.00	C-9	Consumer Trends: Food, Health, and Business, <i>Caplan</i>		12.00
	10.00	C-10	Become a Supply Chain Captain: Understand What Buyers Want, <i>Terry, Junqueiro, DeLyser</i>		12.00
	10.00	C-11	Hispanic Marketing: Opportunities for Sales, <i>Ogradon</i>		12.00
	10.00	C-12	How to Be a "Great Place to Work," <i>Cawood</i>		12.00
	10.00	C-13	Strategic Planning Part I: Getting Started, <i>Krivanek</i>		12.00
	10.00	C-14	Supermarket Retailers: From Our Perspective, <i>Peterson, Corsi, Miyao, Parker, Hostens</i>		12.00
	10.00	C-15	Biosecurity: New U.S. Rules, New Business Practices, <i>Acker, Pool, Riley, Beru, Martori</i>		12.00
	10.00	C-16	How to Boost Consumption—A Town Hall Meeting, <i>Lloyd</i>		12.00
	10.00	C-17	Strategic Planning Part II: You've Got the Plan, Now What?, <i>Krivanek</i>		12.00
	10.00	C-18	U.S. Country of Origin Labeling: What's Ahead?, <i>White, O'Brien, Stuart</i>		12.00
	10.00	C-19	Use Organic Labeling to Your Advantage, <i>Gannon</i>		12.00
	10.00	C-20	How to Compete in a Chaotic Economy, <i>Buchholz</i>		12.00
31	\$280.00		FULL SET-TAPES: Inc. Albums & 3 FREE tapes		
			FULL SET-CDS: Inc. 3 FREE CDs & jewel cases	31	\$360.00
			Total Amount for Cassettes or CDs		
			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.		
			TOTAL OF ORDER		

PLEASE DO NOT FILL IN CREDIT CARD NUMBER UNLESS ORDERING BY MAIL OR FAX

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