



The Pennsylvania
**INTEGRATED PEST
MANAGEMENT PROGRAM**



Pennsylvania Department of
AGRICULTURE

News Release

January 28, 2009

New Technology Featured at Mid-Atlantic Specialty Crop Research Initiative Workshop

UNIVERSITY PARK, Pa. – The Mid-Atlantic Specialty Crops Research Initiative Workshop, taking place March 3 - 4, 2009 in Harrisburg, Pa., will be utilizing the latest technology to facilitate strategic planning sessions.

Joseph Walk, manager of the Penn State Management Development's Team Innovation Center, will be using GroupSystems software to assist participants in generating responses to statements regarding the strengths, weaknesses, opportunities, and threats to the Mid-Atlantic Fruit and Vegetable Network. With extensive leadership and communication skills developed by more than 20 years of service in the military, Walk brings a unique perspective to management and technology. He excels in tackling problem-solving issues and is a welcomed addition to the workshop.

A Penn State graduate, Walk can relate to people in the region and help attendees express issues of interest and concern to them and their businesses. By assembling Mid-Atlantic fruit and vegetable industry members, researchers, and outreach personnel in one location, workshop attendees can actively learn about and discuss each other's needs, challenges, and opportunities.

Funding provided by the USDA Specialty Crop Research Initiative will help defray costs to attend the workshop, which include lodging for the night of March 3 (based on double occupancy), lunch, refreshment breaks, and registration. Single rooms are available for an extra fee. Participants are expected to cover costs associated with travel to and from the event, dinner on March 3, breakfast on March 4, and any additional costs.

Registration is taking place through mid-February. Producers, processors, packers, marketers, brokers, wholesalers, distributors, retailers, restaurants, outreach personnel, and researchers from the Mid-Atlantic (New York, Pennsylvania, New Jersey, Delaware, Maryland, and Virginia) who are interested in learning more about the workshop and can contact specialtycrops@psu.edu or (814) 863-5567. To access additional information, please visit the workshop's website at: www.midatlanticspecialtycrops.com. For more information about the USDA Specialty Crop Research Initiative program, go to <http://www.csrees.usda.gov>.

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