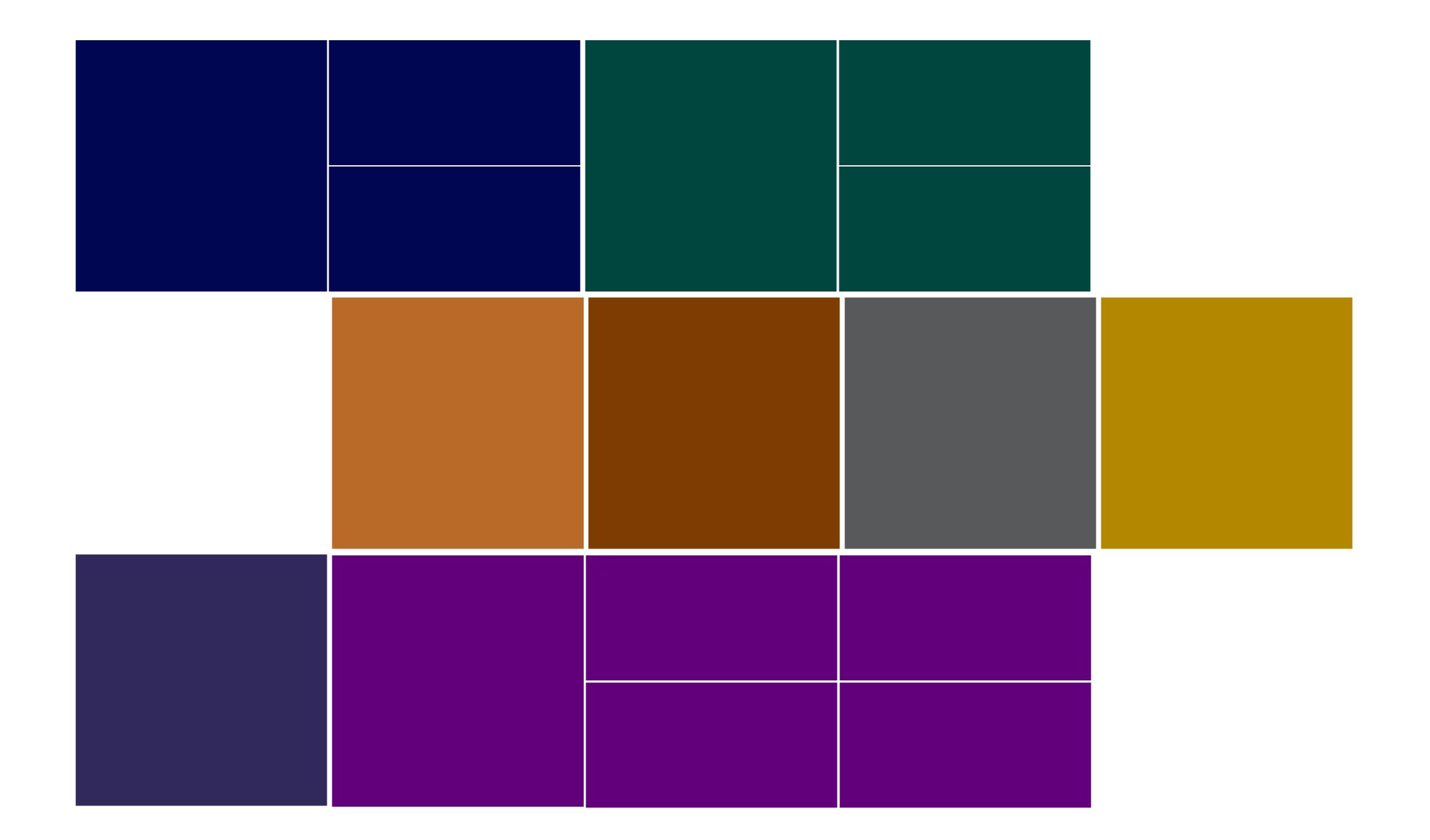
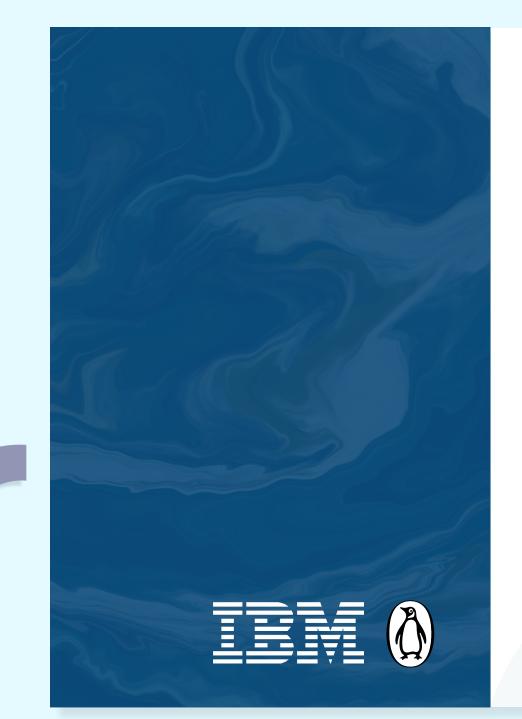
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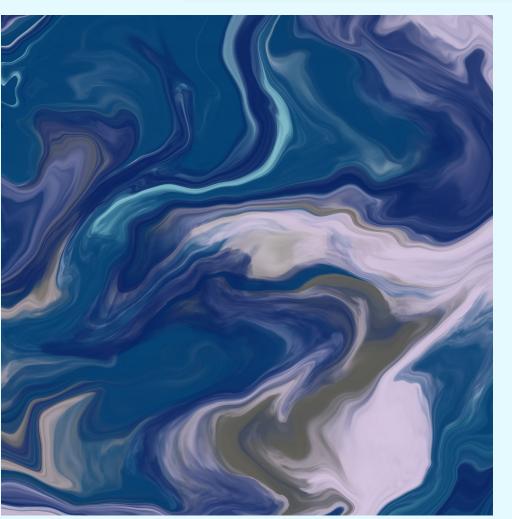








- **4** About the Conference
- Map of Conference Venue
- Keynote Speakers
- Dr. Coraline Fisher, Marine Scientist & Library Advocate
  Dr. Marina Waters, Director of Global Libraries
- 8 Order of Events
- 15 Hotel Information
- 16 Restaurants in Area



# Welcome Message from the Board of Librarians

Dear Conference Attendees,

On behalf of the entire Board of Librarians, it is our great pleasure to welcome you to this year's conference! We are thrilled to come together with professionals from across the field to explore the latest innovations, share knowledge, and strengthen our community of librarians.

As champions of access to information, we are committed to fostering collaboration and driving impactful change in the world of libraries. We hope this event inspires new ideas, sparks meaningful conversations, and encourages lifelong connections.

Thank you for joining us, and we look forward to an exciting and productive conference!

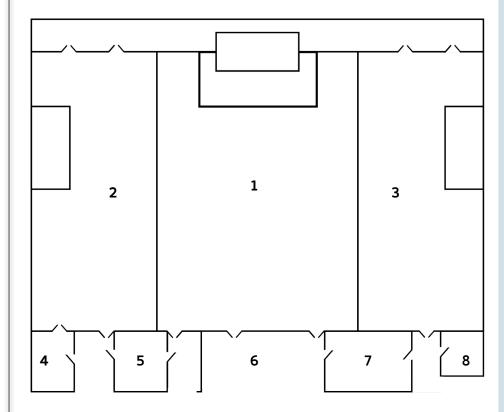
# **About the Conference**

The SouthEast Annual Library Conference is a premier event that brings together library professionals from across the SouthEast. The goal is to engage in thought-provoking discussions, share best practices, and explore the evolving landscape of information services. Designed for public, academic, and specialized librarians, this conference provides a platform for learning, collaboration, and innovation.

# Mission

The mission of the conference is to empower librarians to lead in a rapidly changing digital age while preserving the core values of access, equity, and intellectual freedom. By fostering professional development, advocating for emerging technologies, and promoting community engagement, we aim to equip librarians with the tools and knowledge they need to build stronger, more inclusive libraries that serve as hubs of knowledge and connection for all.

# Map of the Conference Venue



1. Grand Ballroom

**5.** Lamar

2. Shelby Ballroom

Foyer

**3**. Tennessee

**7.** Overton

**4.** Audubon

8. Winchester

5

# Keynote Speakers



**Dr. Coraline Fisher**Marine Scientist & Library Advocate

Dr. Coraline Fisher is a renowned marine scientist with over 14 years of experience in oceanographic research and conservation. Her expertise in coral reef ecosystems and marine biodiversity has earned her international recognition. With a PhD in Marine Biology, she combines cutting-edge research with a passion for protecting marine environments and raising public awareness about the importance of ocean conservation.

As a dedicated library advocate, Dr. Fisher believes in the transformative power of libraries to foster access to knowledge and empower communities. She continues to champion the integration of scientific resources into library collections, emphasizing the role libraries play in promoting environmental literacy.

Through her advocacy, she works to ensure that libraries remain essential community hubs for learning and innovation, helping bridge the gap between scientific discovery and public understanding. the tools they need to make informed decisions about the future of our planet.

#### Keynote Speakers



**Dr. Marina Waters**Director of Global Libraries

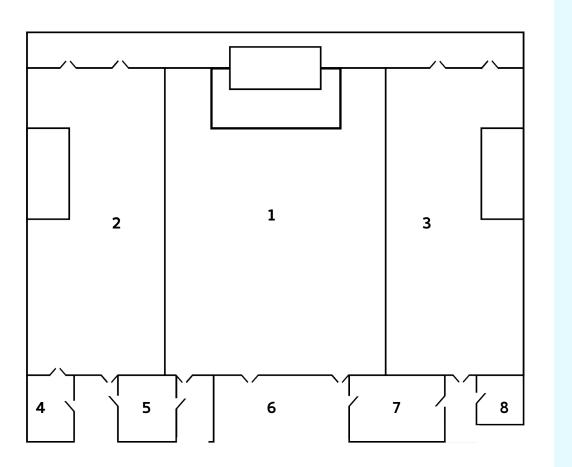
Dr. Marina Waters is a dynamic leader in global library services with over 15 years of experience in modernizing library systems and expanding access to information. As Director of Global Libraries, she has led initiatives to enhance digital literacy and bring library resources to underserved communities worldwide. Dr. Waters holds a PhD in Information Science and is dedicated to improving global access to knowledge through innovative library solutions.

Passionate about the transformative power of libraries, Dr. Waters advocates for inclusive, community-driven spaces that foster lifelong learning and opportunity. Her work focuses on ensuring libraries adapt to the changing needs of society while serving as essential hubs for education, innovation, and social empowerment.

Dr. Waters continues to champion libraries as spaces for lifelong learning, innovation, and social change, ensuring they adapt to the evolving needs of the global population while remaining steadfast in their mission to provide universal access to knowledge.

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# Map of the Conference Venue



# 1:15PM-2:15PM Workshop, Central Ballroom

"Oceans of Information: Literacy in the Digital Age" Hands-on strategies for teaching research and digital literacy, inspired by the vast, ever-changing ocean of online information.

# 2:30рм-3:30рм

Interactive Session, Shelby Ballroom

"Tidal Trends: The Future of E-books and Audiobooks"
Explore the latest trends in e-book and audiobook platforms, including accessibility features and reader engagement strategies.

# 3:45рм-4:45рм

Roundtable Discussions, Tennessee

"Exploring the Depths – Special Collections in Libraries"
Engage in small group discussions focused on rare collections, archives, and how libraries are preserving and showcasing these treasures.

# 5PM-6:30PM Opening Reception, Grand Ballroom

Unwind with ocean-themed cocktails and hors d'oeuvres. Mix and mingle with fellow librarians as you enjoy a beautiful view of the sunset by the Mississippi River.

# Saturday, February 22

#### 8:30<sub>AM</sub>-9:30<sub>AM</sub>

Continental Breakfast, Grand Ballroom

Morning Refreshments

# 9:30am-10:30am

Plenary Session, Central Ballroom

"Rising Tides: How Libraries Can Drive Community Engagement"
A panel of community librarians will discuss outreach programs and
partnerships that uplift and connect underserved populations.

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# 10:45 AM – 11:45 AM Breakout Sessions

"The Blue Economy of Libraries: Fundraising and Grant Writing"
"Crossing Oceans: International Collaborations in Library Science"
"Seas of Storytelling: Creative Programming for Children's Libraries"

# 12PM-1PM Networking Lunch, Grand Ballroom

Coastal Café – A Taste of Oceanic Delights

# 1:15PM-2:15PM

Interactive Panel, Shelby Ballroom

"Navigating the Waters of Library Leadership"
Library directors and administrators will share their insights on leadership
development and strategic planning for the future.

# 2:30PM-3:30PM Workshop, Tennessee

"Ocean Mapping: Using Data and Analytics for Library Management"
Learn how to leverage data-driven decision-making to improve library
services, collection development, and patron engagement.

#### 3:45рм-4:45рм

Discussion Panel, Central Ballroom

"Marine Life & Literature: The Ocean's Role in Inspiring Authors"
Featuring authors and academics, this session will dive deep into how the ocean has influenced literature across cultures and eras.

# 5рм-7рм Evening Social, Grand Ballroom

"Treasures of the Deep Gala"

A semi-formal dinner with music and entertainment. Celebrate excellence in librarianship with awards and honors. Ocean-themed attire encouraged!

# Friday, February 21

# 8AM-9AM Registration & Breakfast, Foyer

Meet and greet, pick up conference materials. Enjoy a light breakfast inspired by coastal cuisines.



9AM-9:30AM

# Opening Keynote, Grand Ballroom "Diving into the Future:

"Diving into the Future:
Oceans of Opportunity"
A visionary look at how libraries can emulate the ocean's vastness in fostering knowledge and connectivity.

Dr. Marina Waters, Director of Global Libraries

# 9:45<sub>AM</sub>-10:45<sub>AM</sub>

# Discussion Panel, Grand Ballroom

"Charting the Course – Navigating the Digital Waves"
Discussion on emerging technologies, e-resources, and the balance between physical and digital collections.

# 11AM-12PM Breakout Sessions

"Currents of Change: Leading in Uncharted Waters"

"Under the Surface: Innovations for Archives"

"Building Sustainable Libraries: A Green Approach to Ocean Conservation"

# 12PM-1PM Networking Lunch, Grand Ballroom

"Seafood Feast & Coastal Conversations"

Enjoy a catered lunch featuring regional seafood while networking with colleagues and vendors.

8

# **NOTES**



# Places to Visit

Here are some notable places to visit around the hotel:

#### University of Memphis Campus

3720 Alumni Ave, Memphis, TN 38152
The University of Memphis campus is beautiful for a stroll. You can visit
Lambuth University Chapel and enjoy the landscape, sculptures, and
student life.

# Memphis Botanic Garden

750 Cherry Rd, Memphis, TN 38117
A beautiful green space with various themed gardens, including rose,
Japanese, and butterfly gardens. It's a peaceful spot for a stroll or a
relaxing break in nature.

# Memphis Pink Palace Museum

3050 Central Ave, Memphis, TN 38111 A unique historical and science museum housed in a beautiful mansion. It offers exhibits on Memphis history, dinosaurs, and a planetarium.

# Art Museum of the University of Memphis

3750 Norriswood Ave, Memphis, TN 38152 This museum offers a collection of Egyptian antiquities, art, and rotating exhibits featuring local and international artists.

# Overton Park

1914 Poplar Ave, Memphis, TN 38104 Overton Park is a sprawling green space with several attractions, including the Memphis Zoo, Overton Golf Course, and the Brooks Museum of Art.



3











# Order of Events February 21 8 am Welcome Breakfast 9 am Opening Keynote 9:45 am Discussion Panel 11 am Breakout Sessions 12 pm Networking Luncheon 1:15 pm Workshop 2:30 pm Interactive Session 3:45 pm Roundtable Discussions 5 pm Opening Reception February 22 8:30 am Continental Breakfast 9:30 am Plenary Session 10:45 am Breakout Sessions 12 pm Lunch 1:15 pm Interactive Panel 2:30 pm Workshop 3:45 pm Discussion Panel 5 pm Social February 23 8:30 am Breakfast & Exhibition Hall 9:30 am Keynote 10:45 am Breakout Sessions 12 pm Lunch 1:15 pm Panel Discussion 2:30 pm Workshop 3:45 pm Closing Remarks & Farewell





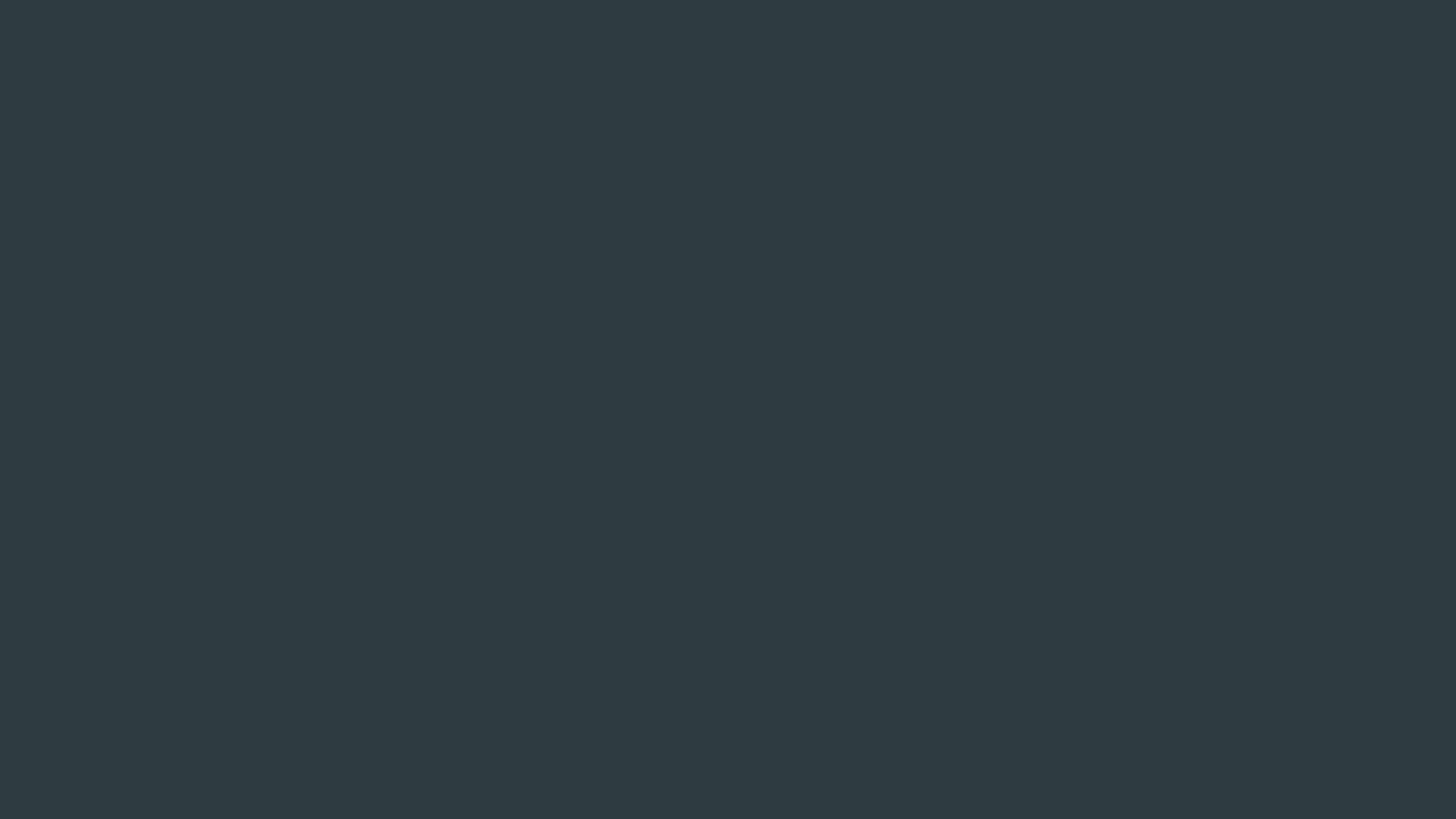


# Holiday Inn Memphis—University of Memphis 3700 Central Ave, Memphis, TN 38111 (901) 678-8200 Conference Check-In Times:

Fri, Sat-8:00 am

Conference Check-Out Times: Fri, Sat, Sun-5:00 pm

For questions, please contact us at (901) 555-1234.



Gaming in the 1970s takes readers on a nostalgic trip back to the dawn of the video game era. This book examines the rise of arcade culture and the introduction of home consoles, highlighting how these innovations shaped the gaming landscape. Through engaging anecdotes and in-depth analysis, it uncovers the cultural impact and technological advancements of the generation. Perfect for retro enthusiasts and newcomers alike, it celebrates the pioneering spirit that laid the groundwork for the future of gaming.

"An immersive journey back to the golden age of gaming, capturing the nostalgia, innovation, and excitement of the 70s arcade scene. A must-read for any fan of classic games!"

Gary McKayVice-President & General Manager of BioWare

Gerald Martin is a renowned video game historian and author, known for his deep dive into the evolution of gaming. With a passion for preserving the stories behind iconic games and consoles, he has authored a popular series of books that explore the cultural impact and technological breakthroughs of video game history. His engaging storytelling and meticulous research makes him a trusted voice for gamers and enthusiasts.

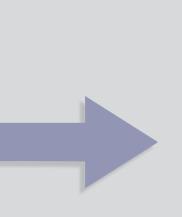
Visit MonterayPublishing.com for news about this series and upcoming publications.





# Gaming in the 1970s









the 1970s



Gaming in the 1900s delves into the vibrant decade that revolutionized the video game industry. From the explosion of home consoles like the NES to the rise of legendary games like Pac-Man and Super Mario Bros., this book explores the cultural and technological milestones that defined the era. Packed with nostalgic insights, it's an extensive deep dive into the games, trends, and innovations that shaped the future of gaming. Perfect for both enthusiasts and newcomers looking to understand the roots of modern gaming.

"A thrilling tribute to the neon-soaked 80s gaming era, capturing the rise of home consoles, iconic titles, new graphics, and the dawn of gaming as we know it.

A must-read for any retro gaming fan."

Alan Hartman, Head of Xbox Game Studios

Gerald Martin is a renowned video game historian and author, known for his deep dive into the evolution of gaming. With a passion for preserving the stories behind iconic games and consoles, he has authored a popular series of books that explore the cultural impact and technological breakthroughs of video game history. His engaging storytelling and meticulous research makes him a trusted voice for gamers and enthusiasts.



Visit MonterayPublishing.com for news about this series and upcoming publications.





Power Up: Video Games through the Years

# Gaming in the 1980s









Gaming in the

1980s

Gaming in the 1990s captures the transformation of the ever evolving video game landscape during a pivotal decade. It explores the rise of 3D graphics, the launch of groundbreaking consoles like the PlayStation, XBox, and Nintendo 64, and the emergence of beloved franchises such as Final Fantasy and Sonic the Hedgehog. This book highlights the cultural phenomena that shaped a generation of gamers. A perfect blend of nostalgia and history, it's a must-read for anyone eager to understand the roots of modern gaming.

"A captivating journey through the game-changing 90s, where 3D graphics, iconic franchises, and a new era of gaming were born. Essential reading for gamers and historians who loves the golden age of consoles and PCs."

Åsa Bredin, Mojang Studios Studio Head



Gerald Martin is a renowned video game historian and author, known for his deep dive into the evolution of gaming. With a passion for preserving the stories behind iconic games and consoles, he has authored a popular series of books that explore the cultural impact and technological breakthroughs of video game history. His engaging storytelling and meticulous research makes him a trusted voice for gamers and enthusiasts.



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Power Up: Video Games through the Years

# Gaming in the 1990s



Gaming in the 1990s



Gaming in the PCCC's examines a decade that reshaped the video game industry through technological advancements and the rise of online gaming. This book highlights the launch of consoles like the Xbox and PlayStation 2, and the emergence of franchises such as Halo and World of Warcraft. With critical insights, it reveals how gaming became a mainstream cultural phenomenon, connecting players worldwide. This comprehensive look at the era is essential for understanding the foundations of today's gaming landscape.

"A thorough exploration of the 2000s gaming revolution, showcasing the rise of online multiplayer, groundbreaking graphics, and iconic franchises that changed the landscape forever. A must-read for anyone passionate about the evolution of gaming!"

Brian Raffel, Raven Software Corporation Studio Head



Gerald Martin is a renowned video game historian and author, known for his deep dive into the evolution of gaming. With a passion for preserving the stories behind iconic games and consoles, he has authored a popular series of books that explore the cultural impact and technological breakthroughs of video game history. His engaging storytelling and meticulous research makes him a trusted voice for gamers and enthusiasts.



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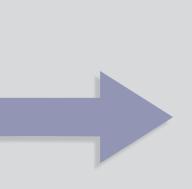


Gaming in the

Power Up: Video Games through the Years

# Gaming in the 2000s











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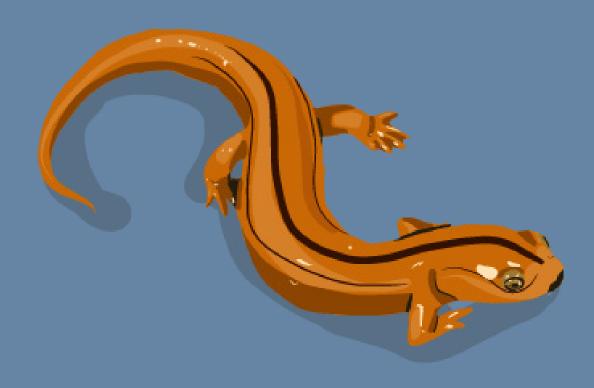






# Amphibians







# Mammals





# Order Forms



# WHOLESALE BARE ROOT FRUIT TREES 2025

To order stock for winter supply 2025, a minimum 50% non-refundable deposit is required. Final amounts will be due upon delivery, including shipping. The minimum order is \$600, and free shipping is available for orders over \$2400. Shipments will begin in December and continue until March 2025.

Elliott's Nursery will place your order upon receiving the deposit, but availability is subject to supplier stock and, although rare, crop issues. If your trees are unavailable, you can either defer your order to the following year or choose a substitute. We will provide timely updates regarding your order status throughout the process.

Please note that bare root trees may experience an average 10% loss rate, which is a natural occurrence.

Elliott's Nursery strives to provide healthy trees but cannot be held responsible for any losses.

By purchasing trees, you confirm that you have read and understood this information. For questions, please contact us via phone or email.

All completed forms can be mailed or emailed to the following:

P.O. Box 697, Bay Minette, AL 36507 elliottsnurseryllc@gmail.com

Any questions can be directed to: Brandon Elliott, (251) 298–9768

Name			Date	
Email				
Address		Phone		
Audi 633	State		Zip	

\*1 quantity is a bundle of 5 trees

<sup>+</sup>A bundle is \$60

^All card transactions will have a 3.5% convenience fee added

Available Varieties	Qty⁺	Available Varieties	Qty <sup>*</sup>
APRICOT		PEACH	
Early Golden		Belle of Georgia	
Moorpark		Contender	
APPLE		Elberta	
Anna		Florida Glo	
Arkansas Black		Florida King	
Fuji		Florida Prince	
Gala		Indian Blood	
Golden Delicious		Redhaven	
Granny Smith		Redskin	
Honeycrisp		PEAR	
Red Delicious		Bartlett	
Winesap		Kieffer	
Yates		Moonglow	
GRAPE		Olympic Asian	
Concord Seedless		Orient	
Red Flame Seedless		Pineapple Pear	
Thompson Seedless		Shinko Asian	
MUSCADINE		Sugar	
Bronze Scuppernong		PLUM	
Carlos		AU Rosa	
Cowart		Black Amber	
Jumbo		Blue Damson	
NECTARINE		Bruce	
Sungold		Gold	
Sunred		Green Gage	
Surecrop		Methley	
PERSIMMON		Ozark	
American		Ruby Sweet	
Fuyu		Stanley	

Credit Card No. <sup>^</sup>					Totals	Qty*
Exp. Date	CCV		No. of Bundles			
Name on Card					Х	\$60⁺
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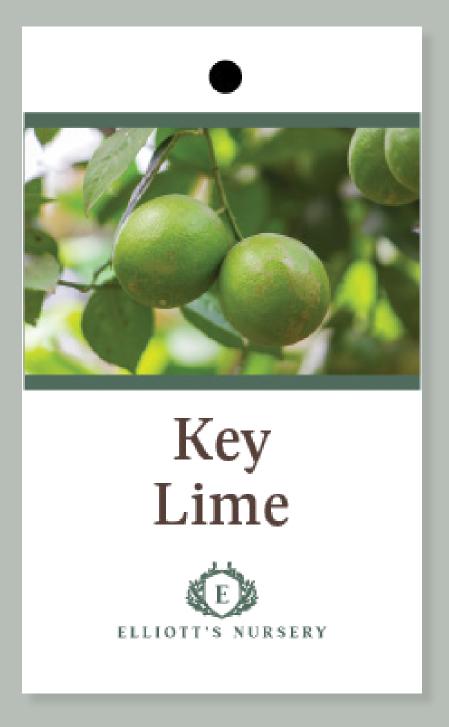


# Wholesale Bare Root Fruit Trees 2025 Inventory

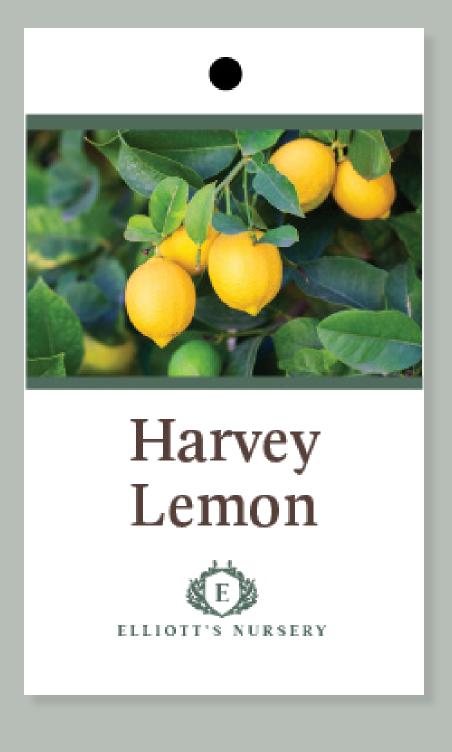
Available Varieties	Chill Hrs	Hardiness	Pollination Type	Height	Available Varieties	Chill Hrs	Hardiness	Pollination Type	Height
		Apricot					Peach		
Early Golden	300-500	Zone 5-8	Self-Fertile	15'-20'	Belle of Georgia	750-850	Zone 5-8	Self-Fertile	15'-25'
Moorpark	600-700	Zone 5-8	Self-Fertile	15'-20'	Contender	900-1000	Zone 5-9	Self-Fertile	10'-15'
		Apple			Elberta	600-950	Zone 5-9	Self-Fertile	12'-15'
Anna	200-300	Zone 5-10	Partially Self-Fertile	15'-30'	Florida Glo	150-200	Zone 7-10	Self-Fertile	12'-15'
Arkansas Black	500-700	Zone 4-8	Not Self-Fertile	12'-15'	Florida King	300-450	Zone 6-9	Self-Fertile	12'-15'
Fuji	200-400	Zone 4-8	Not Self-Fertile	20'-25'	Florida Prince	150-200	Zone 7-10	Self-Fertile	12'-15'
Gala	500-800	Zone 5-8	Not Self-Fertile	20'-25'	Indian Blood	750-900	Zone 4-8	Self-Fertile	12'-15'
Golden Delicious	600-700	Zone 4-8	Self-Fertile	20′-30′	Redhaven	800-900	Zone 5-9	Self-Fertile	12'-15'
Granny Smith	400-600	Zone 6-9	Self-Fertile	12'-14'	Redskin	700-800	Zone 5-9	Self-Fertile	15'-20'
Honeycrisp	800-1000	Zone 4-8	Not Self-Fertile	14'-18'			Pear		
Red Delicious	800-900	Zone4-8	Not Self-Fertile	10'-25'	Bartlett	750-800	Zone 5-7	Not Self-Fertile	15′-20′
Winesap	500-800	Zone 5-8	Not Self-Fertile	10'-25'	Kieffer	350-400	Zone 4-9	Self-Fertile	15′-20′
Yates	900-1000	Zone 5-8	Not Self-Fertile	12'-20'	Moonglow	400-500	Zone 5-8	Not Self-Fertile	15′-20′
		Grape			Olympic Asian	350-500	Zone 5-8	Not Self-Fertile	15′-20′
Concord Seedless	100-200	Zone 5-8	Self-Fertile	15'-20'	Orient	350-400	Zone 5-8	Not Self-Fertile	12'-20'
Red Flame Seedless	100-200	Zone 7-10	Self-Fertile	15'-20'	Pineapple Pear	150-200	Zone 5-9	Self-Fertile	10'-15'
Thompson Seedless	100-200	Zone 7-9	Self-Fertile	15'-20'	Shinko Asian	400-450	Zone 5-9	Not Self-Fertile	12'-20'
		Muscadine			Sugar	200-300	Zone 5-8	Not Self-Fertile	15′-20′
Bronze Scuppernong	200-500	Zone 7-10	Not Self-Fertile	15'-20'			Plum		
Carlos	200-500	Zone 7-10	Self-Fertile	15'-20'	AU Rosa	700-750	Zone 6-9	Self-Fertile	12'-25'
Cowart	200-500	Zone 7-10	Self-Fertile	15'-20'	Black Amber	400-450	Zone 5-9	Not Self-Fertile	15′-20′
Jumbo	200-500	Zone 7-10	Not Self-Fertile	15'-20'	Blue Damson	600-800	Zone 5-9	Self-Fertile	15′-20′
		Nectarine			Bruce	400-500	Zone 5-9	Not Self-Fertile	10′-20′
Sungold	600-800	Zone 5-8	Self-Fertile	12'-15'	Gold	300-400	Zone 5-9	Self-Fertile	12'-20'
Sunred	200-300	Zone 8-9	Self-Fertile	12'-15'	Green Gage	600-700	Zone 5-9	Self-Fertile	12'-20'
Surecrop	900-1000	Zone 4-8	Self-Fertile	12'-15'	Methley	150-250	Zone 5-9	Self-Fertile	12'-15'
		Persimmon			Ozark	700-800	Zone 5-9	Self-Fertile	15′-20′
American	100-400	Zone 4-9	Not Self-Fertile	35'-60'	Ruby Sweet	400-500	Zone 6-8	Not Self-Fertile	15′-20′
Fuyu	100-200	Zone 7-10	Self-Fertile	25'-35'	Stanley	600-700	Zone 5-8	Self-Fertile	15'-20'

Available Varieties	Chill Hrs	Hardiness	Pollination Type	Height
		Peach		
Belle of Georgia	750-850	Zone 5-8	Self-Fertile	15′-25′
Contender	900-1000	Zone 5-9	Self-Fertile	10′-15′
Elberta	600-950	Zone 5-9	Self-Fertile	12'-15'
Florida Glo	150-200	Zone 7-10	Self-Fertile	12'-15'
Florida King	300-450	Zone 6-9	Self-Fertile	12'-15'
Florida Prince	150-200	Zone 7-10	Self-Fertile	12'-15'
Indian Blood	750-900	Zone 4-8	Self-Fertile	12'-15'
Redhaven	800-900	Zone 5-9	Self-Fertile	12'-15'
Redskin	700-800	Zone 5-9	Self-Fertile	15′-20′

# Fruit Labels

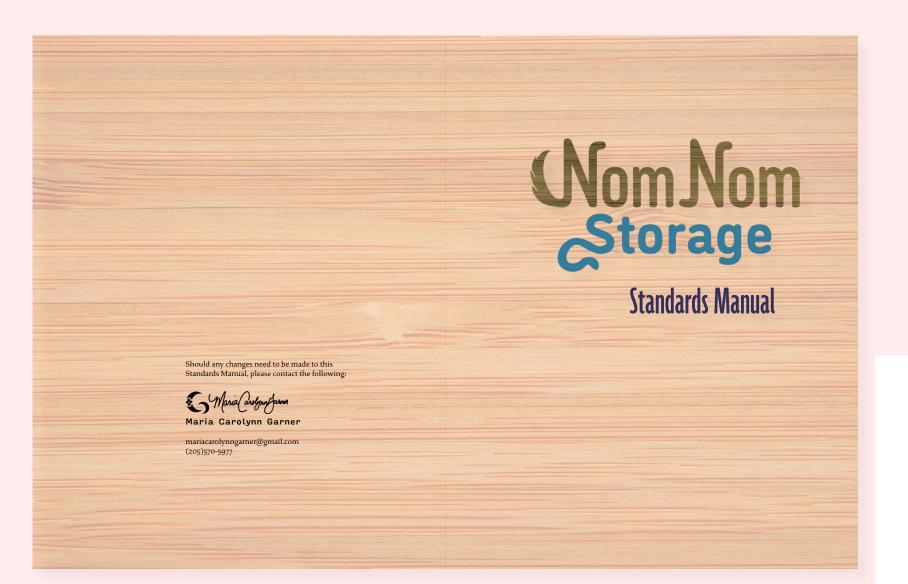












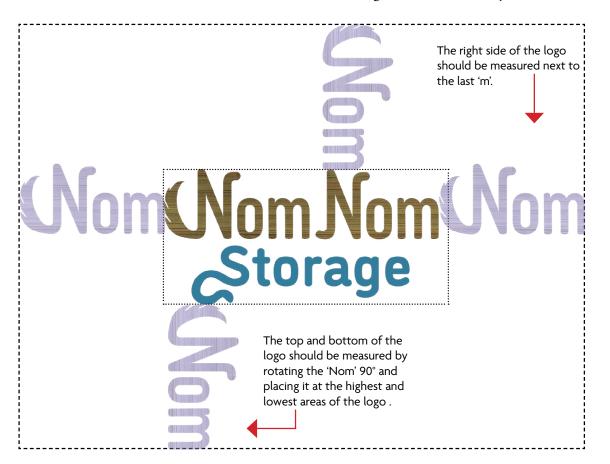
Logo



# Clearspace

This clearspace measure is to be used anytime the logo is used in any interation. The only exception is when the logo is to be used online.

To measure the space around the logo use the first 'Nom' in the logo. As illustrated below, the logo is proportionally spaced. Refrain from using the second 'Nom' as the logo is reactive and can be changed to fit the intended space.



# Preferred Use

# Multi-Colored Logo

The multi-colored logo should be used by itself. It should never be used with text.

This logo is reactive and can be used on the website and all social media platforms.



# Monochrome Logo

The monochrome logo should be used instead of the multicolored logo when there is an oversaturation of color in ads and social media platforms. It should never be used with text

This logo is also reactive.



# Black Logo

The black logo should be used with body copy, captions, and disclaimers. It should never be used as the main logo unless the advertisement is a majority grayscale.

The inverse of this logo should only be used when the ad is too hard to legibly read the black.



Ş

# (ats

For any live cats that are used for advertisements, the website, or social media platforms please source from local animal shelters. The chosen felines have to fit with the intended purpose of the design. Each time live cats are used there must be information about the shelter the animals came from.

We do not descriminate against purebreds; however, we do not support irresponsible breeders and pet stores. If purebreds are used, there has to be a disclaimer stating NomNom Storage's stance on purebred breeding and irresponsible pet stores. Below are examples of cats that can be used.

NomNomStorage DOES NOT DISCRIMINATE AGAINST AGE OR DISABILITIES WHEN IT COMES TO ANIMALS.



Misha is a 3 month old kitten who was adopted following being showcased in the  $\,$ 2021 Valentine's Day campaign.

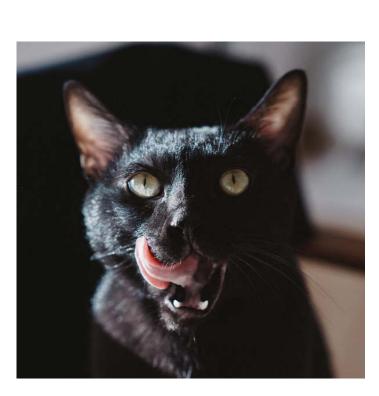


Lightbulb is a 6 year old black cat who was adopted after appearing in the Halloween campaign of 2022.



adopted immediately after appearing in the Spring campaign of 2023.





Lightbulb is a 6 year old black cat who was adopted after appearing in the Halloween campaign of 2022.

# **Typeface**

# Agenda One Compressed

# Headlines

Agenda One Compressed is our primary typeface for headlines. It should be used to compliment Study Regular & Study Light. It should never be used for subheadlines, body text, or captions. It should never be displayed below 36 points.

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# Subheadlines

Agenda One Compressed is our primary typeface for subheadlines. It should be used to compliment Study Regular & Study Light. It should never be used for headlines, body text, or captions. It should never be displayed below 24 points.

# ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# Study

# **Body Text**

Study Regular is our primary typeface for body text. It should be used to compliment Agenda One Compressed. It should never be used for headlines, subheadlines, or captions. It should never be displayed below 12 points.

# ABCDEFGHIJKLMNOPQRST UVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# **Captions**

Study Light is our primary typeface for captions. It should be used to compliment Agenda One Compressed. It should never be used for headlines, subheadlines, or bodytext. It should never be displayed below 8 points.

# ABCDEFGHIJKLMNOPQRST UVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

# (olors

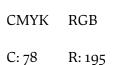
# Usage

# Primary

The primary color palette uses cool blues complimented by brown. This palette should be used for the main logo. These colors can be used when created digital illustrations for ads, the website, and social media graphics.

These are approved colors. Deviation from these colors must always be approved by the Head of Graphic Design.







R: 195 M: 36 B: 209 Y: 26 C: 221 K: 13 K: 32

CMYK RGB C: 44 R: 124 M: 57 B: 91 Y: 81 C: 52

# Secondary

The seconday color palette uses variations of purple. This palette should be used for the monochrome logo. These colors can be used when created digital illustrations for ads, the website, and social media graphics.

These are approved colors. Deviation from these colors must always be approved by the Head of Graphic Design.



C: 78

M: 36

Y: 26

K: 1

R: 53

B: 133

C: 166

СМҮК	RGB	CM
C: 89	R: 55	C: 8

B: 45

C: 84

M: 88

Y: 37

K: 31



CMYK RGB C: 43 R: 160 B: 147 M: 44 Y: 2 C: 197 K: o







# **A Note From Editor-In-Chief**

Dear Valued Readers,

As the world awakens to the gentle warmth of spring, we extend a heartfelt welcome to the latest edition of our newsletter. In this season of rejuvenation, we are excited to share insights, updates, and stories that resonate with the pulse of the agricultural community.

Spring symbolizes renewal, and much like the blossoms in the orchards, we witness the growth and resilience of our farming communities. In this issue, we shine a spotlight on the innovative practices and sustainable

approaches that propel agriculture forward. From technological breakthroughs to the timeless wisdom of seasoned farmers, our pages are brimming with the tapestry of the agricultural landscape.

As we navigate the evolving trends and challenges in the industry, our commitment to keeping you informed remains steadfast. We've curated a collection of articles and precision farming, climate-resilient crops, and the vital role of community-supported agriculture.

Our newsletter serves as a bridge, connecting you with the wealth of knowledge within the agricultural realm. We understand that your

role in this community is not just a vocation but a way of life. With each passing season, we strive to bring you content that not only informs but also inspires and celebrates the passion that fuels your commitment to the land.

As you leaf through these pages, may you find inspiration and practical insights that resonate with your journey in agriculture. We invite features that delve into topics such as you to embrace the spirit of spring, a season that mirrors the boundless potential and growth inherent in the fields you tend.

> Thank you for being a part of our agricultural family. Here's to a flourishing spring and an abundant of green fields and golden harvests.

Warm regards,

Theodore Ross Editor-in-Chief, Food & Environment Reporting Network

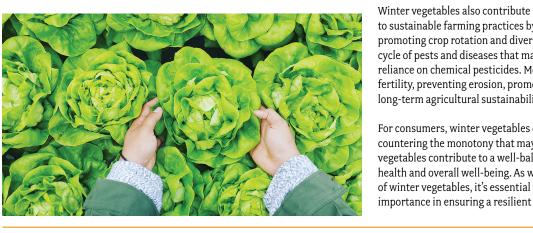


# **Importance of Winter Veggies**

Keyleth Mercer

Winter vegetables play a crucial role in sustaining agricultural productivity during the colder months, providing a myriad of benefits for both farmers and consumers alike. These resilient crops are well-adapted to withstand lower temperatures, contributing significantly to the diversity and nutritional value of our diets.

One of the key advantages of winter vegetables is their ability to thrive in cooler climates, allowing farmers to maintain a steady income throughout the



**Bottom Left:** Farmer checks on her cabbages. Image courtesy of Markus Spiske on unsplash.com.

**Top Right:** Farmer's son waters their radishes. Image courtesy of Phúc Long on unsplash.com.

year. Cruciferous vegetables such as kale, broccoli, and Brussels sprouts are not only hardy but also rich in essential nutrients like vitamins A and C. Their cultivation during the winter season ensures a fresh and nutritious supply, bolstering the overall health of the population.

to sustainable farming practices by promoting crop rotation and diversification. These crops help break the life cycle of pests and diseases that may affect other seasonal plants, reducing the reliance on chemical pesticides. Moreover, their cultivation enhances soil fertility, preventing erosion, promotion of aerating insects, and promoting long-term agricultural sustainability.

For consumers, winter vegetables offer a welcome variety in their diets, countering the monotony that may accompany the colder months. These vegetables contribute to a well-balanced nutrition profile, supporting immune health and overall well-being. As we appreciate the vibrant colors and flavors of winter vegetables, it's essential to recognize and celebrate their agricultural importance in ensuring a resilient and nourishing food supply.

# **An Abundance of Wheat**

Fearne Calloway

In recent years, the United States has witnessed a remarkable resurgence in wheat production, signaling a promising era for farmers, consumers, and the agricultural sector. This renewal is attributed to a combination of technological advancements, innovative farming practices, and a growing global demand for wheat-based products.

One of the key contributors to this revitalization is the adoption of precision agriculture. Farmers are leveraging cutting-edge technologies such as GPS-guided tractors, drones, and sensors to optimize planting, irrigation, and harvesting processes. This not only enhances efficiency but also minimizes resource wastage, contributing to sustainable farming practices.

Furthermore, the development of new wheat varieties with greatly improved resistance to pests, nutritent obsorption, and diseases has bolstered yields. Scientists and agricultural researchers have collaborated to create strains that thrive in diverse climates, allowing farmers to cultivate wheat in regions previously deemed unsuitable.

The United States' commitment to research and development has played a pivotal role in this agricultural renaissance. Government initiatives and partnerships with private institutions have spurred innovation in crop science, leading to the introduction of hardier and higher-yielding wheat varieties.

The surge in global demand for wheat-based products, from bread and pasta to biofuels, has provided American farmers with a lucrative market. This

increased demand, coupled with enhanced productivity, has resulted in a boon for the wheat industry.

In conclusion, the renewed wheat production in the United States is a testament to the resilience and adaptability of the country's agricultural sector. With a focus on technological innovation, sustainable practices, rotation of wheat crops, and strategic research, the nation is sowing the seeds for a flourishing future in wheat production, contributing not only to economic growth but also to global food security.





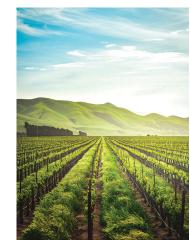
Top RightL: Kansas farmer harvests wheat. Image courtesy of Scott Goodwill on unsplash.com.

**Top Right:** Healthy wheat stalks. mage courtesy of Raphael Rychest on unsplash.com.

# **Estimates for Spring 2024**

Ashton Tealeaf

As the agricultural community gears up for the spring of 2024, early estimates suggest a mixed outlook that combines optimism with a few challenges. Positive factors that are contributing to this optimistic projection include improved farming practices and animal husbandry, technological advancements, and favorable weather conditions in certain drought riddled regions.



**Right:** From the agricultural heart of California. Image courtesy of @adele\_payman on instagram.

agricultural areas in the U.S. The adoption of precision agriculture, incorporating technologies like drones, satellite imagery, and smart sensors, continues to play a pivotal role in

Farmers, ranchers, policymakers, and stakeholders are closely monitoring these indicators, anticipating robust yields, healthy crops and animals in key

optimizing resource management and boosting productivity. This technological integration allows farmers to make data-driven decisions, enhancing overall efficiency in the farming process.

However, challenges persist, primarily driven by climate change uncertainties. Unpredictable weather patterns and the ongoing impact of climate change pose risks to crop yields and agricultural supply chains. Additionally, external factors, such as geopolitical tensions and trade disputes, introduce elements of uncertainty that could influence market prices and export opportunities.

As the sector grapples with these challenges, the spring 2024 agricultural estimates serve as a crucial guide, highlighting the need for resilience and adaptability in ensuring a stable and secure global food supply.

# **Hello Bees**

Genevieve Lavorre

In recent years, there has been a heartening shift in the fate of our buzzing friends—the bees. Long regarded as the unsung heroes of our ecosystems, bees play a crucial role in pollinating crops and sustaining biodiversity. After facing alarming declines due to factors such as habitat loss, pesticide use, and climate change, there is now a remarkable resurgence in bee populations, offering a glimmer of hope for both environmentalists and agriculturists.

One of the contributing factors to this trend is the increased awareness surrounding the importance of bees in maintaining a healthy ecosystem. Conservation efforts have gained momentum, with individuals, communities, and governments taking steps to protect and restore bee habitats. Bee-friendly initiatives, like planting pollinator-friendly gardens and creating designated bee-friendly zones, have become more prevalent.

Furthermore, a growing emphasis on sustainable farming practices has led to a reduction in the use of harmful pesticides that adversely affect bee populations. Farmers are increasingly adopting bee-friendly agricultural methods, recognizing the symbiotic relationship between healthy bee populations and successful crop yields.

Climate change mitigation efforts also play a role, as more people become conscious of their carbon footprint and work towards a sustainable future. The interconnectedness of ecosystems highlights the significance of a balanced and thriving bee population, influencing not only agricultural landscapes but also the health of entire ecosystems.

While the resurgence of bee populations is a positive development, continued efforts are crucial to ensure the long-term survival of these essential pollinators. By fostering a deeper understanding of the intricate web of life that

> **Bottom Left:** Beekeeper tending to bees. Image courtesy of Bianca Ackermann on unsplash.com.

bees sustain, we can collectively contribute to a future where the hum of bees remains a symphony in our flourishing natural world. The resurgence of bees in the United States is an encouraging sign of environmental restoration and a positive step forward in addressing the alarming bee population declines of past decades. Bees are essential pollinators, responsible for about one-third of the food we eat, including fruits, vegetables, and nuts. However, in recent years, U.S. bee populations have faced unprecedented threats from habitat loss, pesticide exposure, disease, and climate change.

A resurgence of bee populations can be attributed in part to increased awareness and proactive measures from both government and private sectors. The U.S. Department of Agriculture (USDA), for instance, has been actively supporting bee conservation initiatives. Programs incentivizing farmers to adopt bee-friendly practices—like planting wildflower strips, reducing pesticide use, and maintaining diverse floral resources—have helped create safer environments for pollinators. Homeowners, schools, and local communities are increasingly planting native wildflowers and installing "bee hotels" to offer nesting spaces for solitary bees. Businesses are also adopting rooftop bee gardens in urban spaces, adding crucial habitats for bees in densely populated areas.and conservation organizations. Research in apiary health has made strides as well, enabling beekeepers to more effectively manage diseases and parasites that previously devastated colonies.



# **Bovine and the Mississippi**

Yasha Nydoorin



Top Left: Cows from farm in Muscatine, Iowa

The Mississippi River, one of the longest and most influential rivers in North America, plays a crucial role in the agricultural landscape of the United States. However, the presence of cow farms along its banks has raised concerns about both the agricultural and environmental consequences. This article explores the dual impact of these farms on the Mississippi River ecosystem.

Cow farms contribute significantly to the agricultural landscape, providing a steady supply of meat and dairy products. The fertile soils along the Mississippi

"Cows along the Mississippi shape ecosystems; mindful management is vital for water quality and biodiversity."

Caleb Widogast

River have made the region a hotspot for cattle farming. However, the concentration of cow farms in this area has led to several challenges.

Firstly, the intensive use of fertilizers and pesticides on these farms has increased nutrient runoff into the river. Excessive nutrients like nitrogen and phosphorus can lead to water pollution, causing algal blooms and disrupting the aquatic ecosystem. The Gulf of Mexico, where the Mississippi River empties into, experiences a "dead zone" each year, characterized by oxygen-depleted waters harmful to marine life.

Secondly, the clearing of land for pasture and feed production has contributed to habitat loss and fragmentation. This has a direct impact on the diverse flora and fauna that depend on the river's ecosystem. It disrupts natural habitats, affecting migratory patterns and the overall biodiversity of the region.

In addition to the agricultural challenges, cow farms along the Mississippi River also pose environmental concerns. The release of methane, a potent greenhouse gas, during enteric fermentation in cows contributes to climate change. As the demand for beef and dairy products continues to rise, so does the global population of cattle, intensifying this environmental issue. Moreover, the waste generated by cow farms, including manure, can contaminate water sources if not managed properly. Runoff from these farms carries pathogens and pollutants into the river, compromising water quality and posing a threat to both human and aquatic life. Addressing proper waste management practices is essential to mitigate these risks.

To address the agricultural and environmental challenges posed by cow farms along the Mississippi River, sustainable practices must be embraced. Implementing precision farming techniques, such as targeted nutrient application, can help reduce the impact of fertilizers on water quality. Rotational grazing systems and responsible land management practices can mitigate habitat loss and fragmentation.

Additionally, investing in technology to capture and utilize methane emissions from cows can help curb the environmental impact of greenhouse gases. Promoting responsible waste management and enforcing regulations to limit runoff will also contribute to the overall health of the Mississippi River ecosystem. It is to be noted that such technology must also be affordable.

While cow farms along the Mississippi River play a vital role in meeting the demand for food products, their environmental and agricultural consequences cannot be ignored. Embracing sustainable practices and implementing responsible management strategies is crucial to balance the benefits of agriculture with the preservation of the delicate ecosystem along the Mississippi River. It is imperative that farmers, policymakers, and the community work together to find solutions that promote both agricultural productivity and environmental conservation.











# **How to Use This Stamp Book** このスタンプ帳の使い方

Descriptions of activities in current city/day will be on this side of the book. Photos will be included to show areas being visited.

The itinerary is subject to change. Below is an example:

# February 29 3月25日

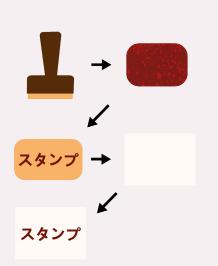
Kyoto 京都

Visit Tenryu-ji Temple 天龍寺 at Temizu-ya Pavillion 手水屋館. Stroll through Arashiyama Bamboo Grove 嵐山の竹林 to experience the enchanting bamboo forests. Tour Kyoto Imperial Palace 京都御所, the former residence of the imperial family from 1331 to 1869 CE.



# Stamps スタンプ

Different restaurants, businesses, & tourist stops will have an area where one can stamp this side. To the right is a diagram of how to stamp this side.



3



**This 14-day odyssey** weaves together the cultural tapestry of Japan 日本, from the bustling metropolis of Tokyo 東京 to the serene gardens of Kyoto 京都 and the historical charm of Kanazawa 金沢. This tour promises an experience of Japan's diverse traditions that culinary fans and stamp collectors will enjoy.

# Tokyo 東京 Day 1–3, A Culinary Odyssey

Explore Tokyo's 東京の blend of tradition & modernity. Experience cultural immersion with sushi, themed cafes, & a Ueno 上野 feast.



# Kyoto 京都 Day 4-6, Serene Temples & Gastronomy Unveiled

Visit Kyoto 京都 for a journey amid a thousand temples. Enjoy kaiseki 会席料理 dining, matcha tea, & traditional sweets in Uji 宇治 . Experience hanami 花見 at Maruyama Park 円山公園.



# Osaka 大阪 Day 7-9, Gastronomic & Philatelic Gems

Explore historic Osaka Castle 大阪城, & savor Kuromon Ichiba Market's 黒門市場の diverse vibrant nightlife delicacies.



# Hiroshima 広島 & Miyajima 宮島 Day 10-12, A Fusion of History & Exploration of Flavor

Explore Hiroshima's 広島 Peace Memorial Park 平和記念公園, historic sites, & Miyajima's 宮島 iconic floating torii gate 鳥居. Enjoy Hiroshima-style okonomiyaki 広島風お好み焼き & serene island landscapes.



# Kanazawa 金沢 Day 13–14, Culinary Artistry & Stamp Collecting Finesse

Travel to Kanazawa 金沢 stroll through the Nagamachi samurai district 長町武家屋敷跡. Indulge in fresh seafood cuisine at Omicho Market 近江町市場.



# Travel to Kyoto 京都

**March 28,**3月28日

Explore & participate in h& washing at Fushimi Inari Shrine 伏見稲荷大社.

Walk through Maruyama Park 円山公園, the Philosopher's Path, to experience hanami 花見 (cherry blossom viewing).

Enjoy dinner at restaurants in the historic Gion district 祇園地区.



# **March 29,** 3月29日

Visit Kinkaku-ji 金閣寺 (Golden Pavilion) & surrounding areas.

Experience chanoyu 茶の湯 (a traditional Japanese tea ceremony) in one of Kyoto's 京都の historic tea houses.

Try kaiseki 会席料理 (traditional multi-course meal) for dinner.



# **March 30,** 3月30日

Walk through the bamboo forest at Arashiyama Bamboo Grove 嵐山の竹林.

Enjoy matcha tea & traditional sweets in Uji 宇治.

Dine in Pontocho 先斗町, known for its narrow alleyways, traditional architecture, & many restaurants.



# **Stamps** スタンプ

# **Welcome to the Tour!**

ツアーへようこそ!

**Savor authentic Japanese cuisine** on a 14-day culinary journey. Explore diverse flavors, from Tokyo's 東京の street foods to Kyoto's 京都の kaiseki 会席料理 dining. Immerse yourself in the art of sushi, ramen, & local delicacies.

# Travel Budget 旅行の予算とヒント

Planning a budget for a food & stamp tour of Japan in March involves considering various factors, including meals, transportation, plane tickets, accommodations, & stamp-collecting activities. Below is an estimated cost for this Spring's tour.

#### **Plane Tickets**

International round-trip flights: \$800 - \$1,500 (depending on the departure location, time of booking, & airline)

#### Accommodations

Budget hotels & guesthouses: \$70 - \$150 per night Mid-range hotels: \$150 - \$250 per night Upscale hotels or ryokans: \$250 - \$500 per night

Estimated total for 14 nights: \$980 - \$7,000

# **In-country Transportation**

Japan Rail Pass (14-day pass for unlimited travel): \$300 - \$500 Local transportation (subways, buses, taxis): \$20 - \$50 per day

Estimated total for transportation: \$320 - \$550

# Food & Dining

Meals at local eateries & street food: \$20 - \$50 per day Mid-range restaurants: \$50 - \$100 per meal Fine dining experiences: \$100 - \$300+ per meal

Estimated total for food: \$560 - \$1,500

#### **Attractions & Activities**

Entrance fees to attractions: \$100 - \$200 Excursions & special food experiences: \$200 - \$500

Estimated total for activities: \$300 - \$700

Miscellaneous (SIM cards, souvenirs, etc.): \$100 - \$200

Total Estimated Budget Range: \$2,260 - \$10,950

# **Travel Tips** 旅行のヒント

# Transport Efficiency

Utilize Japan's efficient public transport—Shinkansen 新幹線, local trains, & buses.

#### Cash & Cards

Bring sufficient cash, including change; many places prefer it over cards.

# **Language Basics**

Learn a few Japanese phrases; locals appreciate the effort & will make exploring Japan easier.

# **Cultural Etiquette**

Respect customs; bow slightly when greeting & be mindful of noise.

# **Shoe Etiquette**

Remove shoes indoors; follow this common cultural practice. This also pertains to some shops & restaurants.

# **Trash Management**

Carry a small bag for your trash; public bins are rare. If a shop has a bin, please purchase something beforehand.

#### Queueing

Respect lines & queues; it's a crucial cultural norm.

#### Wi-Fi & SIM Cards

Secure mobile connectivity to navigate & communicate. Or check with your provider for international rates.

# Tipping is Uncommon

Service charges are included; tipping isn't customary in Japan.

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# Health Tips

# 健康に関するヒント

#### Insurance 保険

**No one plans on becoming sick.** While travel insurance can be purchased in Japan, it is advised to purchase ahead of your travels. The following websites will offer more information:

https://www.japan.travel/en/plan/travel-insurance-in-japan/

https://www.jnto.go.jp/emergency/eng/mi\_guide.html

# Allergies アレルギー

**Japan has mandated labeling** for 7 specific food ingredient allergens. It is advised to travel with an epinephrine pen at all times. Please research the areas you will be traveling to in Japan.

Below is a chart of allergens & their corresponding Japanese word ith kanji. If there is any time you feel you've been exposed to any allergen then take the epipinephrine injection before going to the nearest hospital. For a list of all other allergens, please refer to this site:

https://livejapan.com/en/article-a0001856/

Allergen	Japanese	Kanji
Egg	Tamago	卵
Milk	Nyu/Nyu-seihin	牛乳
Wheat	Komugi	小麦
Buckwheat	Soba	そば
Peanut	Rakkasei	落花生
Crab	Kani	カニ
Shrimp	Ebi	エビ

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548 3B E Midway St. Red Bluff, CA 96080

JapanFoodTours.com info@japanfoodtours.com