



Winter 2004

Cotton Promotion Bulletin

The International Forum for Cotton Promotion
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To: IFCP Members

From: Jeffrey Silberman
Executive Director

Subject: Spring Cotton Promotion Workshop in Cary, N.C.

We are pleased to announce that the **Cotton Promotion Workshop** will take place in Cary, North Carolina, at the Cotton Incorporated headquarters, from **May 23-May 26, 2004**. Cotton Incorporated, Cotton Council International, and the International Cotton Advisory Committee (ICAC) will host this event.

Cotton Incorporated will present cotton promotion case studies, as well as strategies and techniques for implementing a domestic cotton promotion program.

The program will run as follows:

Participants arrive in Cary, N.C. Sunday, May 23, afternoon, or evening.

Hotel rooms will be provided at no expense May 23, May 24, and May 25, and there is no registration fee. Meals will be provided after Sunday night, and throughout the program. Please note that space is limited.

The Promotion Workshop will begin Monday morning, and will run for the entire day Monday, and the entire day Tuesday. Wednesday morning will be a summary session, recapping the need for promotion programs, and

developing a schedule for beginning implementation. Participants will leave Wednesday afternoon.

The ideal team for this workshop is the **member representative**, accompanied by the **actual developers and implementers** of cotton promotion activity. Please help us identify the implementers by inviting them.

Remember that you must be a member to participate in this event. If you are not a member, you can join by downloading an application from our website, www.cottonpromotion.org.

Space is limited, and so we need to know **who** will be attending as soon as possible, as well as **how many** will attend from each member group. Please RSVP at your earliest convenience by email, fax, or phone.

This will be a tremendous step in moving the IFCP forward, and I urge you to attend. I look forward to seeing all of you there.