Hi Dawn –

Read the PS: PS  We pay all expenses—flight, hotel, etc.

I think idea would go something like this:

A Local Age in A Global World: How Technology And Marketing Can Help Global Players Establish A Direct consumer Connection Around The World

jim

**From:** Dawn Gray [mailto:dawnegray@me.com]  **Sent:** Tuesday, November 20, 2012 4:54 PM **To:** Jim Prevor **Subject:** Re: A thought...

Hi there Jim Prevor !

Wow - thank you so much for thinking of me .. you are too kind .. all those lovely adjectives ! (smile)

I have been thinking hard on a subject that could add value to your audience .

So .. yes I certainly could be available to come to NY on Dec 4,5 and 6th.

My thoughts on subject matter are ... Local vs Locale .. consumers continue to express a desire to understand more about who is growing their food. The " local " movement has a feel good appeal to it. So how can growers / wholesalers / retailers grow their business

by using technology to enhance the grower - consumer connection on a global scale.  For example ... can an NZ apple grower create that connected local cachet with North American consumers to drive business for retail / wholesale / foodservice.  And conversely how can we use technology to connect a  WA apple grower with consumers in Taiwan ?