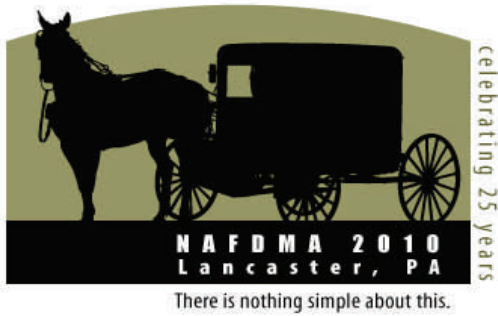


Welcome



2010 North American Farmers' Direct Marketing Convention



Call the NAFDMA office
for more information!
413-529-0386

Experience historic downtown Lancaster with its art, museums, historical attractions, restaurants and cafes, theatres, shops and boutiques. Central Market is a short walk from the headquarters hotel and is open every Tuesday, Friday, and Saturday year-around. It's the country's oldest continuously-operating farmers' market, offering fresh produce, meats, cheeses, baked goods, flowers, craft and much more.

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Feb. 5	Feb. 6	Feb. 7	Feb. 8	Feb. 9	Feb. 10	Feb. 11
Arrival Day	Networking Days			Participation Day	Education Day	Innovation Day
Arrival Registration Orientation Contest Entry	Bus Tour 3-Day School on Wheels			Contests Exhibitor Stage Show & Tell Sessions Round Tables Annual Meeting	Workshops 25 th Anniversary	Keynote Speaker Concurrent Sessions General Session
				Trade Show		

Arrival Day at a NAFDMA Convention is one of the most fun days of the year! It's also a time when ideas flow, discoveries are made, and energy rejuvenation begins.

The organizers of NAFDMA Conventions are well aware – as hard as we work to organize great tours, line up insightful speakers, and work with hotels to provide good food and vacation-like moments - it often happens that the most valuable time spent by attendees is just getting together, sharing a few laughs, and comparing lessons learned from the past year.

Arrival Day is designed to allow you to relax, reconnect, and prepare for the amazing Convention Days ahead.

Bus Tour Registration

Be sure to check in with your assigned bus tour guides at Bus Tour Registration. It takes place at a designated area 6:30 p.m. – 8:30 p.m. All registrants will receive a letter a week or two before the convention with the details. **Everything else is at your leisure...**

Bus tour registration is the only requirement on Arrival Day; everything else is optional, and you can do it on your own schedule. Here are the organized activities as well as other recommendations for your consideration:

Before you leave home coordinate with some friends you haven't seen in a year or two. Make some preliminary arrangements to meet for lunch or dinner in Lancaster on Arrival Day.

Newcomers Reception and Orientation

Some members of the NAFDMA Board of Directors will be hosting a Newcomers Reception and Orientation immediately before bus tour registration. This 45-minute event is designed to help first-time NAFDMA goers best understand how you can take full advantage of your NAFDMA convention experience, and how to ensure you get a great return on your investment of traveling and attending. **VETERAN NAFDMA MEMBERS ARE WELCOME TOO!!!** As a matter of fact, we encourage you to come. The whole idea is to nurture the NETWORKING. We will welcome strategies and testimonials from those who have attended over the past years. Some may even be inclined to become mentors for newcomers from another state!

**Be An Ultimate Networker, and save!
Includes lodging!**

(Package Price is \$1399 before Dec.15, 2009 then \$1499 through Jan. 6, 2010)

Travel Details

Consider driving

Take advantage of Convention Arrival Day in a relaxed way. Lancaster is an easy drive from many locations in the Northeast, Midwest and Southeast. Fill up a car or van from your farm or even carpool with your neighbors. In most cases, even a 6 or 7 hour drive actually takes less time than “home curb to hotel room” air travel from the same distance. Capitalize on travel time by holding your own meeting or business retreat while in your own private automobile space on the drive in, and a complete NAFDMA Convention debriefing on the drive home. Network!

**Note that we have arranged special rates for our convention. Parking is a mere \$3 per vehicle per night at the Marriott. Parking is free at Eden Resort and Suites. (Shuttle provided)



Airline travel

We recommend you fly into Harrisburg International Airport – Olmstead Field (Note: This airport goes by TWO (2) airport codes HIA, and MDT).

Please call **Harrisburg International Airport** for all you travel details.

(Toll-free): (888) 2-FLY-HIA (888 235-9442)(Local): (717) 948-3900

Harrisburg International Airport is served by the following airlines-Air Canada, Air-Tran Airways, Continental Airlines, Delta Air Lines, United Airlines, US Airways-which provide daily, nonstop service to 13 destinations and 100s of connections. It has non-stop service from/to Toronto, Orlando, Cleveland, Newark, Atlanta, Cincinnati, Detroit, Chicago O’Hare, Washington Dulles, Boston, Charlotte and Philadelphia. The same cities provide one-stop connections.

Harrisburg International Airport is a small and relaxing location for arrival and departure. It is located about 45 minutes from our designated hotels. NAFDMA has made special shuttle arrangements for ground transportation from this airport to your hotel. PLEASE CALL Executive Coach Inc.—800-499-5765 to make reservations and get airport shuttle details.

Special Activities

A NAFDMA Convention is so much more than tours, workshops, and sessions!

NAFDMA’s Special Activities provide for added value of relaxing, networking, and regenerating batteries for the next year. NAFDMA’s Special Activities are carefully designed and scheduled to give you unique opportunities to meet new contacts, forge new relationships and rekindle old connections. They range from small group round-table discussions to whole conference meal gatherings. Collectively, the special activities and educational programming combine to provide NAFDMA’s world-class convention. It’s THAT simple!

Arrival Day

Arrival Day is a special activity in its own right. It’s a reunion, a time to make new contacts and a chance to compare notes and business results with other attendees. Check out all the networking opportunities we have in store for you on Arrival Day. Click on the “Arrival Day” mouseover inside the chart at the top of these pages.

Participation Day

Participation Day features the trade show. It includes a full spectrum of learning and networking special activities as well. Check out all the Special Activities loaded into that day by clicking on the “Participation Day” mouseover inside the chart at the top of these pages.

Dinner on your own in Downtown Lancaster

As convention planners, we should hardly tout leaving you to fend for yourself as a “Special Activity.” But in fact, NAFDMA schedules the convention so tightly to ensure value options for all participants, that most people appreciate the dedicated time to kick back with friends and set their own agenda and venue.

Downtown Lancaster has numerous outstanding restaurant and pub options, as well as other things to do upon special arrangement. Check out our “Visiting Lancaster” button on top of these pages. NAFDMA has organized full group dinner plans for you on Sunday, Monday and Wednesday.

Otherwise:

- Tour goers are on their own to enjoy Downtown Lancaster and dinner on Saturday, the first evening of tour.
- Tuesday is Participation Day, take in Trade Show, then, gather with friends for leisurely evening visit and meal.
- After the entire convention is over on Thursday, some will begin their travel home, but most will overnight in Lancaster one more night. What a great opportunity to network one last time before we all part for home the next morning.

Super Bowl Party at Eden Resort and Suites

Will your team still be in the picture on February 7th?

NAFDMA covers the entire continent. So we can always count on there being a few people who are extremely interested in the Super Bowl because their team made it this far. Super Bowl Sunday is a tour day. We’ll have a great dinner at Country Barn and Market. Then a NAFDMA Super Bowl Party is planned at Eden Resort and Suites at kick-off time. Trade show vendors are starting to arrive too, so this is great time to meet and greet in a fun and informal setting in Lancaster. Is that Eagles or Steelers territory?

Conference Kick-off Dinner and Trade Show Opening

The Trade Show starts on Monday at 3:00. Tour goers will converge on the trade show shortly thereafter. New arrivals will be coming in all afternoon. We’ll enjoy an informal style buffet dinner and the trade show hall will be hoping right into the evening as we kick-off the opening of NAFDMA’s conference days.

25th Anniversary Gala Dinner

NAFDMA is all about belonging. Our past is built of hundreds of people’s stories and successes. Our future consists of all of our hopes and dreams. Our values have remained consistent.

What was your first conference? Who else shares that one as their first? What has NAFDMA done for your business, your family, your confidence, your life, your career?

This will be a celebration like no other NAFDMA has seen. It’s a great meal, a multi-media interactive presentation, a bit of music and terrific company. We’ll get a touch of history, a dab of reminiscing and a glimpse of futuristic forecasting during this informal, yet refined evening.

Celebrate Excellence Luncheon

Everyone who is registered for Innovation Day attends the Celebrate Excellence Luncheon. This is where we announce the Celebrate Excellence Contest winners.

We’ll also induct the newest member of the NAFDMA Hall of Fame, present awards for leadership, and introduce the newest members of the Board of Directors who will take the helm and keep this dynamic organization moving forward. Everyone joins in the fun during this fast paced Celebration.

Lodging

Lancaster Lodging Details

Lodging Options for the NAFDMA Convention in Lancaster

NAFDMA's scouting team checked out every major hotel in the Lancaster County Convention Center area to be sure we would provide the most suitable arrangements and the best possible accommodations for our guests. Unlike most past years for our NAFDMA Convention, there is not a single hotel large enough to accommodate all our attendees under one roof therefore we will be using two hotels. Our two choices, Marriott Lancaster at Penn Square and Eden Resort and Suites, both provide outstanding value and exceptional customer service. They have both made the commitments we need to ensure your convention experience will be seamless and allow you to focus on networking, learning and getting an enjoyable break from home.

Lancaster Marriott at Penn Square – Convention Headquarters Hotel

25 South Queen Street

Lancaster, Pennsylvania 17603

Phone: 1-717-239-1600

Web site: www.marriott.com/hotels/travel/lnsmc-lancaster-marriott-at-penn-square



The Lancaster Marriott at Penn Square is connected to the Lancaster County Convention Center. The Headquarters Hotel will first be filled with Ultimate Networkers. These are the attendees who are attending the entire 7-day convention run. They are making guest room commitments for a full week, with arrival Friday, February 5, and departure Friday, February 12. NAFDMA manages reservations arrangements directly with the Marriott by providing our rooming list of Ultimate Networkers. The Lancaster Marriott at Penn Square will not accept reservations into the NAFDMA room block aside from those made through the NAFDMA office.

Ultimate Networkers who prefer to stay at Eden Resort and Suites, for any reason, may do so simply by making special arrangements with the NAFDMA office when you send in your Convention Registration form.

Eden Resort & Suites – NAFDMA's Official Overflow Hotel

Eden Resort & Suites

222 Eden Road

Lancaster, PA 17601

Reservations: 866-801-6430 or 717-569-6444

Web site: www.edenresort.com

NAFDMA has made arrangements with the Eden Resort and Suites as our official overflow hotel for attendees, speakers and vendors who are not seeking overnight accommodations for the entire 7 nights of our convention. Eden Resort is about an 8-minute shuttle (or drive) from the Convention Center. It provides fabulous value, easy access from the highway, spacious rooms and suites in a variety of configurations and a terrific atmosphere for business and pleasure.

Eden Resort & Suites will be our home away from home for as many as 300 NAFDMA Convention goers. Cathy McKay, our Membership Coordinator and Trade Show Coordinator, will be staying at the Eden Resort where she will also make arrangements for easy registration options for conference attendees and trade show vendors who are guests of Eden Resort and Suites. Cathy will also be hosting the 2010 NAFDMA Super Bowl XLIV Party at Eden Resort & Suites for those who are in the building during Super Bowl Sunday evening.

- ♦ For those who choose the bus tour only, from our a la carte menu, NAFDMA and Eden Resort are working closely to shuttle you each morning to your bus, which departs from the Marriott at Penn Square.
- ♦ For those who choose the Three-day Conference Package, and those who need just one or two hotel nights, the Eden Resort and Suites will provide free shuttles to and from the Convention Center for your convenience on an ongoing basis. You also have the option to drive your own vehicle back and forth. Parking is free at Eden Resort and Suites, and daily parking is just \$3 for Convention attendees at the Penn Square Parking Garage connected with the Convention Center.
- ♦ For those exhibitors who intend to participate in the bus tours and plan for arrival February 5 and departure February 12, we will make guest room arrangements for you at the Marriott for the 7 day run with special considerations upon your request (before December 1, 2009 only). Please contact Cathy McKay for details.

Special convention arrangements have been made by NAFDMA with Eden Resort and Suites. NAFDMA guests staying at Eden Resort & Suites benefit will enjoy:

- ♦ Free parking for any sized vehicles at Eden Resort and Suites
- ♦ Free shuttle transportation to and from the Convention Center provided by Eden Resort (8 – 12 minutes)
- ♦ Free wireless Internet access from guest rooms and lobby
- ♦ "Farmers Fresh Hot Breakfast Buffet" optional each morning of your stay at a special NAFDMA rate of \$4.95 (early restaurant opening for NAFDMA at 6:00 a.m.)

All those who would stay at Eden Resort and Suites are responsible for making their own reservations and covering their own charges directly with the hotel. Rates are guaranteed until January 6, or NAFDMA room block is sold out whichever comes first.

- ♦ Standard Room Rate \$69.95 plus 11% tax
- ♦ 2 room Business Suite Rate \$99.95 plus 11% tax

Note: 2 room suites provide great value for families, friends and business colleagues in various configurations. Either a king bed room plus an office/living room, or 2 queen beds in one room and one queen bed and pull out sofa in the second. All suites have a kitchenette. (See Eden Resort web site for room configuration options)