

Innovation Day: Monday, Feb. 2, 2009

Innovation Day is chock full of activities! Don't miss any of it.

Riverboat Breakfast Cruise

Rise and Shine! This is a special event for all registrants of Innovation Day. Board the Georgia Queen Riverboat just a couple minutes before 7 a.m. You'll be treated to a full hot breakfast buffet, a scenic cruise on the Savannah River, a little education on 2nd largest seaport (behind New York City) on the East coast, and the Grand welcome to Savannah from the Captain and Crew of the Georgia Queen, as well as opening comments from the NAFDMA Board of Directors and Management Company Welcoming you to the 24th Annual NAFDMA Convention. We return to dock at 9 a.m.



Trade Show

You will have visited the tradeshow during the preview last night. Now that you've reviewed all the booths and slept your decisions, you can return today to place your orders, get some new questions answered, and spend some time getting to know your sales representatives a little better.

The trade show is filled with innovative products and services that will help you do better in business next year. Take some time to go to the NAFDMA web site before the convention. You can link to the web sites of all our exhibitors. Do some window shopping and prepare from the comforts of home. Then you can see, touch, taste and smell and in some cases even hear the products live at the show to make your final decisions. The trade show runs 9 a.m. – 5 p.m.

Exhibitors' Demos and Presentations Stage

It's new this year! Several exhibitors will take the stage and pitch their products. You'll get an all new perspective on various product lines as you have an opportunity to see demonstrations and presentations and ask questions in a no pressure setting. It's educational as the most innovative vendors chose to take the stage. Watch for the specific show schedule on-site to select which of the 30-minute presentations you will choose to sit in on.

Lunch

Lunch is included with your Innovation Day registration. Enjoy the informal Deli Station Buffet inside the trade show while you visit with your peers and compare notes on past successes using the products and services of our trade show exhibitors.

Celebrate Excellence Contests

It's our member choice contests on steroids! Members tell us one of the most helpful sharing exercises each year has been the NAFDMA contests. Why miss an opportunity? We've RE-CALCULATED those too!

Come and vote on your favorite entries while you see and learn new ways to carry out your marketing and management practices back home at the same time. The Celebrate Excellence Contests are designed to satisfy 3 primary objectives toward NAFDMA's goals for Innovation, Education, Participation and Networking:

1. Stimulate Peer Learning
2. Celebrate Excellence
3. Advance Best Practices

Prepare now to enter your samples in one or more categories.

The categories and entry instructions:

1. Excellent Web Site (E-mail your URL and interest in entering to Charlie@WhiteLoafRidge.com before January 1)
2. Excellent Printed Newsletter (Bring 3 copies when you register on February 1)
3. Excellent Printed Brochure (Bring 3 copies when you register on February 1)
4. Excellent Printed Rack Card (Bring 3 copies when you register on February 1)
5. Excellent Specialty Printed Literature (Bring 3 copies when you register on February 1)

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**On the Web: Updated Trade Show list, last-minute details.
Visit www.NAFDMA.com/Georgia**

6. Excellent Employee Handbook (Bring 3 copies when you register on February 1)

7. Excellent Maze Design (Bring 1 aerial photo when you register on February 1)

8. Excellent Television Commercial (Bring 2 DVD's when you register on February 1)

9. Excellent School Tour Program (Package it visually and bring when you register on February 1)

10. Excellent Promotional Innovation (Package it visually and bring when you register on February 1)

New Fork Talk Exchange

Inspired by the chaos of this year's economy, the New Fork Talk Exchange replaces stocks, bonds and mutual funds with food, cheer and valuable information. Just like on Wall Street, you've got to invest something to get anything. Sure there's some risk. But most will be big winners. And if you lose? Well, don't worry; the value of today's poor investment could still pay big dividends down the road. How does it work?



The New Fork Talk Exchange bell rings at 5 p.m. The trading begins. You'll need to gather your information, listen to your informants, and place your postings before you make your decisions. Gather in the lobby and the atrium of the Marriott. Look at the board. Sellers will post information on a subject they want to discuss. Buyers will call sellers' cell phones to locate a person whose information they want.

In the spirit of the Market, you can be a buyer and seller all at the same time! Play the field until you make your final connection.

As you're making your connection, you're also working with the Marriott Concierge to determine where you want to have dinner. Once you make your connections, and you've agreed on the dinner location, you go out and "make the exchange."

Don't be nervous! Take the risk! You could end the evening with the most valuable investment of the whole convention. You certainly will have re-connected with a peer from across the country, or better yet, developed new relationships to expand your base of informants for a lifetime! And chances are you'll have enjoyed in a great meal along the way.

That's the New Fork Talk Exchange. There's just one other thing; if it's a BUST for you, don't go asking NAFDMA for a bail out.

Convention Registration

Early bird registration

Register by Jan. 6, 2008 to receive a discounted rate!

You can register "a la carte" for different elements of the Convention, or you can register for the Ultimate Networker's Package and take in the whole convention at a reduced rate.

Use the 2009 NAFDMA Membership and Convention Registration Form included at the back end of this program to register.

A la Carte Rates

Innovation Day	\$ 75.00
Education Day	\$225.00
Participation Day	\$250.00
Networking Tour	\$695.00

Ultimate Networker's Package

\$1,119 (includes all three days at conference and the Networking Tour). Be a NAFDMA ULTIMATE NETWORKER! Your full package cost is the same as last year!!! But you **MUST register before January 6 to get this special rate.**

Registration begins on December 1, 2008

Register before January 6, 2009 to get your best rates. Increased registration fees begin January 7, 2009

Membership is required:

Your farm, business or agency must be a 2009 NAFDMA Convention Circle Member in order for you to attend the NAFDMA Convention. 2009 Convention Circle Membership rate us \$200.00 per farm, business or agency. One membership covers all the delegates of your farm, business or agency. Convention rates are quoted per person. The most convenient way to pay your membership is to do so simultaneously with your Convention registration. See Convention Circle Membership on the registration form.

On the Web:
Registration details.
Visit www.NAFDMA.com/Georgia