

Friday At-A-Glance

February 16, 2007

7:00 a.m. - 8:00 a.m. Breakfast and Trade Show – Imperial Ballroom IV
 8:00 a.m. - 9:15 a.m. Welcome and Keynote Speaker
 9:30 a.m. - 11:00 a.m. Concurrent Session 1
 11:00 a.m. - 1:00 p.m. Lunch and Trade Show – Imperial Ballroom IV
 1:00 p.m. - 2:30 p.m. Concurrent Session 2
 2:45 p.m. - 3:45 p.m. NAFDMA Annual Meeting
 4:00 p.m. - 5:30 p.m. The Best of the Best
 6:30 p.m. - 10:00 p.m. Awards Banquet (tickets required)

Trade Show

Feb. 15 3:00 p.m. - 7:30 p.m.
 Feb. 16 7:00 a.m. - 8:00 a.m.; 11:00 a.m. - 1:00 p.m.
 Feb. 17 7:30 a.m. - 9:00 a.m.; 12:15 p.m. - 2:15 p.m.

	8:00 a.m. - 9:15 a.m.	9:30 a.m. - 11:00 a.m.	1:00 p.m. - 2:30 p.m.	2:45 p.m. - 3:45 p.m.	4:00 p.m. - 5:30 p.m.
Track Headings	Welcome & Keynote Speaker	Concurrent Session 1	Concurrent Session 2	NAFDMA Annual Meeting	The Best of the Best
Advanced Learning	Authenticity in Farm Direct Marketing and Agritourism Presented by Joe Pine, author of The Experience Economy St. Paul, MN	Keys to Profit Moderator: Stuart Beare, UK Speaker: Rick Turner, Bideford, UK	Brand Success – Branding a Legacy Moderator: Karen Goad, AB Speaker: Jim Hole, Edmonton, AB	Rethink Reorganize Redefine Leadership's Vision for the Future	The Very Models of the Modern Direct Marketers Moderator: Rob Leeds, OH Speakers: Go to www.nafdma.com/Alberta
Professional Development		Agritourism: The Sleeping Giant is Rising Moderator: Brent Warner, BC Speakers: Claire Hanlon-Smith, Truro, NS; Pierre Pellerin, Stanstead, QC; Danny Kleinsasser, Stony Mountain, MB	Rural Routes and Rules: Regulations, Restrictions and Remedies Moderator: Brent Warner, BC Speaker: Joe Doef, Lacombe, AB		
Agritourism		Explore the West – Palate Pleasing Adventures Moderator: Joan Gregorwich, AB Speakers: Tony Marshall, Aldersyde, AB; Sal Howell, Calgary, AB	Just Like a Poker Hand... It's the Draw that Counts! Moderator: Don Gregorwich, AB Speakers: Don & Linda Christensen, Smoky Lake, AB; Theo Slingerland, Shaughnessy, AB; Greg Sawchuk, Ardmore, AB		
On-farm and Ranch Retail		Innisfail Growers: A Cooperative Success Story Facilitator: Marian Williams, AB Speakers: Elna Edgar, Innisfail, AB; Shelley Bradshaw, Innisfail, AB; John Buyks, Innisfail, AB	Two Decades of Retail – It's Never Status Quo Moderator: Anne Holcomb, AZ Speakers: Doug Hennigar, Wolfville, NS; Richard Tanner, Speer, IL; Jack Moore, Henrietta, NY		
Farmers' Market		Meat Sales that Make Cent\$ Moderator: Cindy Cuthbert, AB Speakers: James Ducs, Calgary, AB; John and Patricia Sondgeroth, Mendota, IL	Solutions to Vendor Burnout Moderator: Eileen Kotowich, AB Speakers: Elna Edgar, Innisfail, AB; Randii MacNear, Davis, CA		
					The Most Magnificent Market Managers Moderator: Randii MacNear, CA Speakers: Go to www.nafdma.com/Alberta

Saturday At-A-Glance

February 17, 2007

- 7:30 a.m. - 9:00 a.m. Breakfast and Trade Show – Imperial Ballroom IV
- 9:00 a.m. - 10:30 a.m. Get Rolling Again
- 10:45 a.m. - 12:15 p.m. Concurrent Session 3
- 12:15 p.m. - 2:15 p.m. Lunch and Trade Show – Imperial Ballroom IV
- 2:15 p.m. - 3:45 p.m. Concurrent Session 4
- 4:00 p.m. - 5:30 p.m. Closing Celebration
- 6:30 p.m. - 10:30 p.m. The Best Brent Warner Roast Outside of British Columbia (ticket required)

Be sure to visit www.nafdma.com/Alberta. Click on Convention Sessions and then At-A-Glance. There you can click on a speaker's name or a session title for detailed bios and topic descriptions.

	9:00 a.m. - 10:30 a.m.	10:45 a.m. - 12:15 a.m.	2:15 p.m. - 3:45 p.m.	4:00 p.m. - 5:30 p.m.
Track Headings	Get Rolling Again	Concurrent Session 3	Concurrent Session 4	Closing Celebration
Advanced Learning	Featured speaker Lori Colborne presents... Attract, Reward and Retain Employees that Work!	Finding Our Tipping Points Moderator: Sue Roba, PA Speakers: Tim Vala, Gretna, NE; Jan Vala, Gretna, NE	Team Motivation and High Impact Team Performance Moderator: Stuart Beare, UK Speaker: Rick Turner, Bideford, UK	The Quintessential Experiential Theatrical Summarization of this Topical Convention with a Transitional Relational Motivational Introduction of The Next One Presented by Angela Grant Saunders and the provisional cast of NAFDMA players
Professional Development		Prairie Bounty – Reflections of Great Taste Moderator: Patty Milligan, AB Speakers: Janice McGregor, Stony Plain, AB; Gwen Simpson, Carvel, AB	It Takes a Village to Raise a Business Moderator: Debbie Pifer, OH Speaker: Monica (Coneys) Knight, Saskatoon, SK; T.F. Koskie, Saskatoon, SK	
Agritourism		Harvest the Talent – Grow the Cluster – Cash in on Tourism Connections!: Starting the Buzz Moderator: Bill Reynolds, AB Speakers: Monica (Coneys) Knight, Saskatoon, SK; Tam Anderson, Bon Accord, AB	Harvest the Talent – Grow the Cluster – Cash in on Tourism Connections!: Taking the Leap Moderator: Bill Reynolds, AB Speakers: Carmen Andrew, Red Deer, AB; Greg Sawchuk, Ardmore, AB; Joan Barber, St. Albert, AB	
On-farm and Ranch Retail		Retailing and Appealing to your Repeat Customers Moderator: Al Rose, MA Speaker: Glen Price, Calgary, AB	From the Inside Out... Creating Profitable Meat and Deli Displays Moderator: Bert Dening, AB Speaker: Don Pimlott, Duncan, BC	
Farmers' Market		Wheelin' it to the Calgary Farmers' Market Facilitator: Penny Wilkes, AB	Food Safety – Your Farm Direct Advantage Moderator: Eileen Kotowich, AB Speaker: Betty Vladicka, Edmonton, AB	