

# You Need to Know

## Registration Information

### Convention location

Hyatt Regency Calgary  
700 Centre Street SE  
Calgary, Alberta, Canada T2G 5P6  
(403) 717-1234

Please note that a special link to the Hyatt is available at: [www.nafdma.com/Alberta/AB\\_Travel/ABlodging/](http://www.nafdma.com/Alberta/AB_Travel/ABlodging/). This allows you to easily book your hotel room on-line at the NAFDMA group rate.

The Hyatt's central reservations number is **(1-800) 233-1234**, or visit [www.calgary.hyatt.com](http://www.calgary.hyatt.com).

Special NAFDMA rates are \$129 CAD per night. Book your room early. The rate is guaranteed until January 15, 2007.

The Hyatt Regency is located in downtown Calgary near the business district on Stephen Avenue Walk, a busy pedestrian mall with quaint shops and restaurants. It's about a one-hour drive to the Canadian Rockies, Banff National Park and Lake Louise.

### Getting to Calgary (from outside the province)

Book your flight into the Calgary International Airport (airport code YYC). You have several options to get from the airport to the Hyatt Regency Calgary. Take the shuttle at \$15 per person or a taxi for approximately \$30. Cost estimates are per person, in Canadian dollars. If you're driving to Calgary and are a registered guest of the Hyatt, we have arranged for discounted parking at \$12 per day based on availability, extra for valet.

### Getting back home

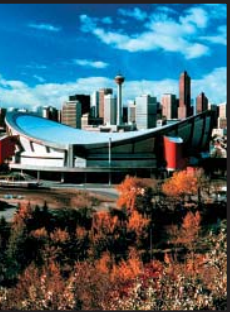
If you are traveling to Alberta from outside of Canada, check the documentation your country of origin requires for re-entry. Not that you're going to want to go home!

As of this writing, it *appears* that passports for U.S. citizens may be required to enter Canada, but no one knows for sure. Why not plan ahead just in case?! It takes only about 10 minutes to make a passport application, and only six weeks turn around time before you have it in hand. (Apply soon... before Christmas at the latest!)

For the latest in travel requirements, please visit U.S. Customs and Border Patrol ([www.customs.gov/xp/cgov/travel/vacation](http://www.customs.gov/xp/cgov/travel/vacation)) or the U.K. Foreign and Commonwealth Office ([www.fco.gov.uk](http://www.fco.gov.uk); click on Travel Advice). Allow adequate preparation time to secure any new travel document that you may need for entry into Canada.

### Conference registration includes:

- A great keynote address from Joe Pine
- Meals (breakfast and lunch) on Friday and Saturday
- Inspiring general sessions
- More than 25 educational sessions in 5 track headings
- More than 40 presenters
- Trade show
- Rocky Mountain hospitality night
- NAFDMA Members' Choice brochure, newsletter, web site and maze design contests
- NAFDMA Yearbook: Conference Digest and Membership Handbook
- NAFDMA annual meeting
- Conference tote bag and Alberta goodies



## Awards banquet and barn dance

1 part banquet +

1 part band +

1 part barn (or hotel dressed up as a barn) =

All out celebration, Alberta style.

Pull out your blue jeans, dancing boots and gingham for some old-fashioned fun at the Grow West Barn Dance.

Join us for cocktails; Canadian regional cuisine; NAFDMA awards for Farm Direct Marketer of the Year, Farmers' Market Manager of the Year, and Outstanding Leadership award; AFFPA award for Farm Direct Marketer of the year; and, the 2007 induction into the NAFDMA Hall of Fame.

We'll introduce the recipients of the Earl Tywater Scholarship. Then, we'll boot-scoot the night away with a fun Alberta band.

**Please note that this is a ticketed event. Buy a ticket to reserve your space on the dance floor!**

## Members' Choice contests

As a member benefit, NAFDMA offers a variety of peer-judged Member's Choice contests. Contests are open only to current NAFDMA members, and conference attendees choose the winners. All winners will be announced during the Awards Banquet. All contest winners receive a ribbon for display at their farm and NAFDMA's communications director will write and distribute a press release to their local media. This year's contests include the following categories: Newsletter, Brochure, Specialty Literature, Web Site and Maze Design. Please visit [www.nafdma.com/Alberta](http://www.nafdma.com/Alberta) for full details!

## Trade show

Your conference registration includes admission to the trade show on Thursday, Friday and Saturday. The trade show is a great place to get unique items that will make your farm a special place to shop. You'll also find plenty of new agritourism ideas to keep your customers coming back year after year.

Enjoy our Rocky Mountain hospitality night on Thursday, when the trade show is open from 3:00 p.m. to 7:30 p.m. Join us for a relaxing evening among friends. Wander the trade show, renew acquaintances with show vendors and introduce yourself to some new ones.

On Friday, take a closer look at the products so that on Saturday, you'll be ready to cut your deals.

## Rocky Mountain hospitality night

Take refuge from all the action and activities of the day. Connect with friends and meet a few new ones as NAFDMA's Alberta partners and sponsors welcome you to Grow West at the trade show. Take your time, have a mosey around and enjoy a Rocky Mountain "Hi" from Alberta Agriculture, Food and Rural Development; Alberta Farm Fresh Producers Association; Alberta Farmers' Market Association; and, APF Renewal. While you are there be sure to vote for your favorite entries in NAFDMA's Members' Choice contests.





### **The best Brent Warner roast outside of British Columbia**

If there's a single person most responsible for NAFDMA's success, it's Brent Warner. He certainly is the one person who has most continuously and consistently contributed to the association's leadership. Brent left the board a year ago, but continues to lurk around behind the scenes. This evening event is designed to get rid of him for good. It may or may not be successful, but we sure could use your help in the effort.

Brent will retire from the British Columbia Ministry of Agriculture in 2008 and we're sure his home province will organize an event to celebrate his incredible advancements. As for the rest of the continent, the 2007 NAFDMA Convention in Western Canada is our best opportunity to roast the guy!

So call it fun night, call it honoring a magnificent career or call it a celebration. Brent's closest friends from all across North America and many others who just don't want to miss the chance to learn more about his legacy will gather on this special Saturday evening with just one thing in mind...

Join in the fun and laughter. Participate in the roasting...but beware as this isn't a surprise to Brent. He's already working on his rebuttal and he's been taking incriminating photos on NAFDMA bus tours and conferences for more than 15 years!

If you wish to take the podium for the roast please contact Charlie Touchette, NAFDMA executive director, (413) 529-0386.

### **Post conference tour**

**February 18 and 19, 2007**

Be part of a magical two-day winter adventure in the Rocky Mountain wonderland of Banff, Alberta. Schuss down the slopes of Canada's single largest ski area (Lake Louise) and enjoy 100% natural snow while riding the world's fastest ski lift (Sunshine Village). Activities include viewing the Rockies from the top of Sulphur Mountain, dining in the castle-like surroundings of the Banff Springs Hotel, dog sledding in the Canadian wilderness and snowshoeing to a mountain lake.

Contact Home on the Range Adventure Tours Ltd. to reserve this once-in-a-lifetime winter adventure. Guests may select from two option packages on each day for one low price of \$549 CAD/person (based on double occupancy), plus GST. Gratuities are not included. Single bookings are available for an additional \$60/person plus GST. Bookings will be taken on a first-come, first-serve basis until each option's spaces (skiing or alternate) are fully reserved.

For more details, visit [www.nafdma.com/Alberta](http://www.nafdma.com/Alberta). This tour must be booked directly through Home on the Range Adventure Tours Ltd. If you have questions, contact them at: (403) 229-9090 or e-mail: [info@homeontherange.ca](mailto:info@homeontherange.ca)





## Convention Registration

### Register on-line

Register on our secure web site. Complete your registration form on-line. It will calculate your charges and give you an instant confirmation letter. **Go to [www.nafdma.com/Alberta](http://www.nafdma.com/Alberta).**

Visa and MasterCard are accepted.

### By mail

A registration form is included in this packet. Complete and mail the registration form with check, money order or credit card information to:

NAFDMA-Registration  
62 White Loaf Road  
Southampton, MA 01073

### By fax

Complete and fax the registration form with credit card information to (413) 529-2471. Credit card information must be included to register by fax.

Confirmation of registration will be sent to all who register by February 4, 2007.

Please visit the web site at [www.nafdma.com/Alberta](http://www.nafdma.com/Alberta) for answers to frequently asked questions.

Save money and time by registering early. **The early bird registration deadline is January 6, 2007.** The conference registration fee includes: all educational sessions, the trade show, Friday and Saturday breakfasts and lunches, and the Rocky Mountain hospitality night.

The tours, workshops, awards banquet and barn dance, and the Brent Warner roast are priced separately, as indicated on the registration form. The post-conference tour is also priced separately and must be booked through Home on the Range Adventure Tours Ltd.

*Package prices listed throughout the program are per person, based on 2007 NAFDMA membership and early bird registration. Prices will vary depending on when you register and whether you choose to become a NAFDMA member.*

*Note: all funds payable for registration are quoted in U.S. funds; all funds payable for ground transportation, Hyatt Regency Calgary, parking and post-conference tour are quoted in Canadian funds.*

