



## 2009 NAFDMA Membership

Join at our terrific NAFDMA Connection Membership level...

**2009 NAFDMA CONNECTION MEMBERSHIP** is our basic membership package. It keeps you connected even when you do not wish to participate in the NAFDMA Convention, Advanced Learning Retreat, or receive special materials resulting from them. This package includes:

**The 2009 NAFDMA Yearbook** – (Electronic Version)- The yearbook contains useful membership information and summaries of presentations given at the 2009 NAFDMA Convention in Georgia. *(for printed version add \$20.00)*

**“Market Connection”**- NAFDMA’s quarterly electronic newsletter is full of trends and industry information.

**NAFDMA Web Site** – Our web site includes fresh new information on our blog, resources, announcements and more.

**Networking Tools** – These tools keep you connected with other NAFDMA members through listings in the yearbook and on our web site’s “Find a Member,” and other materials. **2009 NAFDMA CONNECTION MEMBERSHIP DUES \$150.00**

**...Or UPGRADE to receive nearly 20 hours of valuable audio content!!!**

**Upgrade!!! 2009 NAFDMA CONVENTION MEMBERSHIP** is our top-shelf package. You get access to the Advanced Learning Retreat, and valuable educational materials from the recent 2009 Convention held in Savannah, Georgia.

The Upgrade includes: **Everything in the Connection Package above, PLUS**

### **BONUS NAFDMA LEARNING CENTER - A COMPLETE SET OF AUDIO RECORDINGS**

...from the 2009 NAFDMA Convention Participation Day. It includes the Keynote Session, the General Session AND 16 one-hour sessions. That is a total of almost 20 hours of agritourism and farm direct marketing educational content, all made available to your Computer, MP3 player and iPod! Sharpen your marketing awareness while you work on the farm or in the office.

**AND Access to the 2009 Advanced Learning Retreat** - pay one membership per farm, business or agency location; then all family members and employees are eligible to participate.

**2009 CONVENTION MEMBERSHIP DUES \$200.00**

**Your NAFDMA Bonus – It’s like listening to the entire conference while driving your tractor!**

- 060...Welcome & Plenary Session - *Charlie Touchette and Brent Warner*
- 070...Working With Your Insurance Provider - *Jeff Manley*
- 080...Working With Media - *Carol Grace Anderson*
- 090...Working With Your Vendors - *Lin Molloy*
- 100...Culinary Tourism – 101 - *Carol Kline*
- 110...Flew and Flopped - School Tours - *Hugh McPherson with Jan Vala*
- 120...Flew and Flopped - Handling Customer Complaints - *Rob Leeds with Eric Pohlschneider*
- 130...Flew and Flopped - Effects of Increasing Input Costs - *Sue Roba with Stuart Beare*
- 140...Flew and Flopped - High End Food Experiences - *Lani Weigert with Kerry Engel*
- 150...Best Practices in Employee Handbooks - *Bob Negen*
- 160...Best Practices in Television Commercials - *Carol Grace Anderson*
- 170...Best Practices in Web Sites - *Kerry Engel with Lani Weigert*
- 180...Finding Money On the Farm - *Wayne and Ann Bishop*
- 190...Email Marketing - *Bob Negen*
- 200...Social Media - *Rob Leeds and Judy Fox*
- 210...Renovating Your Store - *Judy Sharpton and Sue Murdock*
- 220...Using Food For Profits - *Tim and Jan Vala*
- 230...Second Mile Service - *Dan Cathy*

**Listen while you work... this could be the best Return On Investment of your planting season.**

**Session MP3 Downloads**

**digital streaming audio online with download capability**

**2009 North American Farmers' Direct Marketing Convention**



# 2009 NAFDMA MEMBERSHIP FORM

Farm/Business/Agency Name: \_\_\_\_\_

Primary Contact Person Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Best Phone (the one for us to contact you about your membership to NAFDMA): \_\_\_\_\_

Business Phone (the one you want published in association listings): \_\_\_\_\_

Business Fax (the one you want published in association listings): \_\_\_\_\_

Business Web Site: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

## 2009 NAFDMA CONNECTION MEMBERSHIP

Package includes:

**The 2009 NAFDMA Yearbook**-Electronic Version - (Please add \$20.00 for postage and printing to receive hard copy.)  
**“Market Connection”**  
**NAFDMA Web Site**  
**Networking Tools**

2009 NAFDMA CONNECTION MEMBERSHIP DUES **\$150.00**

## Upgrade!!! 2009 NAFDMA CONVENTION MEMBERSHIP

The Upgrade includes:

**Everything in the Connection Membership Package above,**  
**Access to the 2009 Advanced Learning Retreat, PLUS**

**NAFDMA LEARNING CENTER - THE COMPLETE SET OF AUDIO RECORDINGS**

Almost 20 hours of educational content all available to your Computer, MP3 player and iPod!

2009 NAFDMA CONVENTION MEMBERSHIP DUES **\$200.00**

### Terms of membership:

- Your e-newsletter and your electronic version of the Yearbook will be sent to the e-mail address you provide on this form.
- 2009 Membership runs for one calendar year beginning January 1, 2009 and ending December 31, 2009. Dues cannot be prorated.
- NAFDMA respects your privacy. Please read the following two opt-out options carefully and mark accordingly.
  - a. I have checked this box to indicate I prohibit NAFDMA from including my contact information in NAFDMA publication of the yearbook, website “Find a Member” or any other published NAFDMA member listings.
  - b. I have checked this box to indicate I prohibit NAFDMA from including my contact information in any lists that are sold to trade show exhibitors and other businesses that would likely solicit business from me.

**Payment (circle one)** All amounts paid in US dollars or equivalent. Forms will not be processed without full payment.

Amount enclosed \$ \_\_\_\_\_

Payment Type:  Visa  MasterCard  Check

**MAKE CHECKS PAYABLE TO:** NAFDMA – Registration

Acct#: \_\_\_\_\_ exp date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Card Member Name: \_\_\_\_\_

Mail to: NAFDMA  
62 White Loaf Road  
Southampton, MA 01073

Fax to: 1-413-529-9101