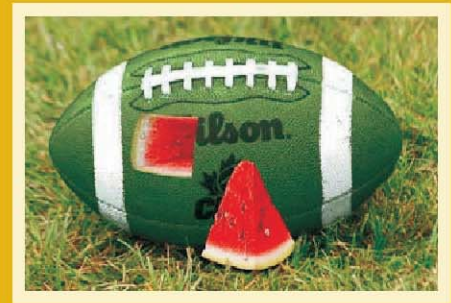


Welcome



You are cordially invited to the **Official KICK-OFF** of the 2010 Watermelon Season, and what a super way to start the new season!

Bob, Laurie, Betsy, Alisa and John have planned an action-packed convention for you in addition to the business and fellowship that is always a great part of our annual event.

Dallas, Texas and the fabulous Fairmont Hotel will host the 96th annual convention of the National Watermelon Association in grand Texas style. Complete with an **NFL-theme** throughout the festivities, you will thoroughly enjoy the convention from start to finish.

Start out in the *NWA Invitational Golf Tournament on the only NFL-themed golf course in the world*, or experience a tour and wonderful lunch at the famous *Southfork Ranch*. If that is not enough to get you started, coach buses will deliver you right outside the *Dallas Cowboys* locker room to enjoy an evening with the Cowboy Cheerleaders and tours of the fabulous stadium, in a great private stadium club with a great deal of fun to be enjoyed.



The 50-Yard Line Business Exhibit Center this year will hold the Thursday Tailgate Reception, and features a raffle for a High Definition flat screen television to be awarded from entries on Saturday evening. Entries will be issued by our exhibitors, so make sure to get yours and enter to win!

Thursday evening will be our **Tailgate Party**, with a huge NFL Experience theme. A variety of football-related games will fill the ballroom (Dunk Tank, Quarterback Throw, Foosball, Tailgate Toss, Action Picture Books, Video Games with Madden 2010, Football Player Statutes, and much more), along with a fabulous band called Maiden Texas. Wear your favorite football team's jersey to show your team spirit.

The annual **Watermelon Auction** this year will also feature many pieces of football memorabilia and collectibles which will be displayed at the Tailgate Party on Thursday evening. You will want to see what is available before the auction!

The **Saturday Reception**, presented by the National Watermelon Queen program to honor the 2009 Tour Sponsors, will be followed by the Annual Awards Banquet and Trophy Presentations. You will not want to miss the lights, the music and the honors as we announce and present awards during this elegant affair.

Bright lights, Great sound, Wonderful fellowship, Watermelon Queens, Celebrations of past successes and future pursuits, Fun, Laughter, Action, and so much more.

Make your plans today and secure your spot for 2010. It is just around the corner. Don't miss the Kick-Off to a Great Watermelon Season! **We'll see you in Dallas.**