

97th Annual Convention
NATIONAL WATERMELON ASSOCIATION, INC.
Wednesday - Sunday, February 23-27, 2011
Hyatt Regency La Jolla at Aventine La Jolla, CA

Wednesday, February 23, 2011

5:30 AM - 6:00 AM	<i>Hotel Lobby</i>	Golf Tournament Registration
6:00 AM - 2:00 PM	<i>Torrey Pines</i>	NWA Invitational Golf Tournament -- Coach bus leaves hotel at 6:00 AM
8:00 AM - 6:00 PM	<i>Aventine Ballroom</i>	Business Exhibit Center Set-Up - Sections DEF set up in position - Sections ABC set up in Section G -- NWA will move ABC vendors into position on Wed. night
8:00 AM - 3:30 PM	<i>Grand Foyer Studio</i>	Registration OPEN
8:00 AM - 6:00 PM	<i>San Remo</i>	Auction Preview Room set-up
10:00 AM - 1:00 PM	<i>Michael's Lounge</i>	Pottery Interactive Class
3:30 PM - 4:00 PM	<i>Hotel Lobby</i>	Harbor Cruise Check-In
4:00 PM - 8:45 PM	<i>San Diego Harbor</i>	San Diego Harbor Cruise -- Coach Buses leave hotel at 4:00 PM
9:00 PM - 1:00 AM	<i>Portofino A-B</i>	Hospitality OPEN

Thursday, February 24, 2011

7:30 AM - 5:00 PM	<i>Grand Foyer Studio</i>	Registration OPEN
8:00 AM - 5:00 PM	<i>San Remo</i>	Auction Preview Room
8:30 AM - 12:00 PM	<i>Aventine Ballroom</i>	Business Exhibit Center OPEN
8:00 AM - 12:30 PM	<i>Palatine A-B</i> <i>Palatine A-B</i> <i>Palatine A-B</i> <i>Palatine A-B</i>	Committee Meetings: 8:00 AM - Queen Program (Wroten) 9:00 AM - Communications (Novak) 9:45 AM - Liaison Committee (Mack) 10:30 AM - Food Safety (O'Neal)
	<i>Portofino A-B</i> <i>Portofino A-B</i> <i>Portofino A-B</i>	8:30 AM - Scientific Research (Teague) 10:30 AM - Public Affairs (Leger) 11:15 AM - Auction Loads (Mack)
10:00 AM - 12:00 PM	<i>Palmero Boardroom</i>	Queen Contestants' Orientation Meeting
1:30 PM - 3:00 PM	<i>Portofino A-B</i>	NWA Executive Committee (Part I)
2:00 PM - 4:00 PM	<i>Palmero Boardroom</i>	Queen Judge Orientation Meeting
1:30 PM - 4:00 PM	<i>Aventine Ballroom</i>	Business Center open
3:00 PM - 4:00 PM	<i>Milos</i>	Nominating Committee Meeting
3:00 PM - 5:00 PM	<i>Palatine A-B</i>	Crisis Management Seminar - NWPB
5:30 PM - 6:30 PM	<i>Aventine Ballroom</i>	Welcome Reception
6:30 PM - 10:30 PM	<i>Courtyard & Pavilion</i>	National Watermelon Fair & Festival

9:00 PM - 1:00 AM	<i>Portofino A-B</i>	Hospitality OPEN
<u>Friday, February 25, 2011</u>		
8:00 AM - 12:00 PM	<i>Grand Foyer Studio</i>	Registration OPEN
8:00 AM - 10:30 AM	<i>Aventine Ballroom</i>	Breakfast & Opening General Session -- Pledge of Allegiance -- Invocation and Memorials -- Golf Tournament Awards -- NWPB Presentation -- State of NWA Address (Morrissey) -- Recognition of Queen Judges -- Queen Speech Competition
8:00 AM - 5:00 PM	<i>San Remo</i>	Auction Preview Room
10:30 AM - 12:00 PM	<i>Aventine Ballroom</i>	Business Exhibit Center OPEN
10:30 AM - 11:45 AM	<i>Palatine A-B</i>	Auction Load Committee Meeting
10:30 AM - 11:45 AM	<i>Palm Court</i>	WM Seed Spit Contests (Jamey Adams)
12:00 PM - 1:15 PM	<i>Aventine Ballroom</i>	Buffet Lunch & Open Bars -- Seed Spit Contest Awards
1:15 PM - 5:30 PM	<i>Aventine Ballroom</i>	Annual Watermelon Auction (Teague)
100 PM - 4:30 PM	<i>Palatine A-B</i>	Kids' Fun Time (coloring, movie and fun)
9:00 PM - 1:00 AM	<i>Portofino A-B</i>	Hospitality OPEN
<u>Saturday, February 26, 2011</u>		
8:00 AM - 12:00 PM	<i>Grand Foyer Studio</i>	Registration OPEN
8:00 AM - 10:30 AM	<i>Aventine Ballroom</i>	Celebration Breakfast & General Session -- Invocation -- Young Ag Spokesperson speech -- Award & Sponsor check -- AG Industry Panel Discussion - Tom Nassif (Western Growers) - Robert Keeney (USDA-AMS) - Mike Stuart (Florida Fruit & Veg) - Bob Morrissey (NWA) -- Queen Promotion-wear competition
8:00 AM - 5:00 PM	<i>San Remo</i>	Auction Preview Room
10:30 AM - 1:00 PM	<i>Aventine Ballroom</i>	Business Exhibit Center open -- Tear Down by 3:00 PM
10:30 AM - 12:00 PM	<i>Portofino A-B</i>	NWA Executive Committee (Part II)
12:00 PM - 1:00 PM	<i>Palm Court</i>	NWA Executive Committee Luncheon
1:00 PM - 4:00 PM	<i>Milos Rhodes Delphi A</i>	National Queen Contestants' Interviews
1:00 PM - 4:00 PM	<i>Palatine A-B</i>	NWPB Board of Directors meeting
4:45 PM - 5:45 PM	<i>Grand Foyer Studio</i>	Registration OPEN
5:30 PM - 6:30 PM	<i>Grand Foyer</i>	National Watermelon Awards Reception

- Annual Raffle Drawing
- Trade Show Raffle Drawing
- 2010 Queen Tour Sponsor Plaques
- Kids Coloring Awards
- Partnership check presentations

6:30 PM – 9:30 PM

Aventine Ballroom

NWA Annual Awards Banquet

- 2011 Nominations (Officers & Board)
- Queen Evening Gown competition
- Presentation of Our Nation's Colors
- Star Spangled Banner
- Invocation
- DINNER
- AWARDS CEREMONIES
 - Recognition of Special Guests
 - Recognition of Staff & Volunteers
 - Auction Report
 - Load Donors recognition
 - Annual auction awards (4)
 - Chapter Membership Award
 - Watermelon Marketer of the Year
 - Watermelon Promotion of the Year
 - National Display Contest Award
 - NWA Outstanding Service Award
- President's Closing Comments
 - Gavel Ceremony
- Incoming President's Comments
- 2010 National Queen Awards
 - Scholarships & Awards
 - National Queen Video & Comments
- 2011 Queen Pageant Winners
 - Miss Jubilee Award
 - Second Runner-Up Award
 - First Runner-Up Award
 - 2011 National Watermelon Queen
 - Scholarships & Awards
- Adjournment

9:00 PM - 2:00 AM

Portofino A-B

Hospitality OPEN

Sunday, February 27, 2011

8:00 AM - 8:30 AM

San Remo

Worship Gathering

----- **OTHER COMMITTEE MEETINGS:** The following committees will meet based on their own schedules and needs at the convention:

- | | |
|---------------------------|-----------------------|
| -- By Laws Committee | -- Finance Committee |
| -- Incentive Partnerships | -- Young Ag Committee |

----- **CHAPTER MEETINGS:** Any chapters that have a need to schedule and hold a chapter meeting On Thursday or Friday during the national convention can do so at their convenience. The NWA will work with you to provide ample space for your session. Please see our volunteers at the Registration Desk to schedule your meeting.

----- **HOSPITALITY:** You **MUST** wear your Watermelon Bracelet to receive a complimentary beverage from the NWA. Without your bracelet, it will be a cash bar. The bar will be tended by the hotel staff during established times on the agenda. The bar will be on an open tab for your convenience during those published times.