

New VISIONS



The Official Newsletter of the National FFA Alumni Association

Volume 15, Issue 2 • Summer 2010

New Commercial Created to Promote FFA Alumni

What does it mean to be an FFA Alumni member? The answer to this question could fill the entire newsletter. As a result, the National FFA Alumni Association has produced a commercial to address this fundamental question. It offers a basic description of the role of Alumni and an affordable method to spread the message. The goal is to create awareness, peak interest, engage current FFA members, reconnect with former members, and educate those who have no knowledge of FFA.



View the new National FFA Alumni commercial entitled "What Does It Mean to be an FFA Alumni." You are encouraged to air it at local and state FFA and FFA Alumni activities and functions. To preview the commercial, visit the National FFA Alumni Association website at www.ffa.org/alumni.

Offering the Perfect Promotional Vehicle

The commercial debuted at this year's Blast-Off, the premier development conference for state officers. It is currently being featured at the Washington Leadership Conferences. The commercial is the perfect format for showing at state conventions, Alumni conferences, state officer presentations, community events, and any venue where one might find potential FFA Alumni members.

Sharing the Message

Are you willing to help maximize the exposure for the Alumni commercial? The National FFA Alumni has posted the commercial on its website and the Alumni Facebook fan page. Copies of the DVD may also be mailed to members (see sidebar for details). Alumni leaders are asking for your help to increase the commercial's reach and to create a presence in more communities. Members are encouraged to post the Alumni commercial on their own Facebook pages, websites, blogs, etc. "You Make it Happen" and together we can make a difference.

Download Your Copy

The FFA Alumni commercial is available on the National FFA Alumni website at www.ffa.org/alumni. To download this zip file, you will need to save the file to your computer desktop before opening. To view the file, you will need QuickTime (available at www.apple.com/quicktime/download). To receive a free DVD copy of the commercial, send an e-mail, with "Alumni Commercial" in the subject line, and your mailing address to alumni@ffa.org.



Learn how these FFA Alumni members ended up in Illinois. See page 6 for more details of their adventures.

Calendar 2010

Important Dates to Remember

Dates listed are when items must be postmarked to the national office. Check with your state leader(s) for individual state deadlines.

September 24, 2010-February 25, 2011

- Harvest For America Food Drive

October 20-22

- Alumni Silent Benefit Auction, Indianapolis, Ind.

October 21-22

- Alumni Convention, Indianapolis, Ind.

October 22

- Alumni Live Benefit Auction, Indianapolis, Ind.

Please visit the FFA Alumni website at www.ffa.org/alumni to download updated award applications. Send requests for forms to pmcdonald@ffa.org or phone 317-802-4332 to have forms mailed via the U.S. Postal Service.

ROUND TABLE

A Farewell to FFA Alumni Members

Dr. Case Announces His Retirement from FFA

On May 3, 2010, I announced my retirement for the end of the year. As a former FFA member from Stet, Mo., my career started as an agricultural education teacher in 1966. When I say farewell on my last day with FFA, I will have devoted 45 years of my life to agricultural education and FFA.



Dr. Larry Case

The National FFA Alumni Association was founded in 1971, during the same period of expansion that saw the New Farmers of America (NFA)

merger and the admission of women into the organization. When the first Alumni members gathered together, I had been an agriculture teacher for two years. I became the National FFA Advisor on May 29, 1984, and since I have presided over most of the lifespan of the FFA Alumni.

In 1988, FFA changed its name to the National FFA Organization, not to diminish the importance of farming, but to embrace the 299 other careers in the diverse industry of agriculture. The 1990s marked an additional period of tremendous change for FFA. The National FFA Center relocated to Indianapolis and the annual national convention moved to Louisville, Kentucky. The convention later moved to Indianapolis in 2006.

As we think about FFA today, the organization looks different than it did when I was a member. Today, the organization is proud of the increasing numbers of women,

Hispanic, and African-American members. The classroom has changed, too. Valuable teacher instruction continues to be augmented and supported by hands-on practical experience and supervised agricultural experiences or SAEs.

Just think about all the ways technology has changed education in general, agricultural education, and FFA. From books to computers to DVDs, e-mail to YouTube, technology has marched steadily forward. And through it all, the National FFA Alumni Association has supported and mentored young FFA members in local chapters and at the national level. With your help, young FFA members will grow into tomorrow's producers, processors, marketers, and industry leaders.

"I am a proud life member of the National FFA Alumni Association. The path has been long and winding but the fruits of the labor have been bountiful and rewarding. Thank you all for making my tenure with FFA memorable and magical."

path has been long and winding but the fruits of the labor have been bountiful and rewarding. Thank you all for making my tenure with FFA memorable and magical.

I will see you in Indianapolis, Indiana, in October!

Dr. Larry Case
National FFA Advisor

I am a proud life member of the National FFA Alumni Association. I invite you all to the National FFA Alumni Convention where I will be addressing the attendees and we can celebrate FFA together. Thank you for advocating and supporting agricultural education and FFA. The



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Visit www.ffa.org/alumni for more National FFA Alumni Association information.

Visit <http://ffaalumni.blogspot.com> for the National FFA Alumni Association weblog.

Visit <http://www.facebook.com/ffaalumni> for the National FFA Alumni Association Facebook page.

National FFA Alumni Executive Council

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Visit www.ffa.org/alumni for more Council information.

Ex-officio Members

National FFA Advisor, Dr. Larry Case
National FFA Alumni Executive Director,
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FFA Alumni *New Visions* is prepared and published quarterly by the National FFA Alumni Association as an affiliate of the Future Farmers of America in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

Vision

The vision of the National FFA Alumni Association is a world where people and communities grow and develop to their fullest potential.

Mission

The mission of the National FFA Alumni Association is to secure the promise of FFA and agricultural education by creating an environment where people and communities can develop their potential for **premier leadership, personal growth, and career success.**

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Robert Cooper Named as National FFA Foundation Executive Director

FFA Alumni are excited to welcome Robert K. Cooper of Bishop, Ga., as the new executive director of the National FFA Foundation. “Rob Cooper brings to this position a solid combination of educational fundraising and executive management experience, along with a nuanced understanding of national youth organizations. I’m confident he will position the National FFA Foundation to help meet the needs of FFA and all of agricultural education,” said Dr. Larry D. Case.

Cooper is excited about the opportunities he sees ahead for the National FFA Foundation. “I am thrilled to work with the team in Indianapolis,” Cooper said.



Robert Cooper

“I see a tremendous opportunity for this top-notch group to build on a wonderfully strong history and take the National FFA Foundation to the next level.”

Since 2006, Cooper has served as senior director for the Office of College Advancement in the College of Agricultural and Environmental Sciences at the University of Georgia, where he directed all activities related to development and alumni relations. During his tenure at the college, he cultivated several multi-million dollar gifts and grew the development budget by more than 50 percent.

From 2004-2006, Cooper was the director of development for the University of Maryland College of Agriculture and Natural Resources. He previously served as the executive director of the Maryland 4-H Foundation from 2000-2004. Cooper was also assistant director of alumni and donor relations for the National 4-H Council from 1998-2000; prior to that he was a district executive for the Boy Scouts of America.

Cooper holds a Bachelor of Arts degree in Political Science from the University of Delaware. He and his wife, Linda, will be relocating to Indianapolis.

As the National FFA Foundation execu-

tive director, Cooper works with Dr. Case, the National FFA Foundation Board of Trustees, and the National FFA Foundation staff to develop major gifts, to oversee all fundraising operations, and to ensure proper stewardship of special project dollars. He also coordinates with National FFA Organization Chief Operating Officer Dwight Armstrong to support FFA and agricultural education initiatives.

FFA Alumni members are encouraged to show their appreciation to acting executive director Bill Fleet who led the Foundation during a three-month interim term.

For more information about the National FFA Foundation or how to support the National FFA Organization, visit www.ffa.org.



Using Your Phone to Support FFA

FFA Alumni have stepped forward to help test pilot a new giving campaign. The text giving campaign allows Alumni to donate \$10 to the National FFA Alumni Association just by sending “FFA-ALUM” to 20222. The donation will help offer more scholarships to FFA members.

Step-by-Step

1. Text “FFA-ALUM” to 20222. This text is received by the Mobile Giving Foundation.
2. Immediately you will receive a text asking to confirm the donation.



Image © Copyright 1996 PhotoDisc.

3. Text back “YES.”
4. You will receive a thank you text for your donation once you have confirmed, and you may be asked to opt-in to receive future texts from FFA Alumni.
5. We encourage you to text back “YES.”

Text FFA-ALUM to 20222

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Standard messaging rates and additional fees may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers.

Donations are collected for the benefit of the National FFA Foundation by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at anytime by texting STOP to 20222.

If you have additional questions about this giving campaign, contact foundation@ffa.org.

Individual and private sector support of FFA programs is an investment in our future that pays extraordinary dividends. As competition and challenges continue to grow with complexity in the agricultural industry, there is a definite need for innovative leadership in agriculture.

To learn how you can support the FFA, visit www.ffa.org/foundation.

Can't Attend?
Bid Online at:
www.UnitedCountry.com/ffauction



2010 NATIONAL FFA ALUMNI BENEFIT AUCTION

Lights, Camera, Auction!



Interested in donating to the FFA
Alumni Benefit Auctions?
Download a donation form at
www.ffa.org/alumni



26th ANNUAL BENEFIT AUCTION

Raising Funds for Student Scholarships
2010 National FFA Convention

Don't miss out on your chance to bid on these great items:

- 2011 Ford F-150 XLT
- New Holland
 - Rustler™ 115 4X4 utility vehicle
 - Tractor/baler lease
- 46" Cub Cadet Lawn Tractor with bagger
- Trip to Germany for two with CLAAS
- Delta tool boxes
- FFA items and memorabilia
- Sentry gun safes
- Tractor Supply Company vendor products
- Carhartt FFA Clothing
- More than 700 items up for auction!



Auction Schedule:

Indiana Convention Center, 500 Ballroom, Indianapolis, Ind.

Silent Auction:

Wed., Oct. 20, 1 – 6 p.m.
Thurs., Oct. 21, 9 a.m. – 6 p.m.
Fri., Oct. 22, 9 a.m. – 2 p.m.

Live Auction Starts:

Fri., Oct. 22, 6 p.m.

Payment/Pickup:

Fri., Oct. 22, 4 – 9 p.m.
Sat., Oct. 23, 8 – 10 a.m.

Live Auction Social:

Fri., Oct. 22, 5 – 6 p.m.

Mini Auction for Unclaimed Items:

Sat., Oct. 23, 10 a.m.

For more information visit Indiana Convention Center Room 113.

Live Auction conducted by:

**United
Country**
Auction Services

Know anyone not coming to convention?

Let them know they can still participate in our
Live Auction broadcast via the Internet on Friday, Oct. 22 at 6 p.m. (EDT)

Visit www.UnitedCountry.com/ffauction
to view these auction catalogs, register and bid from home!



Nebraska: State Association Sponsors State Fair Herdsmanship Trophies

The Nebraska FFA Alumni Association sponsored the 2009 Nebraska State Fair FFA Division Herdsmanship trophies. FFA chapters winning FFA herdsman trophy at last year's Nebraska State Fair were awarded in small and large group areas for dairy, beef, swine, and sheep species.

Contact: Joe Baldassare, bj53912@cox.net.



Joe Baldassare of the Nebraska FFA Alumni Council (right) presented one of these trophies to a dairy exhibitor, Grant Melotz, representing his FFA chapter.

Georgia: Affiliate Alumni Display Contest

Georgia FFA Alumni leaders designed a display contest to encourage affiliates to develop and utilize a recruitment and promotional display at local community events. Displays represented Alumni affiliates and their accomplishments and were constructed on a tri-fold board not to exceed 36" x 48." Suggested items included on the display were pictures of affiliate members in their local setting, FFA Alumni activities, news stories about affiliate activities and members, recruitment materials, and other items that represented the affiliate. Only one display per affiliate could

be entered. Criteria used for judging included: usefulness of the display as a recruitment tool, its support of the local FFA chapter, and its overall appearance. Display boards were judged during the state FFA and FFA Alumni conventions and winners announced during the Alumni awards session. Prizes included \$100 for first place, \$75 for second, and \$50 for third place. Contact: Blane Marable, blmarable@gaaged.org.

Bellville, Texas: Sporting Clays Tournament

The Bellville, Texas, FFA Alumni affiliate hosts an annual sporting clays tournament to raise funds for the local chapter. The entry fee is \$300 for a four-member team or \$75 for a single shooter who is then teamed with other single shooters. Shooters must provide their own ammunition. The tournament consists of 10 stations. Cash awards and other prizes are given to the highest scorers and the best team. For more details, visit <http://bellvilleffa.org/FFAAlumni/FormsApplications/tabid/21964/Default.aspx>. Contact: Gary Inglish, ginglish@pf4feed.com.

Meridian, Idaho: FFA Alumni Scholarship Auction

Employees of United Country-Musick & Sons volunteered their time and sound system to assist the Meridian FFA Alumni affiliate with its first Annual Scholarship Auction in early October. The evening began with a delicious complimentary banquet provided by the Meridian Culinary Arts School. The auction featured 93 registered bidders. Earl Musick, a member of the FFA Alumni affiliate, acted as auctioneer. Items sold on the auction block included a John Deere Peddle Tractor, an 8' x 10' utility trailer built by the students, private riding lessons, football tickets, an air hockey table, Idaho Steelheads Hockey tickets, gym memberships, and a large assortment of gift baskets and certificates donated by local businesses and community members. The silent and live auctions combined raised over \$11,500! Additional money was raised during a raffle and bid for bucks events. Contact: Earl Musick, 208-939-SOLD.



Additional 2010 FFA Alumni Benefit Auctions Announcements

Unable to Attend Convention?

You can still participate in the Live Benefit Auction broadcast via the Internet on Friday, October 22 at 6 p.m. (EDT). To view the auction catalogs, to register, and to bid from home, visit the following address: www.unitedcountry.com/ffaauction!



Will Your State be Represented in the State Basket Contest?

As part of the benefit auctions, a state basket contest is held for all state FFA and state FFA Alumni associations to enter. All your association has to do is create a fun and inventive basket with your state's products and specialties! All baskets will be judged on October 20 to determine the best

overall basket, which will be sold in the live benefit auction.

Award Categories and Prizes

Best Overall—\$550 Washington Leadership Conference scholarship
People's Choice—\$250 Washington Leadership Conference scholarship
President's Choice—\$200 registration fee to the FFA Alumni Development Conference

Visit www.ffa.org/alumni and click on the "auction" link to view the contest rules!

Interested in Donating to the FFA Alumni Benefit Auctions?

Download a donation form at www.ffa.org/alumni.

FFA News

Changes to ffa.org

FFA is currently undertaking a large-scale project to update the functionality and design of ffa.org. These changes are necessary to allow the website to interact with other critical systems to collect and report data, including membership information. During the next few months, FFA Alumni staff will be asking for your input and giving you opportunities to preview site changes. Share what you would like to see on the new site! Take the [ffa.org](http://www.zoomerang.com/Survey/WEB22A94K2CWQZ) web survey at <http://www.zoomerang.com/Survey/WEB22A94K2CWQZ>. Thanks in advance for your comments. Remember to be on the lookout for important ffa.org updates effective September 1.

2010 Chapter Innovator's Guide

At FFA, being the best is standard operating procedure. Annually four chapters go above and beyond expectations to actively implement the organization's mission and strategies to become Models of Innovation winners. These chapters are recognized for meeting “quality standards” in one of three divisions: student development, chapter development, and community development. One outstanding middle school chapter is also recognized. Alumni can share the *2009-2010 Chapter Innovator's Guide*, which highlights each winning chapter, with their local advisor and FFA members. Visit www.ffa.org/documents/nca_cig.pdf.

Newsletter for Graduating FFA Members

FFA annually loses contact with many of its 60,000 graduating high school senior members. Alumni members can help graduating members remain connected to the organization and involved by encouraging them to subscribe to the *FFA Beyond High School* e-news-letter at www.ffa.org/beyondhighschool. The newsletter is a part of the year-round *FFA Beyond High School* campaign, which attempts to connect with these transitioning members and to inform them of the benefits of continued involvement with FFA. For the first phase of this campaign, the goal is to get as many students as possible to enroll for the e-newsletter, which will provide subscribers with information about scholarships, internships, and Collegiate FFA and FFA Alumni opportunities.



Convention News

Housing Update

The national FFA and FFA Alumni conventions will soon be here. If you are planning to attend, you can now make your hotel reservation. FFA Alumni members are encouraged to secure housing with their local FFA chapters. For more convention information, visit www.ffa.org/index.cfm?method=c_convention.convention.

Alumni News

Connect with Alumni on Twitter

Wish you could stay connected to National FFA Alumni? Want to receive more frequent and current information about FFA Alumni? You are in luck because the National FFA Alumni Association recently developed an account on Twitter, a social networking site that enables you to “follow” organizations and people. Simply log on to Twitter at www.twitter.com and search “FFA Alumni.” Follow the Alumni and receive daily updates straight to your computer or phone! The tweets, or messages, include links to video and articles. The National FFA Alumni Association is excited to offer new ways to connect to its members! Contact 317-802-4267 or alumni@ffa.org with questions.



For other valuable and timely updates and information, monitor the National FFA Alumni Association website at www.ffa.org/alumni.

Recap: Alumni Members Lead the Way at FFA Alumni Development Conference

More than 130 FFA Alumni members from 28 states gathered in Rock Island, Ill., for the 2010 FFA Alumni Development Conference (ADC). From July 14-17, members participated in motivational workshops, embarked on educational tours, and exchanged ideas with members.

In workshops, participants assessed and then improved their personal leadership skills. They learned about the technologies that will enable them to spread the Alumni message to a broader audience. Attendees also experienced a variety of tours: John Deere Harvester Works, Patriot Renewable Fuels plant, Wyffels Hybrids Facility, a Mississippi River lock and dam, and the Rock Island Arsenal.

Jessica Aquino, an attendee from Florida, describes her experience, “I think Alumni members should attend ADC at least once. I received so much from the sessions to take back to my affiliate, and for me as a person and an educator!”

The conference theme of “You Make It Happen” was not overlooked by participants. FFA Alumni members in attendance made it happen by raising \$7,150 for 13 Washington Leadership Conference scholarships for FFA members. A dessert auction, quilt auction, and Taste of States voting all contributed to the total amount raised.

Did You Miss the Conference?

Conference materials are available on the FFA Alumni website at www.ffa.org/alumni.

Pictures from the conference can be found on the National FFA Alumni Association Facebook page and on Flickr.

Want to Attend ADC in 2011?

The 2011 ADC will be held in Little Rock, Arkansas from July 20-24, 2011. Watch for more details on the FFA Alumni website early next year.

A special thanks is extended to ADC conference sponsors Tractor Supply Company and Farm Credit. The Illinois FFA Alumni Planning Committee is to be commended for a terrific job planning and facilitating ADC.



New for the 2010 National FFA Convention

Alumni Nation

What is Alumni Nation?

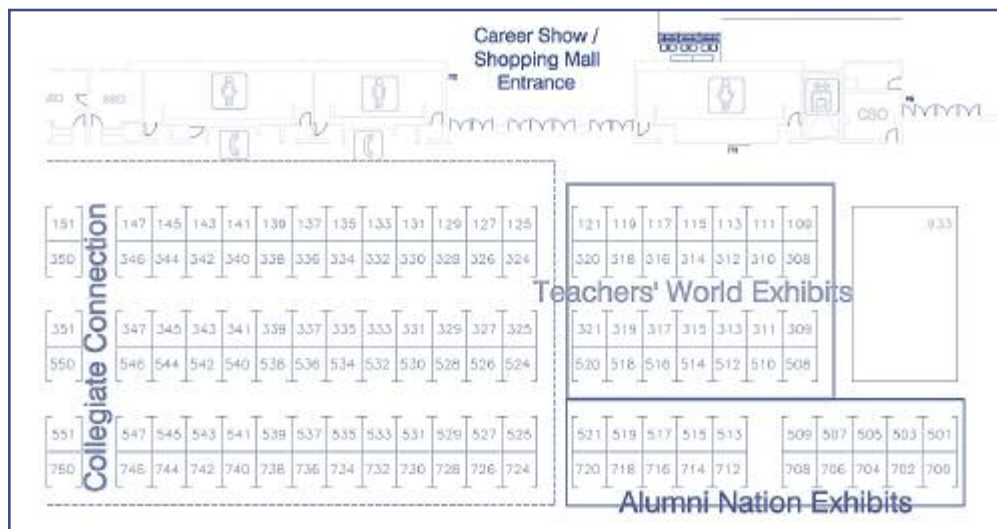
Alumni Nation is a brand new area inside the 2010 Career Show at the national FFA convention that will host exhibiting companies who are specifically looking for connections with FFA Alumni members.

Nearly 3,000 square feet of prime exhibit space on the main entrance aisle of the career show (Aisle #500) has been allocated to host Alumni Nation. Conveniently located next to Teachers' World and Collegiate Connection, these three exhibit areas will focus on Alumni and other volunteer supporters.

Alumni Nation exhibitors are gearing up with exciting activities, educational workshops, and products/services displays to attract **YOU**, the FFA mentor, advocate, and supporter. Be sure to schedule time during national FFA convention to specifically interact with Alumni Nation exhibitors!

Why is Alumni Nation Important to Career Show Exhibitors?

If you are an exhibitor and your target audience is FFA Alumni members, then Alumni Nation is critical to your success in the career show. The national convention will attract more than 54,000 participants, including 6,500 Alumni. By displaying an exhibit squarely in the Alumni Nation area at the career show, you ensure that those 6,500 Alumni members come directly to you.



Alumni Nation is a brand new area inside the 2010 Career Show that will host exhibiting companies who are specifically looking for connections with FFA Alumni members. Nearly 3,000 square feet of prime exhibit space on the main entrance aisle of the career show (Aisle #500) has been allocated to host Alumni Nation. Alumni are encouraged to schedule time during national FFA convention to interact with Alumni Nation exhibitors and thank them for their support of FFA Alumni activities and programs.

Why Would I be Interested in Alumni Nation?

FFA Alumni are mentors, trainers, advocates, and supporters of agricultural education and FFA. Alumni Nation is the perfect opportunity to once again serve as advocates for your local and state programs, connecting with companies and businesses that have a vested interest in FFA and FFA Alumni. You can open doors to many opportunities for your FFA members and yourself as well.

How Can You Become Involved in Alumni Nation?

Getting involved is easy! All you need to do is attend the National FFA Alumni Convention. Contact the National FFA Alumni Association at 317-802-4292 or alumni@ffa.org.

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2010 National FFA Alumni Association Convention Schedule

Thursday, October 21

4-6 p.m. FFA Alumni Awards Session 205-207*

Friday, October 22

8-9:30 a.m. FFA Alumni Delegate Check-In *Outside* 205-207

9:30 a.m.-Noon FFA Alumni Business Session 205-207

2010 Registration will be completed online in advance of convention.
Last minute substitutions can be made during delegate check-in.

*All activities will be held in the Indiana Convention Center (ICC) unless noted.

2010 National FFA Alumni Benefit Auctions

Wednesday, October 20

1-6 p.m. Silent Auction Open for Bidding 500 Ballroom

1-6 p.m. Live Auction Items on Display 500 Ballroom

Thursday, October 21

9 a.m.-6 p.m. Silent Auction Open for Bidding 500 Ballroom

9 a.m.-6 p.m. Live Auction Items on Display 500 Ballroom

Friday, October 22

9 a.m.-2 p.m. Silent Auction Open for Bidding 500 Ballroom

4-10 p.m. Silent Auction Payment/Pickup 500 Ballroom

5-6 p.m. Live Auction Social 500 Ballroom

6 p.m. Live Auction Begins 500 Ballroom

Saturday, October 23

8-10 a.m. Auction Payment/Pickup 500 Ballroom

10 a.m. Mini-Auction for Unclaimed Items 500 Ballroom

2010 National FFA Alumni Workshops

Thursday, October 21

10-11 a.m. FFA Alumni Workshop 205-207

11:30 a.m.-12:30 p.m. FFA Alumni Workshop 205-207

1:30-2:30 p.m. FFA Alumni Workshop 205-207

Student Workshops *TBD*

Friday, October 22

Noon-1 p.m.** FFA Alumni Workshop 205-207

** This workshop immediately follows the closing of the Alumni Business Session.

Further details about these workshops, including titles, are available on the
National FFA Alumni Association website at www.ffa.org/alumni.

2010 Hypnotist Shows

Proceeds from the following events benefit the National FFA Alumni Association.

Encourage your local chapters to attend, enjoy, and support the FFA Alumni!

Wednesday, October 20

6-7:30 p.m. Sagamore Ballroom 3-5

8-9:30 p.m. Sagamore Ballroom 3-5

Thursday, October 21

6-7:30 p.m. Sagamore Ballroom 3-5

8-9:30 p.m. Sagamore Ballroom 3-5

10-11:30 p.m. Sagamore Ballroom 3-5

Friday, October 22

4-5:30 p.m. Cosmopolitan Ballroom, Hyatt

8-9:30 p.m. Grand IV-V, Westin Hotel