



The Vegetable Growers Association of New Jersey

Denis Krowicki, President

November 2008

Dear VGANJ Members,

It is with great pleasure I invite you to the "Atlantic Coast Agricultural Convention and Trade Show" this year to be held in conjunction with "MADMC; The Mid-Atlantic Direct Marketing Conference". The Vegetable Growers Association of New Jersey has joined with the New Jersey Farmers Direct Marketing Association to bring you this combined event. Considering the enormous overlap between the needs of the two organizations, the merging of the two events will enhance the opportunities and experience of all that attend. It is our hope that this joint venture will allow the convention to encompass a wider range of agricultural information, and that the industry as a whole will benefit.

The vast Trade Show arena will easily accommodate the increase in exhibitors joining us from MADMC. It also allows for easy access for exhibitors, especially those that need to accommodate large equipment. The Social Area in the center of the exhibits will, once again, offer a buffet lunch on Tuesday and Wednesday. This has proved quite popular to allow exhibitors to connect with clients in a comfortable and relaxed atmosphere. This year this area will also include demonstrations by exhibitors during the new "Trade Show ONLY" session on Tuesday afternoon as well as the opportunity for MADMC guests to contribute with "Braggs and Blunders", a MADMC tradition. Lunch on Tuesday and Wednesday **must be paid for in advance**. Please see the enclosed form for details.

To maximize the interaction of attendees with exhibitors, guests will be given the opportunity to have tally cards marked by each of the exhibitors they visit. Completed cards will be collected. Each day cards will be drawn and prizes awarded. The more vendors you visit, the better your chances of winning. Also, please look for the enclosed form on the Box Logo Contest.

The Board of Directors, Convention Committee and Rutgers Faculty always work hard to bring you a Convention that is both worthwhile and enjoyable. This year we are very pleased to have the opportunity to work with NJFDMA as well. We encourage you to mail in your membership for advanced registration. Having your name tags pre-printed will save you time and help make the experience more enjoyable. I am looking forward to the Convention because as a farmer, I know it will help me plan for the coming year. As your President, I look forward to serving the needs of the industry to the best of my ability. Please contact me, or any of the VGANJ officers, if we can be of service.

Sincerely,

Denis Krowicki
President, VGANJ

