

Tried, True & New!

The 9th Annual NFMA Convention

has it all. Knowledge to enhance the success of your business by focusing on three elements:

1. The “Tried”

Examine what works and what’s been done to help you evaluate your flea market’s success.

2. The “True”

Pinpoint what is real and what is reliable in charting a course for your market’s growth.

3. The “New”

Uncover innovations and set your market’s evolution in motion!

**National Flea
Market Association**
www.fleamarkets.org



September 26-28
Luxor Hotel & Casino
Las Vegas

NFMA's Tried, True and New Convention offers the secrets to dollars and "sense" through these dynamic sessions:

Keynote Speaker

Building a Market People Can Believe In

Speaker Brian Lange's dynamic session focuses on helping your market improve performance through people and organizational development. You'll participate in an interactive experience that attempts to leverage the knowledge in the room. Hear ideas on how to lead and develop an engaged team and confront real industry issues. Market owners and operators will weigh-in with their suggestions as they assess, define and build for the future.



Brian Lange is a consultant, speaker and trainer who specializes in helping companies achieve performance improvement through people and organizational development. He has assisted companies established and fledgling, from General Electric to Kitchens.com. Educated in the business schools of Northeastern University in Boston and the University of California in Riverside, Brian has served as a faculty member of the University of California-San Diego Extended Studies and also on a workforce issues advisory board for the U.S. Department of Justice.

Case Study: Market Owner's Perspective

What's a little shared information among competitors? Valuable, that what! Innovative ideas from your fellow members can make the difference in your operations. NFMA presents a successful market owner willing to impart one market's road to success. Discover tried, true and new approaches from a seasoned flea market professional.

Legislative at the Grassroots Level: Forewarned and Forearmed

You've seen it before. Harmful industry legislation is introduced in one state and soon every state has a legislator who wants to hitch his or her star to it and complicate your life. Find out from our flea market state lobbyists what might be coming down the pike from regulatory agencies, municipalities and state houses. You'll also hear about the actions of competing industries, businesses and associations whose special interests aren't yours.

Presenters:

Ed Collins has represented the Florida Flea Market Association since 1996. His experience includes denying efforts by the Florida Retail Association to require vendors to have a year's records of all purchases on the flea market site, a bill that has been defeated in four legislative sessions.

Jonathan Clay specializes in local government issues and has extensive expertise in the areas of water, land use, planning, environmental regulation and Indian gaming. His previous experience includes working for both a state and a U.S. Senator. He manages the Sacramento office of Carpi & Clay and represents the California Swap Meet Association in its lobbying efforts.

Steven Goldblatt, ESQ., Suffolk Group, represents the Massachusetts Flea Market Association. His long-term strategy is to protect flea markets from discriminatory treatment by educating legislators about the industry's economic role and assisting owners in developing relationships with key governmental decision-makers. He has worked to defeat onerous legislation filed by the Retailers Association.

Gib Lewis provides legislative services for Texas flea market owners. He is well-versed in legislative action, elected five times as presiding officer of the Texas House of Representatives.

John Thomas is a lawyer and businessperson from Phoenix who has represented business interests of Mesa Market Place and the Goodyear Market Place in Arizona. He has addressed ongoing state and local issues at previous NFMA flea market industry meetings.

Trade Relations and Revenue Generation: Yes, Size Matters

Nationwide, the flea market industry represents \$5 billion in annual economic activity, accounts for 1.3 billion customer visits annually, and provides a venue for almost one million vendor companies to exhibit their wares. Locally your market has a strong clientele and name recognition. How can you, your peers and competitors, and your national association, leverage these strengths to drive more attention from consumer goods manufacturers, more cooperative deals, and more revenue to your bottom line?

Kevin Whorton is principal of Whorton Marketing and Research, a consulting firm serving associations and nonprofits. His career has entailed 20 years of senior management positioning in marketing with large trade and professional associations including the National Association of Chain Drug Stores and the National Association of Home Builders, and serving as director of development for a large international NGO where he raised \$250 million for disaster relief over a three-year period.

What You Don't Know Could Hurt You: Music and Movie Counterfeiting

The Recording Industry Association of America (RIAA) and the Motion Picture Association of America (MPAA) bring the most recent initiatives of their agencies to this year's convention. An idea exchange session, members get the opportunity to ask questions about counterfeit products and issues. Learn how to protect yourself and your market on the issue of counterfeit DVDs and CDs. RIAA and MPAA will explain the structure of newly created regional offices and distribute information sheets with contact names, address and numbers in this session tailored to your needs.

Marcus Cohen, Western Regional Counsel, Recording Industry Association of America

Optional Education Opportunity Flea Market Basics 101

If you're thinking about starting a flea market/swap meet, or if you want to make sure your foundation is strong, this is the seminar for you. Three seasoned veterans will lead discussion

on the important considerations for making a market successful. From marketing and promotion, to site selection, lenders and regulatory compliance, the instructors will touch on what you need to know. Presenters will also make themselves a resource for you throughout the next three days. This seminar is priced separately at \$75.

Presenters:

Frank Buonauro is owner of Osceola Flea in Kissimmee, FL; Mesa Market Place in Mesa, AZ and Goodyear Market Place in Goodyear, AZ.

John Chism is General Manager for Quakertown Farmers and Flea Market, Quakertown, PA and a consultant to the flea market industry.

Ron Simmons is President and General Manager of Traders Village's two markets in Grand Prairie, TX and Houston, TX.

Host Hotel:

Where else but Egypt would you find a ten-story Sphinx guarding a 36-story Pyramid?



Las Vegas, of course! The Luxor Las Vegas Hotel & Casino will be the luxurious home of NFMA. The lush hotel is the second largest in the world, and a 2005 renovation added the fabulous West Tower where all of NFMA's accommodations and meeting space is located.

Room Reservations at Luxor Las Vegas:

Make your reservation by September 5 to take advantage of the special NFMA rate of \$139 single or double in the Luxor's West Tower. (Junior suites and premium suites are also available at discounted rates). Telephone 1-800-288-1000 to reserve your room by identifying yourself with the National Flea Market Association. Alert: Make your reservations early as the block will fill up fast. Please note: those who do not reserve a hotel room through the NFMA block at the Luxor will have a \$45 charge added to registration fees. Please support the conference hotel to limit NFMA's liability. Prior to September 6, if told the NFMA block of rooms is sold out, please contact the NFMA office at 866-433-3532 (toll free) for assistance in obtaining a room.

Luxor Las Vegas prominently sits between the Mandalay Bay and New York, New York and the Excalibur on Las Vegas Blvd, diagonally across from the MGM Grande and Tropicana. Convention attendees will find a welcome befitting a pharaoh with the myriad of treasures that await. Two of Vegas' top shows are in residence at the Luxor -- Broadway musical Hair Spray starring Harvey Fierstein, and the entertainment of bizarre comedian CarrotTop. Two award-winning fine dining restaurants, the contemporary Asian Fusion and the Luxor Steak House, shine. In addition to these elements, Luxor's opulent casino and Oasis Spa are highlights. An IMAX Theatre and a continuous shopping village with dozens of recognizable food court names line the way to the free tram running between the hotels and to the monorail station across the street.

Inbound/Outbound/All-around



NFMA has made special convention arrangements for discount airfare with American Airlines. To make a

discount reservation, you may go online to www.aa.com or call the Meeting Services Desk at 1-800-433-1790 (7 a.m.-7 p.m. CST). Provide the NFMA discount code A4596AQ. The discount is valid from September 23-October 2.



For Car rental savings, call AVIS at 1-888-754-8878 or go to the NFMA website www.fleamarkets.org, click on convention registration, and click on the AVIS icon to go directly to the NFMA customized window. Our NFMA Avis Worldwide Discount (AWD #) code for both options is D088109. The group AWD # will automatically find the lowest rate offered for the convention, guaranteeing the lowest rate possible with AVIS in the 5-25% discount range. Prices are good seven days before through seven days after the meeting dates.

Tried, True and New Convention Registration:

Fees include all educational sessions, two receptions, two continental breakfasts, two lunches and refreshment breaks. After September 22, registrations accepted on-site only.

Member: \$395

2nd Member from same Market: \$295

3rd Member and additional persons from the same market: \$250 per attendee

Non-Member: \$405

New one-year membership and convention registration: \$595 (limited to markets and owners/staff that have never been NFMA members)

ALL ON-SITE REGISTRATIONS \$415 per person regardless of category

(Meals, breaks, educational session, marketplace attendance are open only to PAID registrants. Spouses/guests who attend must be registered to be present at any convention activity. No one under the age of 21 is admitted to events where alcohol is present. Children may not attend sessions or convention events unless registered.)

NFMA offers an introductory "special" convention membership rate to first-time attendees. Prospective members may combine one-year membership with convention registration for \$595. This membership is limited to flea markets and owners/staff that have not previously belonged to the National Flea Market Association.

Schedule at a Glance

Tuesday, September 26

7:30 a.m. Golf Tournament (separate fee)

2:30-4:30 p.m. Flea Market Basics 101 (separate fee)

4-7 p.m. Networking Reception/NFMA Marketplace

Wednesday, September 27

8 a.m. Continental Breakfast

8:30 -10:30 a.m. Welcome & Keynote:

Building a Market People Can Believe In

10:40-11:20 a.m. Idea Exchange

11:25 a.m.-Noon

Market Owner Presentation

Case Study: Report from the Front Lines

12:15-1:15 p.m. Lunch

1:30-2:25 p.m. Idea Exchange

2:30-3:30 p.m.

Legislative at the Grassroots Level: Forewarned and Forearmed

3:30-4:30 p.m. Wrap Up/Q&A

6-7 p.m. Network Reception

Thursday, September 28

8:30 a.m. Continental Breakfast

9-9:45 a.m.

Trade Relations and Revenue Generation: Yes, Size Matters

9:45-10:45 a.m. Idea Exchange

11 a.m.-Noon

Fun Expo

12:15-1:10 p.m. Lunch

1:15-2 p.m.

What you Don't Know Can Hurt You: Music & Movie

Counterfeiting

2-2:30 p.m.

Closing Session: NFMA Report

50/50 Raffle:

NFMA proudly offers scholarship funds to deserving incoming college freshmen who are employed with a member market and are selected through an application process. The scholarship fund is underwritten by the sale of raffle tickets at \$10 each. Winners receive 50% of monies collected in support of the scholarship. The registration form offers an opportunity to purchase raffle tickets and numerous opportunities for ticket purchase abound during the convention.

NFMA thanks our supporters



Golf At Desert Pines

Golf Tournament



Golf is scheduled on Tuesday morning, September 26, for those wishing to play. Desert

Pines Golf Club is described by many as "The Pinehurst" of Las Vegas. Golf Digest has recognized it as one of the best new upscale courses in the country. This Dye-designed course features thousands of mature pine trees lining the fairways. White sand bunkers protect large, undulating greens with water coming into play on 9 out of 18 holes. This course provides players of all abilities a fun and rewarding experience -- one in which you will use every club in your bag. Desert Pines is located less than 15 minutes from the Luxor Las Vegas. The \$150 fee includes cart, range balls and box lunch. The format is a scramble tourney but may revert to straight tee times depending on the number of golfers registered.