

Registration fee for entire Social Program = \$325



EMDA Social Program

Thursday, November 4

Individual event fees: Joint Opening Session & Breakfast = \$45; Partners Party = \$100

The EMDA and FEMA **Joint Opening Session** is designed to bring the members together to “kick-off” their conventions with a dynamic presentation that will set the tone for a intensive week of appointments and meetings. The Joint Opening Session, beginning at 8:00A with a breakfast, features **Scott Deming** presenting “*Creating Customers for Life.*”



Scott Deming

When Did Customer Service Die? Does Anyone Remember the Funeral? Customer Service didn't die a sudden, unexpected death. It has been dying a slow, very painful death for a very long time. Why? Simply put, people stopped caring. Service today is typical and transactional. People look at customers as an opportunity for a sale, rather than an opportunity for a meaningful relationship that will turn that customer into a loyal evangelist for life. Customer service is dying because people simply stopped looking at other people as fellow human beings.

Scott Deming is on a mission - to bring emotion, sincerity, caring and humanity back into customer service. Scott Deming is on a mission - to impact as many people and as many organizations as possible with a simple message and a tried and true process. Scott Deming is on a mission - to teach executives, management, and staff that everyone is in this together. And finally, Scott Deming is taking his nearly thirty years of advertising and marketing experience and showing proof positive that advertising is simply awareness. **RELATIONSHIPS RULE** and building a **BRAND** through emotional, one-of-a-kind experiences, not just great advertising, is the key to **SUSTAINABLE** personal and professional success.

Immediately following Thursday's Joint Opening Session is EMDA's annual **Industry Showcase** which brings suppliers, distributors, reps and vendors together in more than 100 booths featuring products and services of interest to all. Doors open at 10:30A and the Showcase runs until 2:30P.

Thursday concludes with a new tradition, a fun **EMDA Partners Party** bringing reps and distributors together with the manufacturers that they do business with. The party is a “Thank You” to the manufacturers who understand the value that the EMDA network of distributors and reps provides in bringing their products to the marketplace. The reception begins at 5:00P and ends at 7:00P.



**Be where
the action is
this Fall**

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EMDA Social Program

Friday, November 5

Individual event fees: Breakfast Buffet = \$45; Tour & Lunch = \$100; Joint Networking Hour = \$35; Joint Closing Reception = \$60

Ladies are invited to enjoy a leisurely morning at the **Joint Breakfast Buffet** before departing for a highlight of the social program – **Show Me the Money!** Heading west of Dallas, Fort Worth will capture your heart with its charming blend of Wild West and Modern cultures. Fort Worth is known as the city “Where The West Begins,” and today’s activity will explore what was once historical wild frontier inhabited by buffalo and Indian tribes, to the present city with its magnificent cultural influence.

You'll spend the morning among billions of dollars at the **Bureau of Engraving & Printing** -- a state of the art venue responsible for the design, engraving and printing of more than 60% of all U.S. paper currency.



Witness billions of dollars being produced as you walk along an enclosed elevated walkway suspended over the production floor. See it from beginning to end as blank sheets of crisp paper transform into ready-for-wallet cash.

Did you know the Bureau also prints White House invitations, Treasury securities, identification cards and other special security documents? Roam two floors of interactive exhibits and displays showcasing the history of currency, and shop at the Moneyfactory Gift Shop for unique gifts like crisp uncut sheets of currency, intaglio prints, “lucky” money and special Collector Editions.

After being surrounded by billions of dollars, you'll enjoy the “scene and cuisine” at one of Fort Worth's premier restaurants, **Lonesome Dove Western Bistro**. Chef/Owner Tim Love has designed a menu influenced by all of the ingredients and cultures that have been a part of the West since the first adventure began on the Goodnight-Loving and Chisholm Trails—with an added level of modern sophistication. The Bistro has received numerous awards and acclaim from the likes of Wine Spectator, Food & Wine, Southern Living, Esquire, and the New York Times. In October 2006, Chef Love was invited to cook on the hit Food Network series “Iron Chef America,” Love created a unique menu that wowed the judges with it's creativity and originality and helped him defeat original “Iron Chef” Masaharu Morimoto, only the 7th loss in his distinguished career.



Friday concludes with the **Joint Industry Networking Hour**. Don't miss this opportunity to extend your personal network in a relaxed, social environment as you renew old friendships and make new ones. Light refreshments and drinks will be offered from 5:00P to 6:30P.

Saturday, November 6 – The entire day is free to explore the Dallas area. The traditional **Joint Industry Reception** concludes the convention.



EMDA Social Program

Exploring Dallas

Dallas' new slogan "Live Large. Think Big." describes the essence and vitality of a city built on big dreams, freshly blazed trails and an attitude that all things are possible. This richly diverse city offers a thriving culinary scene, leading arts district, countless luxury accommodations, professional sports, trendy entertainment districts and endless shopping opportunities. Go to <http://www.VisitDallas.com> for details on **Great Stuff!** to do in Dallas.

Don't know where to begin your Dallas adventure? VisitDallas.com can help you plan an afternoon, day or weekend with customized itineraries for every interest. Are you an art lover? Take a stroll through the Dallas Arts District and discover some of the greatest architecture in the world. Sports fans are in luck as Dallas is the only city in the Southwest to host five professional sports teams including "America's Team" the Dallas Cowboys. Interested in history? Learn something new at the Sixth Floor Museum or one of Fair Park's seven museums. For those in search of a little retail therapy, Dallas has some of the country's greatest shopping including the world-renowned NorthPark Center. And with over 8,000 restaurants, the Dallas area has something delicious to please any palate. Whether you're a visitor or a native, let us suggest some of our favorite spots to make your Dallas adventure unforgettable.

Sights & Attractions – Amusing, historic, educational and iconic are just a few of the words that can be used to describe the sights and attractions in Dallas. Regardless of which sights you choose to visit, you can be assured that you will find unique experiences available only in and around Dallas.

Arts & Culture – Dallas boasts the largest contiguous urban arts district in the nation, top museums, performance halls and award-winning architectural designs, arts and culture. The festivals, exhibitions, shows and performances featured in the city throughout the year are sure to enhance any trip to Dallas. It's no wonder New York Magazine ranked the Dallas area as the No. 1 city worldwide for art lovers.



Shopping – Dallas is the # 1 shopping destination in Texas. With the finest in Southern hospitality, shopping and Dallas are synonymous! Not only is Dallas home to the internationally recognized specialty store Neiman Marcus, it is the site of America's oldest planned shopping center, Highland Park Village. From unique boutiques to premier shopping malls, Dallas breathes style. Shopacrosstexas.com features tons of details on every shopping venue in Dallas