



Welcome to Philadelphia! After months of planning we are putting the final touches on the CONA 2010 Convention. Philadelphia is the nation's 5th largest city with a population of over 1.4 million people. It is the perfect example of a cosmopolitan city rich in history. Philadelphia is home to many restaurants, museums and cultural attractions in addition to being the birthplace of America. Allow us to show you the sights and tell you the tales of a city that forged a nation, cheered for Rocky, invented the soft pretzel and cheese steak and is home to the Liberty Bell and Independence Hall. So be prepared to come early and be ready to hit the road as my staff and I prepare to show you the best of our hometown. For those of you bringing family we have a host of tours and activities for those who want to explore the area while we play with the horses.

The CONA convention is staying at the beautiful **Hyatt Waterfront Hotel**. This four star hotel boasts an indoor pool, self and valet parking, two restaurants, incredible views of the city skyline and waterfront. It is within easy walking distance to all the historic attractions. Reservations can be made by phone or on their website. Be sure to ask for the CONA rate, which is for \$129 per night up to Quad occupancy and is available for Tuesday through Sunday. If you are interested in sharing a room with another CONA member please call or send me an email and we will try our best to accommodate you wishes.

The theme of the 2010 Convention is "Let your Image Be your Calling Card". I hope that during your visit you will experience the history of the city, enjoy the museums and shops, enjoy visiting our tour stops and have some hands on learning at our driving workshop. Most of the details of the convention are complete and for the latest information please refer to our website www.cona.org for all the details.

CONA 2010 Agenda

Wednesday: 2/24/10

1:00 pm	Board Meeting at Hyatt Waterfront Hotel
1:00 pm to 7:30 pm	Meet & Greet 76 carriage staff at hotel to help with registration and to give out Welcome Packets
7:30 pm-9:30 pm	Philly By Night Tour: Tour Philadelphia aboard a Double Decker Bus or Victorian Trolley. Tour is Approx 90 minutes. We will make a stop at the famous Pat's and Geno's Steaks for those wishing to buy an authentic Phila Cheese Steak.

Thursday 2/25/10

7:00am – 7:30am	Meet & Greet Early Morning Registration
7:45 am	Buses Depart Hotel for Lancaster and Amish Country Tour Day: Tour Stops Include

- **Witmer's Coach Shop:** Demonstration on wheel repair and mounting rubber tires. Also on-site Amish Quilt Shop and Carriage parts inventory for shopping.
- **Leola Coach Shop:** Antique carriage restoration, new carriage building and repairs by Paul Stoltzfus and family
- **Zimmerman's Harness Shop:** Visit a second generation Amish harness shop and see harness being made. Specializing in draft horse and commercial carriage harness.
- Lunch at **Miller's** Authentic Amish family style Restaurant
- Tour the **Amish Experience** historic family homestead
- See the movie **Jacob's Choice:** This is the story of an Amish teen's choice to remain in the Amish sect.

3:30 pm

Board Buses for trip to Phila Trolley Works

5:00 pm-7:00 pm

Carriage Collection & Hospitality Mixer
View Antique Carriage and Carousel Collection of Michael Slocum See over 30 carriages sleighs and horses in this private collection. Refreshments will be served. Buses available to shuttle back to hotel during the mixer

Friday 2/26/10

8:00am

Buses depart hotel for short trip to **76 Carriage Barn**

8:15 am – 9:45 am

Continental Breakfast served at Barn

Tour the Barn and see

- Carriage Maintenance & Upholstery
- Black Smith
- What you should know before you call the vet:
 - How to take temperature
 - How to determine their pulse
 - Look at their hydration and color

9:45 am

Buses depart 76 Carriage Company

10:15 am

Arrive at **W.B. Saul Agricultural High School**

Saul HS is a working farm and high school within the city of Phila. On the farm they raise crops, maintain a working dairy, sheep, horses, and pigs. These students have the largest FFA chapter in the US and have won awards in showing and judging on a state and national level. We will be touring the school and farm.

12:30 pm

Depart HS and have boxed lunches en route

1:15 pm-3:30 pm

Driving Clinic by Lore Homer

Lore Homer is a national judge for driving and award winning driving exhibitor showing Storm, the Morgan Horse of the 20th century. Mrs. Homer also is the officially recognized examiner for the City of Philadelphia Carriage driving license exam. CONA members will have the opportunity to drive either single or pairs and take the drivers test with Mrs. Homer. We will be driving in an indoor arena with 2 single teams and 1 pair team of 76 Carriage horses.

5:00 pm

Return to Hotel with Dinner on your own

Saturday 2/27/2010

8:00 am

Breakfast Hotel Ballroom

9:00am

Welcome and Introduction
Convention Speakers

- **Keynote Address: Greater Phila Tourism Marketing Corporation.** Learn the tricks of marketing in a recession economy from the group that has kept Phila and its region tourism growing despite the economy.
- **Advertising: Speaker TBD:** Discover the keys to designing and creating Advertising that targets your market and increases revenue.
- Marketing Round Robin Discussion
- **Blue Star Equiculture: Draft Horse Rescue and Sanctuary:** This year old draft horse sanctuary promotes the draft horse and its place as a working horse in today's modern world. They provide retirement homes for carriage horses and their mission is to educate the public about these wonderful animals.

12:00 pm

Lunch Buffet: Hotel Ballroom

1:00 pm

General Membership Meeting and Elections

3:00 pm – 5:00 pm

Free time to explore the nearby Liberty Bell and Independence Hall

6:00 pm-6:30 pm

Trolleys depart for the Spirit of Phila Cruise

7:00pm

Set Sail for our annual banquet on board the Spirit of Phila. Featuring stunning views of Phila skyline, gourmet buffet, open cash bar, DJ with dancing.

Sunday 2/28/10

7:00 am Board Meeting Hyatt Hotel

10:00 am Possible trip to NYC carriage stables

I hope this agenda makes you as eager to come to CONA 2010 as I am to host this Convention. The staff and horses of 76 Carriage Company cannot wait to meet you. For those wishing to attend only part of The convention we are offering an a la carte menu of options. At least one representative must attend the entire convention. For families and guests we will be providing passes for Phila Trolley Works all day City tour which stops right next to the hotel. These passes will enable you to tour the city and hop on and off all day as you tour Philadelphia. For the flower lovers in the group, the Philadelphia Flower Show begins on Sunday 2/28/10. This must see event is the largest indoor flower show in the nation.

If you have any questions regarding travel arrangements or places you would like to visit please contact us via email at: cona2010@phillytour.com or our office at 215-923-8516.

Have a Healthy and Prosperous Holiday Season and See you in February!

Linda Kramer
Vice President
CONA