

# Women's Conference 2011

## The Wynfrey Hotel, Birmingham

### April 10-12

January 24, 2011



Brittany Daniel

#### Destinations

Conventions and Corporate Travel  
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## Registration Information

### CHAIRMAN'S INSTRUCTIONS DEADLINE: MARCH 15, 2011

✦ Each chairman is responsible for collecting and submitting all registration forms and fees in your county. Please make a copy for your records.

✦ Fill in address information for each attendee on the enclosed registration form. Mailings after the **March 15th** deadline will be sent to the address listed for each registered person. Be sure to verify spelling as name badges are prepared from this form.

✦ We are attempting to move towards using electronic communication whenever possible. Please provide attendee email addresses if they have them. Communications after March 15 will be done via email if an email address is provided or to the mailing address listed on the registration form if not.

✦ Return all registrations from

your county to Destinations. Be sure to include payment.

✦ Register **ALL** attendees even if accommodations are not required. Anyone attending the conference must be registered for planned meal functions and seminar programs. Write "no room" on the registration form for attendees not staying at the hotel. Unregistered guests will cause a seating and food shortage. This includes spouses and children. Contact Destinations for a fee for children under 12.

✦ This mailing was sent to County Women's Committee Chairmen, county presidents and secretaries.

✦ All charges must be paid in advance. Be sure to enclose check to cover registration fee of **\$299.00** per person AND room payment for each hotel room. Make checks payable to the Alabama Farmers Federation.

### Late Registrations Policy:

Conference registrations received after March 15, 2011 will be charged a late charge of \$25 per person. Late reservations are also not guaranteed the conference rate of \$158.00.

According to our contract with The Wynfrey Hotel, rooms that have not been reserved by March 15, 2011 will be released to the hotel for them to sell at higher rates. We may not be able to get those rooms back after our cutoff date at our contracted rate.

This means that registrations received after March 15 will not only be subject to a \$25 late fee but could have to pay a higher room rate as well.

In addition, our block of rooms is filled on **first come, first served** basis. If our room block fills before the deadline, additional rooms may be reserved at higher rates or could even need to be placed at comparable hotels in the area.

# Hotel Charges:

Two nights pre-payment is due with your conference registration. Our hotel rate is \$138.00 per night plus 14% lodging tax for a total of \$158.00 per room per night for two occupants.

The required advance payment simply clears your account making incidentals the only balance owed upon departure. Pre-payment will also guarantee reservations for late arrival on Sunday, April 10.

While your room and tax have been pre-paid, the hotel will still require a credit card to establish individual credit for services charged to your room account.

Incidentals would include a phone access fee, parking and any unplanned meals that you charge to your room. The hotel charges a \$1 per day phone access fee that you are required to pay even if you do not use the phone.

It is recommended to have one person per room place a credit card

on the room for incidentals and seek reimbursement per the county's travel policies. You can also use one credit card on all the rooms your county has registered for the conference.

Guests without a credit card are required to post a \$75 cash deposit covering estimated incidental expenses.

We do not recommend using a debit card as the hotel will take \$75 per day from your account as soon as it is swiped. If you do not have any incidentals, the money will be returned to your account, but it could take 7-10 days.

No matter which option you choose, please review your hotel statement thoroughly when checking out to make sure that the charges on your bill are accurate. It is much easier to dispute the bill with the front desk than waiting until you return home to dispute erroneous charges.

## 3 and 4 People Sharing a Room:

If you plan to have rooms occupied by more than two people, age 18 and over, the hotel requires an additional \$10.00 per person per night for 3 or 4 people plus 14% tax.

Including tax, the total for 3 people in a room is \$169 and the total for 4 people in a room is \$181.00.

Line #2 of your meeting registration form provides space to include this additional money. Be sure to notate on your registration form when additional people will be in a room and if roll-away beds are requested. Roll-away beds are a request only and subject to availability.

## Late Arrival:

Persons failing to arrive by midnight on their indicated arrival date will not have valid reservations for the next day unless you call to confirm arrival for the next day. You must call The Wynfrey Hotel at 205-987-1600 to hold your reservation if something keeps you from checking in on your scheduled check-in date.

## What's Included?

Your conference registration fee includes dinner Sunday night and all meals on Monday. It also includes speakers, seminars, breaks and entertainment. Room pre-payment covers guaranteed room reservations for your stay of two nights.

## Parking:

Currently, valet parking is \$11.00 per day and self parking in the hotel garage is \$9.00 per day. You can also park for free in the Galleria mall parking lot.

Please keep in mind that valet parking does require tipping to park and retrieve your vehicle. \$1-2 is suggested for every drop off and pick-up; more if the valet assists with your luggage.

# Cancellations, Substitutions and Name Changes:

Please refer to the following policies concerning cancellations, substitutions and name changes. Keeping these cutoff dates and policies in mind will help you to avoid losing any money if changes have to be made. Please share this information with potential attendees as it may deter last minute cancellations.

**Room Cancellations:** The first night room cost is **non-refundable** after March 15, 2011 and the second room night cost is **non-refundable** after March 31, 2011.

**Conference Cancellations:** Conference registration is non-refundable after March 15, 2011.

### Substitutions and Name Changes:

Before cancelling an attendee, consider a substitution. Substitutions can be made at any time. However, we do ask that you keep roommate name changes to a minimum whenever possible. We have found when communicating with hotels that the likelihood for errors tends to grow as roommate swapping increases.

Call Brittany Daniel at 1-800-392-5705, ext 4750 or 334-613-4750 to make cancellations, substitutions, or any other changes. For the email savvy, you can also make these changes by emailing Brittany at [bdaniel2@alfains.com](mailto:bdaniel2@alfains.com).

## Women's Conference 2011 Tentative Agenda

### Sunday, April 10

**2:30 p.m.-4:30 p.m.**

Registration and Welcome Station  
Pre-function Area, Wynfrey Ballroom Level

Massage Therapy- Virginia College Students  
Pre-function Area, Wynfrey Ballroom Level

Pop Tab Collection- Pre-Function Area  
Pre-function Area, Wynfrey Ballroom Level

**4:45 p.m. -5:00 p.m.**

**Regional Welcome Sessions**

**6:30 p.m.**

**Opening Banquet**

Speaker- Shari Braendel, Fashion Expert and Inspirational Speaker  
Charlotte, North Carolina  
Wynfrey Ballroom

**8:00 p.m.**

**County Photos**

### Monday, April 11

**7:00 a.m.**

**Breakfast**

**8:15-11:15 a.m.**

**Workshops Begin**

Workshop A  
"Are you smarter than an activist?"  
Betty Wolanyk, Ag Literacy Works, New York

Workshop B  
What to Wear, Shari Braendel, Fashion Expert  
North Carolina

Workshop C  
Buy Alabama's Best, Lauren Cole, Alabama Dept of Ag and Industries;  
Virginia Whitfield, Whitfield Foods and Alaga Syrup

**11:30 a.m.**

Farm-City Awards Luncheon- Wynfrey Ballroom

**2:00 p.m.**

Free Time

**6:30 p.m.**

Closing Banquet, Wynfrey Ballroom  
Entertainment – **Friends of Sweetwater Road**

### Tuesday, April 12

Hotel Check-out