



MFA'S 43rd Annual Convention

"A Family Tradition since 1982"

May 24-27, 2024

Omni Mt. Washington Resort Bretton Woods, NH

The MFA Family Reunion Convention is fast approaching! This brochure will help you prepare for the weekend but if you have any questions, please feel free to contact us at 617/542-3085 or email mafood@mafood.com.

This year's theme is **"MFA's StoryLand"**. MFA would like to thank all of our members, sponsors, and supporters. [Check your program book for a full listing of sponsors.](#)

With your generous support, MFA is able to not only host this wonderful event but to continue our important legislative and regulatory work for the industry. Get ready for an adventurous weekend in the New Hampshire mountains!

Friday arrivals - Welcome! Head to the MFA "Train station" and check in to receive your registration packet, schedule of events, tote goodie bag and name badges (**please wear name badges all weekend**). Sign up for events in main lobby!

Welcoming snacks will be available upon arrival and AJ's Deli Truck will be serving up delicious snacks and treats. You may also have lunch on your own at **Stickney's** restaurant from 11:30am - 3:00 pm)

Arriving Late? Buffet dinner will be served in the Ballroom until 9:30 p.m. or a late-night snack will be available in the Great Hall until 10:30 p.m.

Attire - Dress is casual for the weekend.

Saturday is "StoryLand" theme day with the children's costume parade to lunch for the kids at noon. Adults, wear your costumes at the cocktail party.

Marauders will be awarding prizes. Sunday dinner is the "dressier" Memorial Day celebration. (Sport coats, dress slacks, dress).

Cocktail parties (21+) nightly in the Conservatory and/or the Jewell Terrace (weather permitting)

Adult Dinners - Hotel staff will be stationed next to the MFA desk to assist with seating & wine selections for the entire weekend. You will sit at the same table throughout the weekend.

Teen/Tween Dinners – The Castle & Dungeon reception will be held in the Cave with soft drinks and snacks followed by a dinner event & evening entertainment. Check the program book for details on Saturday and Sunday.

Children's Dinners/Entertainment- Magical Alice in Wonderland dinner, Mad Hatter Magic and a variety of events held nightly. Entertainment, games and movies to follow in the same location. Check your program book for details.



SIGN UP IN ADVANCE

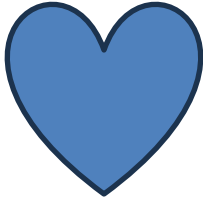
GOLF TOURNAMENT *Saturday* - Sign up in advance required. The 18-hole tournament will be held at 8:30 a.m. on the beautiful course at the Omni Mt. Washington Resort. *Sunday* is Open Golf beginning at 8:30 a.m. Both days will feature a closest to the pin contest. Also available at 9:00 a.m. is 9-hole Family Golf(\$50pp). A light breakfast at the clubhouse and lunch/refreshments will be served on the course. In order to secure your spot and reserve a cart, **please fill out the attached reservation form and email it to mservello@mafood.com no later than May 13th.**

Please do not send golf money to MFA. The golf pro will charge golf fees to your room or credit card on the day of the tournament (\$75pp). Please bring your folio card to the course.



TENNIS TOURNAMENT - Bring your racquet and enjoy a lively tournament throughout the weekend. Sign up in the Great Hall upon arrival.

PICKLEBALL - Bring your pickleball racquet and enjoy this fast, fun game! Sign up in the Great Hall upon arrival.



Children's/Pre-Teens/Teens/Family Events

(Check Program Book for Times/ Locations)

Share your selfies! Post on Insta: Tag **@massfood #mfa2024**

Join in a number of exciting theme events and more.

Sign-ups located in the Great Hall upon arrival!

Pop-A-Shot & Box Hockey

Alice's Musical Chair

Theme Wagon/Hayrides

Peter Pan's Bocci

Water Balloon Battle

Look Out! Dodgeball

Tennis Tournament

Pickleball Tournament

Victorious Video Games

Sneezy's Soccer

Soccer Demonstration

The Baby Derby Diaper Dash

Tortoise and Hare 5k Run/Walk

Nail Painting

Tinkerbell's/Glow 4square

The Big Bad Wolf Street Hockey

Peter Pan's Ping-Pong Tournament

Mad Hatter Joe Magic Yo-Yo Skills

Goldilocks Corn Hole

Rubber Duck Races

Sleeping Beauty Yoga

Teen Disc Golf

Wiffle Ball

Family Event - Minute to Win It

Thumper's Potato Sack Races

Pie Eating Contest

Family Golf (9 holes)

The Team Clubhouse Kids Party - Saturday at 1:00 p.m. Fun for all ages! Pin the Heart on the Queen's Heart, Coal Mining Target Throw, Barrell Rolling Relay, Queen of Hoodsie Cup Stacking, Face Painting, Golden Good Egg Toss, Face Painting and Flamingo Croquet.

BRING YOUR SUIT! Indoor & Outdoor Pool



"SPARKS ARE FLYING" FIREWORKS Overlooking the beautiful White Mountains - join your family on the back veranda at 8:45 p.m. Saturday to watch the magical display! They will be truly impressive!



ADULT EVENTS

MFA Ca\$tle Game Room – Ca\$ino & Kentucky Derby

Friday evening: Purchase "funny money" and try your hand at Black Jack, Roll the Dice, Kentucky Derby Racing Game, Texas Hold 'em, Shuffleboard, or Skittle Bowl to win amazing prizes! The top 75 winners' names are announced on Saturday at 10:00a.m. to walk through the prize room. You may send a substitute to pick up your prize if you are unable. **No minors under age 21 are allowed to play or enter the Casino where alcohol is being served (NH State Law). Picture I.D. is required.

Saturday evening: MFA Magical "Never Grow Up" Dancing! Kick off your shoes and hit the dance floor! Theme Prize Drawing at approx. 10:15p.m winner must be present to claim the prize.

Sunday evening: MFA Memorial Day celebration. Bring your name badge to recycle to be put in a drawing for prizes at the dance party later in the evening.



Person of the Year Presentation: Immediately following dinner we will celebrate our person of the year, **CHRISTINE CURTIS OF C&S WHOLESALE GROCERS**. Christine is the recipient of this year's Milton W. Segel Distinguished Service Award. Christine has been an amazing supporter of MFA and our convention for many years. Congratulations to Christine and her family. A very well-deserved honor.

Immediately following, join the **Open Trivia Night & MFA Dance Party!** As an alternative, head to the South Veranda for "Stories of the Night Sky" with Doug Arion or the "Born in the USA" Campfire with S'mores but be sure to return to the ballroom at approximately 10: 15p.m for the name badge drawing! (winners must be present to claim prizes).





2024 CATEGORY FOCUS Beverage Bonanza (non-alcoholic)

We are very excited to welcome our special category focus group this year and would like to thank both the category focus committee members and sponsors for their participation and support of this year's event. We will be treated to an array of delightful drinks at various events throughout the weekend. Check program book for category focus events & times.

BEVERAGE TASTINGS - Saturday & Sunday (21+) featuring many of this year's Category Focus participants plus delicious snacks.

BUSINESS SESSIONS

Saturday - Category Focus Business Session – join special guest, *Martin Caballero*, *Managing Director*, BevNET, to learn of current & future trends.

Sunday - *Government Affairs Roundtable* – gather to discuss important legislation affecting our industry.

BACK BY POPULAR DEMAND - The **fruit stand** is back! Treat yourself to a delicious array of fresh fruit in the Great Hall throughout the weekend.

FAMILY FUN FOR EVERYONE!

FAMILY BINGO – Family fun for all ages – super prizes too!

DRAGON'S BREATH DODGEBALL TOURNAMENT – Look Out!

FAMILY STORYLAND SELFIE SCAVENGER HUNT

FAMILY PORTRAITS – Capture the Memories!

CRAFT ROOM (Please note this is not a daycare facility. All children must be accompanied by an adult or sitter)



THE SPA

Inspired by the flora and fauna surrounding the beautiful White Mountains indulge in a relaxing spa treatment. Spaces are limited - please contact the Spa directly at 603/278-1000 to reserve an appointment on your own.

DIRECTIONS TO THE OMWR:

310 Mount Washington Road, Bretton Woods,
NH 03575

ROOM CHANGES/CANCELLATIONS

Please contact the MFA office at 617/542-3085 if you have any changes or to cancel your reservation. Kindly note the Hotel cancellation policy requires 72 hours-notice prior to the date of arrival to avoid the room cancellation fee.



STAY AN EXTRA DAY OR TWO?

If you would like to arrive early or extend your stay, Omni Mt. Washington Resort will extend special nightly rates two days before or two days after our event (based on availability).

MAKE A PIT STOP AT A.J.'S ON YOUR WAY TO THE MFA ANNUAL CONVENTION – details in the attached flyer!



MESSAGE FROM THE MAD HATTER

In the past, the resort has informed us that 50-75 people in attendance were not registered for the event. This made it difficult for the Resort to cater to the needs of the guests relative to meals and activities. The Resort Security and MFA Staff will be paying strict attention to the name badges in an effort to alleviate the situation and be fair to the registered and paid attendees. Please wear your badge at all times throughout the weekend!