

# **Cotton Warehouse Association of America**

## **2010 Annual Convention**

### **Santa Fe, New Mexico**

#### **June 23-26, 2010**



## **Santa Fe: The City Different**

Santa Fe is unlike any other destination in the world. Called the "City Different" by many locals, a visit to Santa Fe is like stepping out of time to a place where past and present merge seamlessly. Centuries-old adobe buildings house contemporary art galleries and world-class restaurants. Ancient traditions of hospitality are enhanced by modern amenities. A unique melding of Native American, Spanish and European cultures blend Old World style with a modern outlook. The oldest capital city in North America, Santa Fe is celebrating its 400<sup>th</sup> anniversary this year. From its serene setting at nearly 7,000 feet in the foothills of the Sangre de Cristo Mountains, Santa Fe offers an unrivaled mix of culture, history, art, cuisine and scenery. Santa Fe is a truly unique city...a work of art itself.

We've got a great 73rd annual meeting planned with an excellent group of speakers and presenters being lined up to participate. You'll hear the latest information on key legislative challenges and regulatory issues facing agriculture and the cotton industry. And, you'll get the latest update on activities and issues directly impacting the warehouse industry. Make your reservations now and join us in Santa Fe.

# Schedule at a Glance

## Wednesday, June 23, 2010

Noon-5:00 p.m. Registration  
4:00-5:00 p.m. Ways & Means Committee  
6:00-7:00 p.m. President's Reception

## Thursday, June 24, 2010

8:00-11:30 a.m. Associate Member Exhibits  
8:00-11:30 a.m. Committee Meetings  
1:00 p.m. Golf Tournament  
Evening Free

## Friday, June 25, 2010

8:00-11:30 a.m. Associate Member Exhibits  
8:00-11:30 a.m. Committee Meetings  
11:30 a.m.-1:30 p.m. Board of Directors Meeting  
7:00-10:00 p.m. Reception/Dinner

## Saturday, June 26, 2010

8:30 a.m. General Session Breakfast  
10:00 a.m. Business Session  
Immediately Following New Board of Directors

# Highlights

## President's Reception

**Wednesday, June 23, 6:00-7:00 p.m.** Convention activities will begin with cocktails and light hors d'oeuvres on the Terrace at the historic La Fonda Hotel. Join us as we honor President Dane Jones and his wife, Christine.

## CWAA Committee Meetings

**Thursday, June 24 and Friday, June 25, 8:00 a.m.** Committee sessions are an important part of CWAA's annual convention. Attendees will get the latest updates on current legislative, regulatory and industry activities that impact your business. This is where you'll have an opportunity to discuss and shape CWAA policy recommendations. And, our Associate members will have an opportunity to showcase the products and services their companies provide.

## Cotton Classic Golf Tournament

**Thursday, June 24, 1:00 p.m.** Dramatic vistas of the sprawling valley climbing to distant mountains serve as an inspiring backdrop at Black Mesa Golf Club. Built on the Santa Clara Pueblo, the course showcases distinctive bunkering, native arroyos as hazards, and

green contouring in keeping with the scale of the natural landforms. Sign up to play an afternoon of fun and challenging golf. The \$150 golf fee covers green fees, cart rental, and prizes. Golf shirts are available for purchase on an *optional* basis.

## Reception and Dinner

**Friday, June 25, 7:00 p.m.** Join us on the Terrace at La Fonda for our very own Southwestern fiesta. This reception and dinner for all convention attendees will be held in the beautiful La Terraza Room with its dramatic stained glass skylights, striking copper and tin chandeliers, and a hand-sculpted kiva fireplace. French doors open onto a lush Garden Patio with amazing views of the downtown Santa Fe Plaza, the iconic St. Francis Cathedral Basilica and the Sangre de Cristo mountains.

## General Session Breakfast

**Saturday, June 26, 8:30 a.m.** All convention attendees are invited to attend the General Session Breakfast. Keynote speaker to be announced.

# CWAA Registration

Pre-register for the CWAA Annual Convention as soon as possible but no later than May 24, 2010 by either: 1) Downloading the attached registration form and mailing it to CWAA, along with a check for your registration fees made payable to CWAA; or 2) Registering online by clicking [Registration Link](#). Since we do not accept credit cards for payment, you must still mail a check for your registration fees.

# La Fonda Hotel

While Santa Fe has been intriguing and charming travelers for more than 400 years, La Fonda on the Plaza has been providing warm and friendly accommodations for almost as long. This historic, landmark hotel is just steps from the Plaza and sits quite literally at the terminus of the Santa Fe Trail. La Fonda is steeped in history, filled with art and offers authentic Santa Fe hospitality. For more information, visit the hotel website at [www.lafondasantafe.com](http://www.lafondasantafe.com).

## To Make Your Hotel Reservation...

- Call the La Fonda Reservations Department at: **1-800-523-5002** and choose **Option #1**.
- Call between the hours of (Mountain Time)
  - Monday-Friday: 7 am-8 pm
  - Saturday: 8 am-5 pm
  - Sunday: 9 am-5 -m
- Be sure to let the reservations clerk know you are with the CWAA 2010 Annual Meeting group block to obtain the convention room rates.
- All reservations must be guaranteed with a major credit card.

### La Fonda Hotel Room Rates\*

Early Santa Fe charm meets the contemporary art of comfort in each of La Fonda's colorful and unique rooms. Amenities include pillow-top Serta® Dynasty beds; luxurious Egyptian cotton sheets; plush terrycloth robes; complimentary high-speed WiFi; room safe; coffee maker; and hair dryer.

**Traditional Room: \$185**...Traditional bed and bathroom accommodations. If you have a specific bed configuration in mind, we suggest you call as early as possible to make your reservation.

**Deluxe Room: \$205**...Large bed and bathroom accommodations with sitting area in room. If you have a specific bed configuration in mind, we suggest you call as early as possible to make your reservation.

**One-Bedroom Suite: \$305**...Bedroom with separate living room and bath; king bed in bedroom and queen sleeper sofa in living room; and a balcony.

**Deluxe One-Bedroom Suite: \$335**...Large and spacious bedroom and bathroom, with a queen sleeper sofa in the living room and wood-burning fireplace (kiva), and a balcony.

### Cut-off Date

The cut-off date for room reservations at La Fonda is **May 24, 2010**.

### \*Additional Room Information

**Room Cancellations:** Cancellation of individual room reservations must be made 48 hours prior to arrival to avoid a one-night penalty.

**Room taxes:** All room rates are subject to Lodger's Tax of 7% and Gross Receipts Tax of 7.9375% totaling 14.9375%. The charge for additional person(s) in a room, after two, is \$15 per night.

**Children:** Children 12-and-under stay free in same room with parents utilizing existing bedding. Rollaways are limited.

### The Terrace at La Fonda Room Rates\*

A private retreat with breathtaking views...for those seeking luxury and privacy, the hotel offers its rooftop retreat, the Terrace at La Fonda. The 14 beautiful and spacious suites and rooms offer lush bedding, all natural, handmade amenities, generous bathrooms, private balconies and wonderful Old World Santa Fe charm. The Terrace offers dedicated concierge service and very personal attention to detail.

Each morning the hotel will deliver a delicious Breakfast Basket to your room and each afternoon a Fruit and Cheese Platter. The Terrace Gathering Room is a lovely space to unwind after a busy Santa Fe day. A complimentary hot breakfast is served each morning and cocktails and hors d'oeuvres each afternoon.

**La Terraza Room: \$419**

**La Terraza Junior Suite: \$449**

**La Terraza Executive Suite: \$539**

### Cut-off Date

Please note the cut-off date for room at The Terrace at La Fonda is **April 26, 2010**.

# Getting To and Around Santa Fe

Santa Fe is located in Northern New Mexico, an hour's drive north of Albuquerque. Flying into Albuquerque and renting a car is the most popular way of travelling to Santa Fe...but not the only way. Shuttles, car rentals, taxis and trains are all available for travel between Albuquerque and Santa Fe. Flying into Santa Fe is also an option. Once in Santa Fe, getting around is easy. Downtown Santa Fe and the surrounding historic districts are compact and most conveniently traveled on foot. Many of the main attractions and restaurants are within walking distance of the La Fonda. For longer trips there is a local taxi service and a public transportation system. Rental cars are also available.

## Airport Options

**Albuquerque:** The Albuquerque International Sunport (ABQ) is the major air gateway to Santa Fe and is serviced by all major U.S. airlines, including American, Continental, Delta, Southwest, United and US Airways. The airport is a quick 60-minute drive to Santa Fe.

**Santa Fe:** American Airlines now offers three daily non-stop flights between Dallas-Fort Worth Airport (DFW) and the Santa Fe Airport (SAF) and one non-stop flight daily between Los Angeles and Santa Fe. The Santa Fe airport is about 20 minutes from the La Fonda Hotel.

## Ground Transportation Options

Planes, trains, shuttles and automobiles...all are available for your ground transportation needs from the airports in Albuquerque or Santa Fe.

## Airport Shuttles

**Albuquerque:** Sandia Shuttle Express provides 15 runs daily between the Albuquerque airport and downtown Santa Fe hotels. The shuttles leave the Albuquerque airport every hour between 8:45 a.m. and 11:45 p.m. Return trip shuttles from Santa Fe leave every hour between 5:00 a.m. and 7:00 p.m. The fare is \$25 per person or \$45 round-trip, pre-paid with a credit card. For more information, visit [www.sandiashuttle.com](http://www.sandiashuttle.com). To purchase tickets, call 1-888-775-5696.

**Santa Fe:** Roadrunner Shuttle Service provides transportation from the Santa Fe airport to the hotel. The approximate cost for one-way service is \$25 per person. For more information, call 505-424-3367.

## New Mexico Rail Runner

The New Mexico Rail Runner Express offers commuter train service between Albuquerque and Santa Fe. The Albuquerque train station is not located at the airport so you would have to take a taxi, shuttle or public transportation to the train station. In Santa Fe, you would have to take a taxi or shuttle between the hotel and train station. For more information, visit [www.nmrailrunner.com](http://www.nmrailrunner.com) or call 1-866-795-7245.

**Car Rentals:** All major car-rental agencies are located at the Albuquerque airport's Car Rental Center. Free shuttles provide transportation from the terminal to the rental center. At the Santa Fe airport, Avis and Hertz car rental services are available in the main terminal building.

**Taxis:** Albuquerque Cab Company (505-883-4888) provides taxi service from the Albuquerque airport to Santa Fe. One-way service is approximately \$170 and credit cards are accepted. In Santa Fe, the Capital City Cab Company provides taxi services. For information call 505-438-0000 or use the courtesy phone inside the terminal building.

# Quick Tips for Visiting Santa Fe

## Hotel Parking

Downtown parking is limited, but hotel guests are guaranteed parking in the La Fonda Hotel garage at a daily rate of \$12 for self-parking.

## Santa Fe Weather

June is one of the best times to visit Santa Fe. With an average high temperature of 83° and a low of 51°, the sunny days are ideal for getting out and exploring the city. The climate is very dry and a little shade and breeze will make it feel very comfortable.

## Recommended Dress Attire

Business casual attire is appropriate for all CWA business meetings and social functions. Santa Fe is a casual city so dress comfortable. Since most of Santa Fe can be seen on foot, be sure to bring comfortable

walking shoes. The days can be hot and the nights quite cool so be prepared to dress accordingly.

## Altitude

Take it easy...Santa Fe is 7,000 feet above sea level so if you have a tendency to be affected by altitude, you might want to take it easy for the first couple of days. Staying hydrated helps...be sure to drink lots of water, but watch your alcohol intake...one drink is the equivalent of three at sea level.

## Restaurants

Reservations are always recommended for upscale restaurants. Busiest dining hours are from 6:30 to 8:00 p.m. Casual dress is acceptable in most restaurants. Larry and Sharon Combest have compiled a list of their favorite restaurants which you'll find on the last page.

# Places to See and Things to Do

There's no end to the choice of tours and activities that Santa Fe offers. Take a guided walking tour and discover Santa Fe's compelling history and treasured art and architecture. Santa Fe is small enough to navigate easily on foot, with miles of winding streets filled with charming adobe shops, homes and historic buildings as well as contemporary galleries, boutiques and restaurants. If you'd rather ride, take a tram for a driving tour that covers similar ground. Get into the great outdoors and have fun on guided horseback, fishing, and river rafting tours. Take a hike or go mountain biking. Visit cliff dwellings and pueblo ruins for an unforgettable glimpse of the ancient past.

Whatever you decide to do, the concierges at the La Fonda Hotel are an excellent source of information on Santa Fe and will be glad to assist you with any arrangements. **Call 1-800-523-5002, #3.**

## Some places you may want to see...

**The Plaza...**As the heart of the city and the place where Santa Fe was founded, the Plaza is the city's most historic area. Surrounded by museums, historic buildings, restaurants, hotels, galleries and endless shopping, the Plaza is the place to start.

**St. Francis Cathedral Basilica of Assisi...**The largest example of non-adobe style architecture in the city, the Romanesque St. Francis dominates the downtown cityscape. The cathedral is a religious center for Santa Fe and the home to La Conquistadora, a centuries-old statue revered within the city.

**Palace of the Governors Native American Vendors...**Every day dozens of artists from around Santa Fe and the Southwest sell their work under the long portal that fronts the Palace of the Governors. The Palace itself is the state's history museum and the oldest public building in the U.S.

**Canyon Road...**Santa Fe has over 250 galleries and has been rated the second largest art market in the country—after New York City. Canyon Road is a historic pathway into the mountains and an old neighborhood that has become the city's center for art with the highest concentration of galleries.

**Georgia O'Keeffe Museum...**The museum is a showcase, not only for O'Keeffe's work, but that of her many contemporaries.

**Museum Hill...**In a town with 16 museums, Museum Hill is a collection of four of its most interesting: Museum of International Folk Art, Museum of Indian Arts & Culture, Museum of Spanish Colonial Art, and the Wheelwright museum of the American Indian.

**New Mexico's Pueblos...**The 19 Pueblo tribes that form the majority of New Mexico's Native American population are scattered around the state. A number of the communities are in close proximity of Santa Fe and offer a view into both the ancient and modern worlds of the Pueblo Indians.

**Bandelier National Monument...**Located about 45 minutes from Santa Fe, Bandelier is the centuries-old site of a large pre-Pueblo community that was established in the area's extensive volcanic cliffs. One of the state's most important cultural and archaeological sites, Bandelier is a beautiful spot that offers a view across time into the lives of the hundreds of Native Americans who called it home from 1100 to 1500 AD.

# Additional Information

## Golf Shirts Available for Purchase

If you would like to purchase a CWAA golf shirt (*golfers or non-golfers*), mark on the registration form the size and number of shirts you would like. The cost is \$45 per shirt.

## Visitor Information

For more information on Santa Fe, visit the following websites: [www.santafe.org](http://www.santafe.org); [www.santafe.com](http://www.santafe.com); or [www.santafenm.gov](http://www.santafenm.gov).

# Santa Fe Restaurants

(compiled by Larry and Sharon Combest)

Listing good restaurants in Santa Fe is like listing fun things to do at Disneyland but here are some to start your journey. Rule of thumb...if it is in business, it is good. Restaurants where dinner reservations are required have been noted, but it is always a good idea to call ahead to any of these restaurants.

Restaurants	Address/Phone	
<b>Tia Sophia</b> ...If you want to see how real Santa Fe locals eat, go to this friendly downtown restaurant, now in its third decade. Daily breakfast specials are offered. This is a popular place so be prepared to wait for a table.	210 W. San Francisco 505-983-9880	W,B/L
<b>Plaza Café</b> ...Santa Fe's oldest restaurant has been serving authentic traditional dishes since 1918. You'll find everything from blue corn green chile carne asada enchiladas to chicken fried steak with mashed potatoes and moussaka with a Greek salad on the side. Breakfasts are excellent and hamburgers and sandwiches are good.	54 Lincoln Avenue 505-982-1664	W,B/L
<b>La Plazuela at La Fonda Hotel</b> ...At the heart of the historic La Fonda is La Plazuela, a beautiful enclosed courtyard restaurant featuring a menu crafted to showcase old favorites with New World influences and authentic New Mexican cuisine. <b>Note:</b> There is a great French pastry shop in the La Fonda		W,R
<b>The Shed</b> ...A luncheon institution since 1953, this longtime locals' favorite is so popular that during lunch lines often form outside. Half a block east of the plaza, it occupies a rambling hacienda built in 1692. The food is some of the best in the state and a compliment to traditional Hispanic and Pueblo cooking. The red chile cheese enchilada is renowned in Santa Fe. The green-chile stew is a local favorite.	113 E Palace 505-982-9030	W,R
<b>The San Francisco Grill</b> ...Occupying a sun-filled, second-floor space near the Plaza, this restaurant offers inexpensive, well-prepared American fare. It's family-friendly, with comfy booths and smaller hardwood tables and chairs.	50 E San Francisco 505-982-2944	W
<b>Pasqual's</b> ...Named for the folk saint of New Mexican kitchens, Pasqual's serves excellent food, made with organic local ingredients All its sauces, bread, and ice cream are made by hand on a small scale, to great results. Don't let the long lines scare you off. It is worth the wait!	101 Don Gaspar 505-983-9340	W,R
<b>Blue Corn Café</b> ...If you're ready for a fun and inexpensive night out to eat decent New Mexican food, this is your place. Enchiladas, chalupas, tacos, tamales and rellenos are some of the dishes to sample, along with nightly specials.	133 Water Street 505-984-1800	W
<b>Geronimo</b> ...Occupying an old adobe structure known as the Borrego House built in 1756, this elegant restaurant serves Global Fusion-Southwest cuisine utilizing seasonal produce. The menu features entrees such as Maryland soft-shell tempura crabs, mesquite grilled New York strip steak, beef tenderloin, Hawaiian swordfish and peppery Elk tenderloin to name a few. If you enjoy dining outside, reserve a spot on the porch.	724 Canyon Road 505-982-1500	P,R
<b>The Compound</b> ...Featured in <i>Gourmet</i> and <i>Bon Appétit</i> magazines as one of America's best restaurants, the Compound serves contemporary American cuisine focused around regional ingredients. Signature entrees include dishes of grilled beef and tuna, classic choices feature pork, seafood, and duck.	653 Canyon Road 505-982-4353	P,R
<b>Inn of the Anasazi</b> ...This ranks as one of Santa Fe's more interesting dining experiences. Named for the ancient people who once inhabited the area, the food here is inventive, utilizing regional and seasonal ingredients.	113 Washington 505-988-3030	W,P
<b>Santacafé</b> ...Located near the Plaza in the Padre Gallegos House, a 150 year old adobe structure, this restaurant serves unique American cuisine with a southwestern flair. Featured dishes change to take advantage of local and seasonal specialties.	231 Washington Ave. 505-984-1788	W,P,R
<b>Mateo's</b> ...A Canyon Road neighborhood restaurant, Mateo's serves delicious, Italian and Mediterranean cuisine. Lovely Tuscan look inside, great people watching from the front patio; quiet rear patio.	802 Canyon Road 505-989-1949	R
<b>The Ore House</b> The Ore House's second-story balcony, at the southwest corner of the plaza, is an ideal spot from which to watch the passing scene. Inside, the decor is cozy Southwestern. The menu offers fresh seafood and steaks, as well as some Nueva Latina dishes that incorporate some interesting sauces. Daily fresh-fish specials are also popular.	101 W. San Francisco 505-983-8687	W,R
<b>The Pink Adobe</b> ...The rosy facade of this 300-year-old house is easily spotted just opposite the San Miguel Mission downtown. Known affectionately by locals as "The Pink," the menu features steaks, seafood and creative Southwestern cuisine. The founder's French Onion soup and French apple pie have been favorites since 1944.	406 Old Santa Fe Trail 505-983-7712	W,P,R

**Code**

R-Need reservations for dinner; B/L-Great for breakfast and lunch; P-Pricey; W-Within three blocks of the Hotel