

TEXAS AQUACULTURE ASSOCIATION

42ND ANNUAL CONFERENCE & TRADE SHOW *PRESENTS*



NUTS & BOLTS OF SUCCESS—



WHAT'S IN YOUR TOOLBOX?

Bay City Civic Center
January 25-27, 2012

Texas Aquaculture Association
P.O. Box 752
Kemah, TX 77565

Rob Schmid
Chairman
713-248-2848

Cindy Schmid
Coordinator
281-639-8271

Donna Hanson
Administrator
979-695-2040





Texas Aquaculture Association

42nd Annual Conference & Trade Show
www.texasaquaculture.org

Bay City Civic Center
P. O. Box 768, 201 Seventh Street
Bay City, Texas 77404-0768
January 25-27, 2012

Nuts & Bolts of Success—What's in YOUR Toolbox?

Taking the catch phrase from the popular TV commercial, “What’s in Your Wallet?”, substituting the “toolbox” theme from the “4P’s of a Safe and Sustainable Aquaculture Industry” workshop, we’ve created Nuts and Bolts of Success (What’s in Your Toolbox?) as the theme for the 42nd Annual TAA Conference and Trade Show. Take a look at what we have planned.

Shop Talk: Stay informed and current with what’s happening in our industry. Agenda topics will include the latest on NPDES, status of the off-shore aquaculture plan, the outlook for aquaculture in Texas, the US and for the respective species industries.



Hammering Out and Nailing Down Marketing Strategies: The seafood industry is dynamic; an ever-changing seascape of trends, attitudes and perceptions. New markets emerge, “old faithfuls” fall by the wayside through foreign competition or consumer appetites. Savvy producers continually search to broaden their market base. Market Makers and TDA’s GO TEXAN programs are two such opportunities we’ll explore.



New markets emerge, “old faithfuls” fall by the wayside through foreign competition or

The Drafting Table: This session will provide our aquaculture researchers an opportunity to present their latest finding in culture practices, methods, systems and feeds.

The Scrap Pile (Bone Pile): We’ll explore topics that don’t clearly fit the other categories: practicing

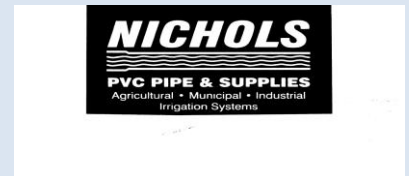
Safe Eco-driving to reduce your fuel expense by 10%, protocols to prevent the spread of noxious and invasive species and practical farm bio-security.

The Pro’s Demos: This is the Exhibitor’s Showcase; each exhibitor will have the opportunity to talk about their latest, greatest products and services, what’s new, what’s hot, any show discounts or specials.



Break-out session

Nuts and Bolts of Aquaponics/Hydroponics: Here’s one of the fastest growing segments of the “back yard” farmer movement, also becoming popular as a production platform for Farmer’s Market entrepreneurs. TAA presents this opportunity to learn more about this interesting, exciting and rewarding field, in a 4 hour workshop. The cost: \$100 or you can attend the entire conference for \$125 plus TAA membership. Visit suppliers of aquaculture products and services in the trade show, rub elbows and make connections with the state’s aquaculture experts and enjoy some mighty fine, food, drink and hospitality.



We encourage you to become a part of this grand tradition; the TAA 42nd Annual Conference and Trade Show, held in Bay City, TX, January 25-27, 2012. Bring your appetite for food, fun, and knowledge. We guarantee you’ll walk away satisfied.

The TAA conference team, in an effort to give exhibitors and sponsors as much advertising exposure as possible, created an early registration opportunity that allows our long-time supporters to commit to exhibiting or sponsoring now, start getting the benefits of the advertising now and pay later. TAA could not exist without the support of our exhibitors and sponsors. Micro-Blaze Microbial Products, Nichols Enterprises, Shoppa's Farm Supply and Wells Fargo Bank are chief among that group, and we'd like to take this opportunity to express our gratitude for their support!

Thank you.

Rob Schmid,
Conference Chairman
Mark Kubecka,
TAA President



Nuts & Bolts of Success



What's in YOUR Toolbox?



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PARTICIPATION OPPORTUNITIES

There are several opportunities to participate in these great events: Speakers, Attendees, varying levels of Sponsorships, and Exhibitors. Participating in this significant event will give you and your company the needed targeted exposure in Texas aquaculture. The 42nd Annual Conference & Trade Show is your only opportunity to target so many at one time in Texas.

Attendees

Texas Aquaculture Association offers an opportunity for those interested in aquaculture or for those who have been involved with aquaculture for many years. Please review our conference information and consider participating in all activities. The best value is the Early Bird Registration (**on or before December 1, 2011**) for the **Full Program**.

Full Program includes the following:

1. Attendance to all Aquaculture Sessions
2. Breakfast for both days
3. Three Breaks
4. Two Lunches in the Trade Show
5. Exhibitor/Sponsor Social - Thursday before the Banquet
6. *TAA Aquaculture Banquet* - Thursday evening.

You can choose to enhance your experience with the extra activities:

1. President's Reception - Wednesday evening (\$20)
2. Scholarship Golf Tournament - Wednesday afternoon (\$50)

Sponsors

Texas Aquaculture Association is a non-profit 501-C(5) association, and for more than 40 years has supported the growth and sustainability of the aquaculture industry. Through educational and networking activities, by dissemination of industry news, by supporting research and through participation in legislative and rulemaking efforts, Texas Aquaculture Association has worked hard to make certain that aquaculture has the opportunity to flourish in Texas.

Both volunteer labor and cash contributions have helped make the Conference & Trade Show benchmark events year after year. Because of your sponsorship, we are able to keep our cost at a reasonable rate for our participants and provide a quality program. We want everyone to be able to come to this event. Our 42nd Annual Event has a new theme: **Nuts & Bolts of Success—What's in YOUR Toolbox?** We expect it to be the most outstanding yet.

For your Sponsorship, you will receive:

1. Recognition with announcements and signage at the Conference & Trade Show.
2. The Social on Thursday evening is in your honor, please plan on attending.
3. Recognition in our electronic weekly updates.
4. Recognition on our website for 2012.
5. For Sponsorships of \$1,000 or more, advertising in our newsletter, AquaNotes.

Different Sponsorship Levels are:

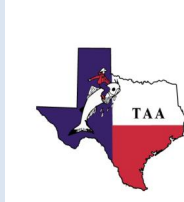
Platinum - \$1000 and up

Silver - \$250 to \$499

Gold - \$500 to \$999

Bronze - \$1 to \$249

TAA is asking you to consider participating in a significant way toward this effort. A list of events requiring sponsorships is attached.



Texas Aquaculture Association
42nd Annual Conference & Trade Show
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Sponsorship List

Cash Sponsorships (circle item)

(Please note: partial sponsorships are accepted)

1.	Printing and Mailing	\$ 500
2.	Conference Administration	\$1,000
3.	Conference Session	\$1,000
4.	Conference Session	\$ 500
5.	Conference Facility Rental	\$1,500
6.	Conference Tote Bags	\$2,000
7.	Conference Lanyards	\$1,500
8.	Conference Pens	\$1,500
9.	Scholarship Golf Tournament (goes entirely to scholarship fund)	\$1,000
10.	Red Ewald Scholarship Fund	\$ 500
11.	Red Ewald Scholarship Fund	\$ 500
12.	Graduate Research Scholarship Fund	\$1,000
13.	Golf Tournament Expenses	\$ 500
14.	President's Reception	\$ 500
15.	President's Reception	\$ 500
16.	Exhibitor/Sponsor Social Hour (Thursday Evening)	\$ 250
17.	Exhibitor/Sponsor Social Hour (Thursday Evening)	\$ 500
18.	Breakfast-Thursday Morning	\$ 250
19.	Break (Refreshments Thursday Morning)	\$ 250
20.	Break (Refreshments Thursday Afternoon)	\$ 250
21.	Walkin-Talkin Lunch on Thursday	\$ 500
22.	Walkin-Talkin Lunch on Thursday	\$1,000
23.	Walkin-Talkin Lunch on Friday	\$ 250
24.	Walkin-Talkin Lunch on Friday	\$1,000
25.	Breakfast-Friday Morning	\$ 500
26.	Break (Refreshments Friday Morning)	\$ 250
27.	Texas Aquaculture Banquet	\$ 250
28.	Texas Aquaculture Banquet	\$ 300
29.	Texas Aquaculture Banquet	\$1,000
30.	Texas Aquaculture Banquet	\$ 500
31.	Raffle Item	\$1,000
32.	Raffle Item	\$ 250
33.	Raffle Item	\$ 500

Donated Products or Labor

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Exhibitors

Participation at the Exhibitor level provides an opportunity to display your products and services to those active in the aquaculture industry. You and one other person will be able to take advantage of:

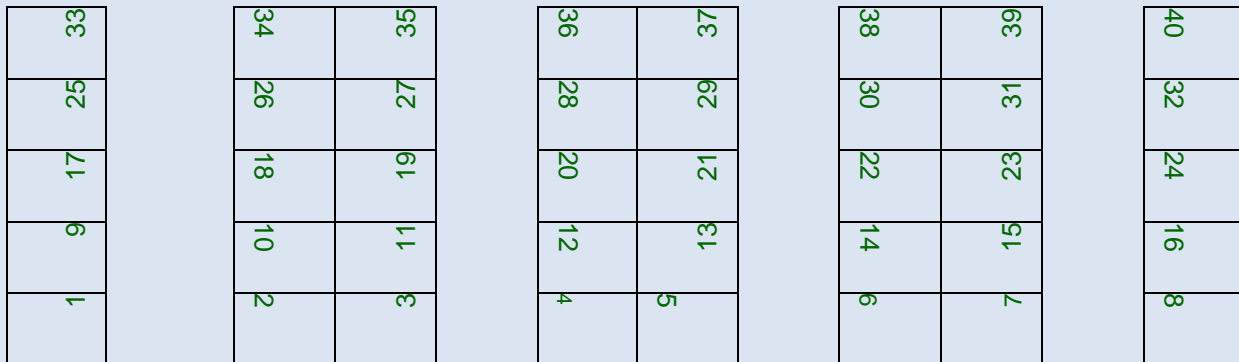
1. 8' X 10' draped booth, covered table, two chairs & electricity (upon request) See design below.
2. Registration for two
3. **Full Program** (See Attendees)
4. President's Reception
5. Wireless internet access
6. Website advertising for 2012
7. Room for large equipment outside

Visibility for these two days is outstanding! The following is scheduled in the Trade Show area:

1. Two breakfasts
2. All breaks
3. Exhibitor/Sponsor Reception
4. Two Lunches

You can also be recognized as a Sponsor by donating an item for our Silent Auction/Live Auction/Raffle. This is a great opportunity to get your name in front of everyone at the Conference. It definitely will set you apart from others.

Tentative Trade Show Layout



Entrance

(May vary depending on layout)

HOTEL RESERVATIONS

TAA has a block of rooms at the **Best Western, LaQuinta, and Hampton Inn & Suites (note the extra deadline date for Hampton); see the information below.** Please make reservations on or before **December 15, 2011** and receive the special conference per night rates. These rates are good for single and double occupancy. Specify that you are attending the Texas Aquaculture Association Conference.

Best Western
\$55.00 Reserve by 12/15/11
 407 7th St, Bay City
 979-244-5400
 Fax 979-244-2706

LaQuinta Hotel
\$85.00 Reserve by 12/05/11
 5300 7th St, Bay City
 979-323-9095
 Fax 979-323-9489

Hampton Inn & Suites
\$89.00 Reserve before 11/30/11, \$99 starting 12/1/11
 4617 7th St, Bay City
 979-245-7100
 Fax 979-245-7101

CONFERENCE SCHEDULE

Rob Schmid is putting together the technical sessions this year, which promise to be informative, interesting and thought-provoking. More information on the technical session agenda will be available on the TAA web site at www.texasaquaculture.org and in our weekly updates as it becomes available.

TENTATIVE SCHEDULE OF EVENTS

Wednesday, January 25, 2012

1:00p	Early Registration
1:00p - 5:00p	TAA Scholarship Golf Tournament,
3:00p - 10:00p	Exhibitor set-up in Trade Show area at Civic Center
7:00p – 9:00p	President’s Reception (location to be announced)

Thursday, January 26, 2012

8:00a - 5:00p	Registration
8:00a - 9:00a	Breakfast served in Trade Show area
8:00a - 4:50p	Trade Show
9:00a - 9:15a	Opening of 42 nd Annual Conference & Trade Show
9:15a- 9:45a	Annual Business Meeting, Awards and Scholarships
9:45a- 11:40a	Break-out Session
9:45a - 11:40a	First Session with Break in Trade Show area
11:40a - 12:50p	Walkin-Talkin Lunch in the Trade Show area
1:00p - 3:20p	Second Session with Break in Trade Show area
1:00 p - 2:00p	Break-out Session Continues
3:30p - 4:50p	Third Session
5:00p - 6:30p	Exhibitor/Sponsor Social, (Located in the Trade Show area)
7:00p - 9:00p	<i>TAA Aquaculture Banquet</i>

Friday, January 27, 2012

8:00a - 5:00p	Registration
8:00a - 9:00a	Breakfast served in Trade Show area
8:00a – 1:30p	Trade Show
9:00a - 11:40a	Fourth Session with a break in the Trade Show area
11:40a - 12:30p	Walkin-Talkin Lunch in the Trade Show area
12:30 p – 1:30 p	Fifth Session
1:30p – 3:00p	TAA Board Meeting
2:00p – 5:00p	Aquaculture Demonstrations and/or Facility Tours (Subject to availability)

To add to the pleasure of our Conference & Trade Show, don't forget to sign up for our outstanding social events.

- ✓ **President's Reception on Wednesday evening (\$20 Prior to Conference)**
- ✓ **TAA Scholarship Golf Tournament on Wednesday afternoon (\$50/golfer)**
- ✓ **Exhibitor/Sponsor Social on Thursday evening (Included)**
- ✓ **TAA Aquaculture Banquet on Thursday evening (Included in Full Registration)**

See the Registration Form to sign up for each of these events to make your week complete.

Or, go bird watching and fishing on your own.

If you have any questions concerning the Conference, call:

Cindy Schmid, Conference Coordinator, at 281-639-8271
Donna Hanson, TAA, at 979-695-2040

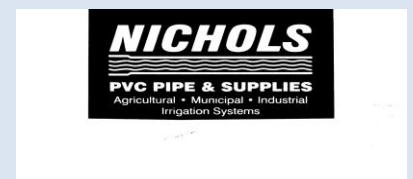
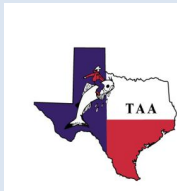
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Check our web site (www.texasaquaculture.org) for other information, contacts or participants from last year's event and PowerPoint presentations from speakers. You won't want to miss this opportunity to network with producers, suppliers, researchers and regulators. Come partake in the fun and food for which Texas Aquaculture Association is famous.

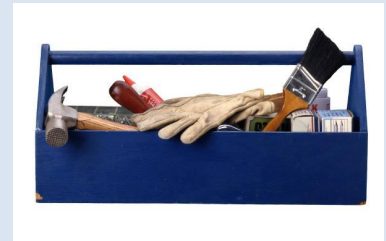
See you there!

Rob Schmid

Rob Schmid
Conference Chairman



Nuts & Bolts of Success



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