



Dear Fellow Winemaker,

Business owners across the province have told us that while they plan to attend the 2010 Fermenters Guild Conference, they have not registered yet because their January cash flow sucked.

While you can register for the Conference at any time – up to April 24, 2010 – it is much more efficient to manage all the Conference details in batches – exactly the same way you process wine or beer in your store. Given the cash-flow problems, your Board has approved an offer that rewards earlier sign-ups. Now, I ask ...

Does this split-payment offer work for you?

Register for the 2010 Conference by Wednesday, March 10, 2010, and we will process your fee in two equal amounts – half on the day we receive your registration and the other half 36 days later. This approach guarantees that your charges will appear over two credit card statements, eliminating any interest charges that you would incur if you did not pay the full amount from a single billing.

You pay the same low prices for events at the conference as stated on the Registration Form. You do not pay any premium.

You enjoy the same opportunity to select the seminars that will benefit your business ... the same opportunity to network with other FOP business owners ... the same opportunity to meet with suppliers ... the same opportunity for your two-room suites at our host hotel ... the same opportunity to attend Saturday's educational winery tour as those who register around you.

“So, what's the catch?” you're thinking. Simply, you must take action.

Take time right now – while you are thinking of it – to review the enclosed

(over, please)

Conference Brochure and mark the business seminars that will be of greatest benefit to you. Just like 2009, this year's seminar agenda includes business- and product-knowledge programs in three different tracks.

Then, think about your partner or staff members and how they will benefit by attending the conference – all the while knowing that when they benefit, you benefit too.

What is the future of the Ferment-on-Premise business?

This year's Conference kicks off with a keynote presentation by Canada's leading futurist, Richard Worzel, on nothing less than the future of the ferment-on-premise business in Ontario. As you will read in the brochure, his speech is being crafted especially for the industry ... for you and your business. It outlines probable futures and gives you a plan for today.

Given recent years in the industry, more competition from the LCBO, the continued sluggish economy and governments' constantly growing need for higher revenues, Worzel's keynote may be the best \$60 you will ever spend.

Finally, you need to fill out and fax the Registration Form enclosed with this letter before 5PM on Wednesday, March 10, 2010. (If you need additional forms, please photocopy a blank one). The fax number is 1-613-489-1242.

Providing that the total value of your order is \$250 (the FG-members discounted price for a single weekend package) or more, you qualify for the 50/50 billing.

Your registration is guaranteed. You pay 50% of the total fee on your registration date and the other 50% thirty-six days later. To get in on this deal, register today – after March 10, 2010, this offer is gone forever.

I look forward to meeting you at the 2010 Conference.

Sincerely,

David Foley
Conference Committee

P.S. Pay half of your conference registration fee now and the other half 36 days later. By splitting your payments this way, they will appear on 2 consecutive credit card statements, potentially saving interest costs. The low minimum is \$250.

P.P.S. Prefer to pay by cheque? No problem at all. Enclose 2 cheques, each for 50% of your total registration fee; one dated the date of your registration and the other dated 36 days later.