



107th Annual Meeting & Convention
Sunday – Sunday, February 20-27, 2022
Sheraton Grand - Nashville Downtown
623 Union Street Nashville, TN 37219

Wednesday, February 23, 2022

9:00 AM - 4:00 PM
 1:00 PM - 5:30 PM
 8:30 AM - 6:00 PM
 5:30 PM - 6:30 PM
 7:00 PM - 10:00 PM

Studio 6 – 6th floor
 Platinum Foyer – 2nd floor
 Legislative & Broadway – 2nd floor
 Skye – 28th floor
 Platinum Ballroom – 2nd floor

NWPB Board Meeting
Registration OPEN
Exhibit Center Set Up
Welcome Reception
PAC Dinner & Event*
 (Separate ticket required)

Thursday, February 24, 2022

8:00 AM - 6:00 PM
 8:30 AM - 10:00 AM
 8:30 AM - 11:00 AM
 11:00 AM – 12:00 PM
 10:00 AM - 4:00 PM
 1:00 PM - 4:00 PM
 1:00 PM - 5:00 PM
 5:30 PM - 6:30 PM
 6:30 PM - 10:00 PM

Platinum Foyer – 2nd floor
 Legislative & Broadway – 2nd floor
 Melody Rooms – 2nd floor
 Melody Rooms – 2nd floor
 Legislative & Broadway – 2nd floor
 Skye – 28th floor
 Melody Rooms – 2nd floor
 Legislative & Broadway – 2nd floor
 Platinum Ballroom – 2nd floor

Registration OPEN
Exhibit Center OPEN
Committee Meetings
NWPB – Affecting Demand
Exhibit Center OPEN
Exec. Comm. Meeting
Food Safety Session
Opening Reception
Opening Dinner & Events

Friday, February 25, 2022

7:30 AM - 12:00 PM
 7:30 AM - 11:00 AM
 10:45 AM - 12:00 PM
 11:00 AM - 11:45 AM
 11:00 AM - 11:45 AM
 12:00 PM - 1:00 PM
 1:00 PM - 4:00 PM

Platinum Foyer – 2nd floor
 Platinum Ballroom – 2nd floor
 Legislative & Broadway – 2nd floor
 Melody Room – 2nd floor
 Exhibit Center – 2nd floor
 Platinum Ballroom – 3rd floor
 Platinum Ballroom – 3rd floor

Registration OPEN
Breakfast & Session
Exhibit Center OPEN
Auction Meeting
Seed Spit Contests
Lunch & Hosted Bars
Annual Auction

Saturday, February 26, 2022

7:30 AM - 11:00 AM
 7:30 AM - 11:00 AM
 10:45 AM - 12:00 PM
 12:00 PM - 4:00 PM
 5:30 PM - 6:30 PM
 5:30 PM - 6:30 PM
 6:30 PM - 9:30 PM

Platinum Foyer – 2nd floor
 Platinum Ballroom – 2nd floor
 Legislative & Broadway – 2nd floor
 Legislative & Broadway – 2nd floor
 Platinum Foyer – 2nd floor
 Legislative & Broadway – 2nd floor
 Platinum Ballroom – 2nd floor

Registration OPEN
Breakfast & Session
Exhibit Center OPEN
Exhibits (tear down)
Registration OPEN
Closing Reception
Awards Banquet

Sunday, February 27, 2022

8:00 AM - 10:00 AM

Platinum Ballroom – 2nd floor

Prayer Breakfast

NATIONAL CONVENTION HIGHLIGHTS

Wednesday, February 23, 2022

Welcome Reception

The welcome reception, a new event for the national convention, will be held on the 28th floor in the Skye Lounge (with a 360-degree view of the city). Enjoy music from one of Nashville's most accomplished songwriters, and sample a watermelon drink created for the national convention.

PAC Dinner & Event

Join us in this 'special ticketed event' to support the NWA Political Action Committee in an evening of dinner & drinks, music from our headliner (and his band), and a meet-and-greet with country music superstar, multi-platinum, singer-songwriter and Big & Rich co-founder John Rich. This PAC event requires a separate ticket (\$500) to attend.

Thursday, February 24, 2022

NWPB – Affecting Demand

Affecting Watermelon Demand through Promotion: NWPB Research and Results

In this action-packed one-hour session, National Watermelon Promotion Board of Directors and staff will show how your NWPB affects demand for watermelon through results-based programs: Research, Communications, Marketing and Foodservice.

Food Safety Session

In 2022 the Primus food safety audit, widely used throughout the watermelon and specialty crop industries, will go through many significant changes. At this half-day session, our friends from QIMA (formerly WQS Certification) will walk you through the changes to create awareness and preparedness for the new domestic season.

Opening Night Reception, Dinner & Entertainment

Opening night is where our Watermelon Family Reunion begins. Enjoy the music from one of Nashville's songwriters and sample a watermelon drink created for the convention. After a family-style dinner with watermelon at the center of every menu item, dance to the music of our headliner, country music superstar Eddie Montgomery and the Montgomery Gentry band.

Friday, February 25, 2022

Annual Auction

It has been two years since we had this much fun, so let's get to it. The NWA's annual auction is back on in full force. Watermelon quilts, jewelry, signed memorabilia, beautiful wreaths, truckloads of watermelons, raffle tickets, and so much more. This is the place to be. Bid high and bid often. The benefits go to the expansion of NWA programs and services.

Saturday, February 26, 2022

Closing Reception & Awards Banquet

Join our Watermelon Family for an evening of honors and awards as we say goodbye to our National Queen Paige, we honor a new Hall of Fame inductee, we recognize a major retailer for Marketing Excellence, we thank our sponsors & supporters, we elect a new leadership group, we announce a new queen, and more. This will be a night of music, celebration and memories.

Sunday, February 27, 2022

Prayer Breakfast

Join your Watermelon family at a Sunday morning breakfast filled with Christian Music from the local Nashville community. We are blessed to hear the message from Pastor Casey Henagan of Keypoint Church in Bentonville, Arkansas. So, before you begin your trek homeward, fill your belly with good food from the Earth, and your hearts with our Lord.