



**NECA**<sup>20</sup><sub>08</sub>  
CHICAGO



**WELCOME TO NECA 2008 CHICAGO**  
OCT. 4-7, 2008

**Chicago**—easily accessible from anywhere—has been a place where people come together for business ever since the fur traders first settled there in the 18th century. It's still America's #1 destination for overnight business trips.

The vibrant, varied architecture alone can make a simple stroll—or a ride on the EL—a journey of exploration. There are treasures to be found in such diverse neighborhoods as Hyde Park, Pullman Historic District, Near South Side, Chinatown, Pilsen, Little Italy, Printers Row/Grant Park, The Loop, North Michigan Avenue/Oak Street, and beyond.

Aside from incredible architecture, Chicago boasts cosmopolitan culture as well as scenic lakefront beauty. It's the ideal place to bring the kids and to spend a little extra time. Must-see attractions range from historic Navy Pier and brand-new Millennium Park to Lincoln Park Zoo and world-renowned museums, with the Field Museum of Natural History, Shedd Aquarium and Adler Planetarium all centrally located and the Chicago Institute of Art just up the street.

If food's the thing, note that Chicago has been called "America's Best City for Dining" by the National Restaurant Association. Its 5500+ restaurants feature everything from prime steakhouses to the famous deep-dish pizza that bears the city's name and every imaginable ethnic cuisine.

Chicago means business. But, it's also a city pulsating with fun things to see and do!

WELCOME TO CHICAGO





## Opening General Session

# Second City, First In Comedy

Taking their name from a derisive profile of Chicago in *The New Yorker*, an ensemble of young comedians established The **Second City** on December 16, 1959, with something to prove. And prove it they did!

The Second City alumni list reads like a who's who of American comedy. It includes practically the entire cast of the original Saturday Night Live and many next generation SNLers.

Success was almost instantaneous, and today Second City is the world's most famous improvisational theater company, earning superlative reviews for theatrical performances across North America and Emmy awards for a number of TV shows.

These funny people may have you rolling in the aisles during our Opening General Session on

Sunday, October 5. Bear in mind, they're using humor to bring you truth and perspective and improvisation to help NECA conventioners improve communication, collaboration, and innovation—but you may be too busy laughing to notice that immediately!



## Closing General Session

# Bob Costas—Winning Through Teamwork & Fair Play

Broadcaster extraordinaire **Bob Costas** has never played any sport professionally but has a number of trophies—19 Emmy Awards, to be exact—and has been named “National Sportscaster Of The Year” an unprecedented eight times. Since 1979, he has covered every major sport for NBC, including six Major League Baseball Championships, five World Series, four Super Bowls, and every Olympic outing since 1988.

Along with appearing regularly on NBC's *Football Night In America*, he has hosted HBO programs since 2001. He is also the author of a book—*Fair Ball, A Fan's Case For Baseball*—that earned excellent reviews and remained on *The New York Times* bestseller list for several weeks.

Bob Costas is sure to inspire at our Closing General Session simply by talking about what he knows best and what all NECA conventioners can apply – the importance of teamwork and fair play, strategic thinking, the love of the game, and winning.



## Closing Celebration

# Ricky Skaggs and Bruce Hornsby

What do you get when you blend the voice of a country and bluegrass legend with the creativity of a world-renowned pianist and songwriter? An unforgettable evening that is the perfect finale to a week full of inspiration and fun!

**Ricky Skaggs** and **Bruce Hornsby** star at our Closing Celebration. Eleven-time Grammy Award winner Ricky Skaggs is affectionately known as one of bluegrass music's most recognized ambassadors and also has eight Country Music Association Awards and a dozen #1 hits to his credit. A triple Grammy winner with album sales in excess of 10 million, Bruce Hornsby has been praised as a virtuoso pianist, singer-songwriter, and bandleader who draws from a wide array of musical influences which he refines with playful lyrical whimsy. On October 7, the Arie Crown Theater will ring with songs from their acclaimed collaborative album and a few surprises, too, exclusively for NECA Conventioners.







**Party  
the R**



# Party at the Pier!

**It's new, it's exciting,** and it's happening at **NECA 2008 Chicago**. On Saturday, October 4, NECA 2008 Chicago is opening with the **Party at the Pier**—a night of glitz and glamour you won't want to miss. This event will take you beyond the velvet ropes to the Navy Pier, transformed into an area made for partying. Part swanky nightclub, part jazz lounge, part dance club, this party will be unlike anything you have ever seen.

Entertainment will be provided by The Pink Flamingos, a unique band that has dazzled audiences throughout the U.S. and Europe. Combining audience participation with choreography, outrageously original costuming, and the best of rock, R&B, disco, country, and contemporary music has earned "The Pinks" a reputation as maestros of the magic that brings people together.





## 2008 Lifestyle Program Cooking with Chef Art Smith

Monday, October 7, 2008, 10 am – 11:30 am

**Art Smith**, chef, author, and television personality has brought meaning and symbolism back to the word “table” and has united families and friends through the sharing of a meal. Bringing a whole family to the table in today’s fast-paced way of life is no easy task. In many modern households, family members eat separately according to their own schedules, on the run, or in front of the TV. But Smith has a few cooking secrets that are guaranteed to make dinner-time a family time, and he is sharing them at NECA 2008 Chicago! On October 7, Chef Art Smith will be conducting an interactive presentation of a few ways to tempt your taste buds and bring your family “back to the table.”

Smith’s long career in the culinary arts includes positions cooking for families all over the globe, including well-known politicians and celebrities. In 1997, he began an 11-year position as personal chef to Oprah Winfrey. And last year, Smith opened “Table,” a new fine dining restaurant in Chicago, where he serves handmade, organic foods gathered from some of the best farms in the Midwest.

Enjoy this one-time opportunity to learn from one of the greatest chefs of our time. It is sure to be a delectable experience!

## 2008 Schedule of Events

### Friday, October 3

8:00 am–5:00 pm Pre-Convention Workshops  
9:00 am–5:00 pm Tours

### Saturday, October 4

6:45 am–7:45 am District Breakfasts  
8:00 am–4:00 pm Board of Governors Meeting  
8:00 am–5:00 pm Pre-Convention Workshops  
8:30 am–1:00 pm Tours  
12:00 pm–1:30 pm Industry Leaders Lunch  
5:30 pm–6:00 pm President’s Reception\*  
6:00 pm–9:00 pm Party at the Pier

### Sunday, October 5

8:00 am–9:50 am Management Seminars  
10:15 am–11:30 am Opening General Session  
10:30 am–5:00 pm New and Featured Product Room  
11:30 am–5:00 pm NECA Show  
Technical Workshops  
12:00 pm–1:00 pm Student Chapter Summit  
6:00 pm–7:30 pm Academy Reception\*

### Monday, October 6

7:00 am–8:00 am Committee Breakfasts  
1:00 pm–5:30 pm Tours  
8:00 am–9:50 am Management Seminars  
10:00 am–11:30 am Lifestyle Program  
10:00 am–11:30 pm Labor Relations Town Hall Meeting  
10:30 am–4:00 pm New and Featured Product Room  
11:30 am–4:00 pm NECA Show  
Technical Workshops  
12:15 pm–1:15 pm International Lunch  
12:30 pm–2:00 pm EMI Reunion Luncheon\*  
1:30 pm–3:30 pm ELECTRI Council Meeting  
4:00 pm–5:00 pm Future Industry Leaders Reception\*  
6:30 pm–8:30 pm ELECTRI International Reception\*

### Tuesday, October 7

7:00 am–8:00 am Workforce Development  
Committee Breakfast  
7:30 am–8:45 am Management Seminars  
9:00 am–10:15 am Closing General Session  
9:00 am–1:00 pm New and Featured Product Room  
10:00 am–2:00 pm NECA Show  
Technical Workshops  
2:00 pm Grand Prize Drawing  
8:00 pm Closing Celebration

\* by invitation only



## Find Out More!

To receive a detailed brochure about NECA 2008 Chicago, please contact **Katie** at NECA Convention & Exposition:  
**tel** 301-215-4506  
**email** [kmn@necanet.org](mailto:kmn@necanet.org)

## NECA Show Hours

Sunday, October 5, 2008	11:30 am–5:00 pm
Monday, October 6, 2008	11:30 am–4:00 pm
Tuesday, October 7, 2008	10:00 am–2:00 pm

## New and Featured Product Room Hours

Saturday, October 5, 2008	10:30 am–5:00 pm
Sunday, October 6, 2008	10:30 am–4:00 pm
Monday, October 7, 2008	9:00 am–1:00 pm

## NECA 2008 Chicago Fees

### Convention Registration in the NECA Room Block:

- n **Member: Member \$825, Spouse \$335** (Member \$895, Spouse \$375 after August 10th)
- n **Non-member: \$1075**

### Convention Registration outside the NECA Room Block: add \$155 to the registration fees above

- n **NECA Show Only: \$75**
- n **Management Seminars Only: \$450**



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**Register online!**  
**[www.necaconvention.org](http://www.necaconvention.org)**

Registration opens June 2.

## Quick Facts

**What to wear:** business casual, comfortable shoes recommended

**Party at the Pier:** cocktail party serving heavy hors d'oeuvres; jackets requested. Bus provided; if you plan to take a taxi, have it drop you off at the end of the pier.

**Closing Celebration:** cash bar, business attire

**Taxi fare from Airport to Hotels:** ranges from \$55 to \$60 (plus tip) from O'Hare

**Name of Convention Center:** McCormick Place Lakeside Center