

National Brown Swiss Convention 2021

Hosted by New England Brown Swiss Association

Hadley, MA

June 30 – July 2, 2021

TUESDAY, JUNE 29

4pm Registration table opens, Hampton Inn,
Hadley, MA

WEDNESDAY, JUNE 30

7am Breakfast at hotel
8am Registration table opens, Hampton Inn
10:30am Open farm tour: Elite Dairy, Copake, NY
12pm Lunch @ Elite Dairy
2:30pm Open farm tour: Allards Farm, Hadley
3:30pm Ambassador and Youth Achievement
Interviews – Hampton Inn, Hadley
6pm Welcome Dinner- The Pavilion at YMC,
Hadley, MA
7pm Board of Directors Meeting, Homewood
Suites, Hadley, MA

THURSDAY, JULY 1

7am Breakfast at hotel
8am Registration opens, Hampton Inn
9am National Brown Swiss Adult Awards,
The Pavilion at YMC, Hadley
12pm Lunch, The Pavilion at YMC
1pm Annual Meeting Brown Swiss
Association, The Pavilion at YMC
**Board of Directors will reconvene following
Annual Meeting, Homewood Suites, Hadley*
3pm Cattle preview & social, Three County
Fairgrounds, Northampton, MA
5:30pm Dinner, Youth Ambassador Contest &
Junior Awards, The Pavilion at YMC
7pm Junior Fun Auction, The Pavilion at YMC

FRIDAY, JULY 2

7am Breakfast at hotel
10am The New England Super Swiss National
Sale, Three County Fairgrounds,
Northampton



HOTEL & CONFERENCE CENTER INFORMATION:

Headquarters & Convention Center:

Hampton Inn, 24 Bay Road, Hadley, MA 413- 586-4851

\$99/night++ Find the link on

www.newenglandbrownswiss.com to book hotel

Block rates available until 5/30/21 or until rooms are filled/sold

Suites are also available: located 3.4 miles from
Convention Headquarters: Homewood Suites, 340
Russell Street, Hadley, MA 413-387-0583

\$139.00/night++ Find the link on

www.newenglandbrownswiss.com to book hotel

Block rates available until 5/30/21 or until rooms are filled/sold

GPS Addresses:

The Pavilion at the Young Men's Club: 138 East Street, Hadley, MA

Allard Farms: 41 South Maple Street, Hadley, MA

Three County Fairgrounds: 54 Fair Street, Northampton, MA

Elite Dairy: 533 North Mountain Road, Copake Falls, NY

Convention Co-Chairs:

Kristie Kelly (802) 274-8650

& Marcia Clark (814)-602-7089