



MEMPHIS 2014

Southern Leap For Global Opportunities



AUGUST 3-5
ANNUAL CONFERENCE

Southern Economic Development Council's
2014 Annual Conference

August 3-5, 2014

Peabody Hotel Memphis
Memphis, TN

SPONSORED BY:

HOSTED BY:

REGISTER ONLINE:

www.sedc.org

THANK YOU SPONSORS

SEDC is coming to Memphis! Our Host Committee cordially invites you and your family to join us for the SEDC Annual Conference this August at the world famous Peabody Hotel. In addition to the rich musical and cultural history of the City, Memphis is a globally important logistics location, and it is the home of the FedEx World HQ. Memphis is the home of the NBA's Memphis Grizzlies, and attractions like Beale Street, Elvis Presley's Graceland, the Memphis Zoo, Stax Museum of American Soul Music, Pink Palace Museum, the National Civil Rights Museum, Sun Studio, Beale Street Landing, and the American Queen Riverboat.

This year's Annual Conference, "Southern Leap for Global Opportunities," will focus on the global economy and how the Southern U.S. can take advantage of new opportunities that are emerging from rapid change. We will feature nationally recognized site consultants; Consul officials from Canada, Japan and Germany; panels with leading representatives from Class I railroads, water ports and logistics specialists, and much more.

Please make plans now to attend this Conference and tell your other SEDC friends. We know you will have a terrific and business informative time. Thanks very much! See you in Memphis during the first week of August.

Mike Mullis
J.M. Mullis

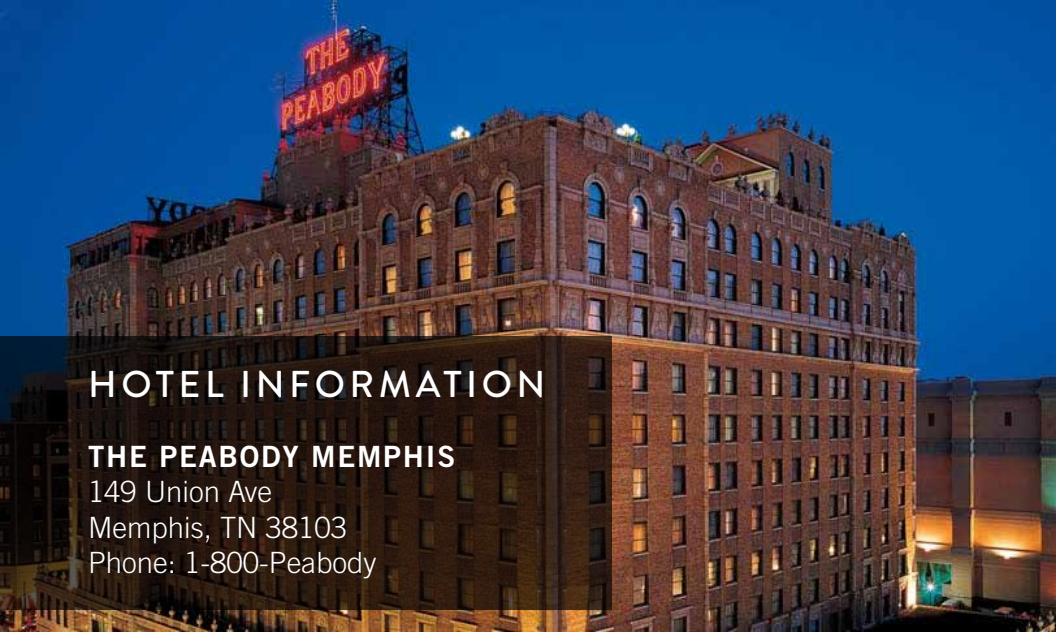
Mark Herbison
Memphis Regional Chamber

GC Hixson
JECDB of Wilson County

Hal Johnson
NAI Earle Furman

Michael Philpot
West Tennessee Industrial Association





HOTEL INFORMATION

THE PEABODY MEMPHIS

149 Union Ave
Memphis, TN 38103
Phone: 1-800-Peabody

SEDC has reserved a block of rooms at the Peabody in Memphis for the rate of \$165.00 per night plus applicable taxes and services charges. Please reserve your room by July 10, 2014 to receive this rate.

You can reserve your room online. To receive the special conference rate, please use our code 815368 in the group reservation box on the left.

In the heart of “Blues City”, you’ll find The Peabody Memphis, a magnificent AAA 4-Diamond hotel. This historic icon opened its doors in 1925 and is listed on the National Register of Historic Places. Having recently completed an expansive guestroom restoration, The Peabody Memphis continues to carry the distinction as the “South’s Grand Hotel .”

The Peabody itself is also one of Memphis’ most popular attractions. The Peabody Ducks march to and from the Grand Lobby twice daily in a time-honored tradition dating back to the 1930s. At 11 AM and again at 5 PM, the red carpet is rolled out and The Peabody Ducks march to the tune of John Philip Sousa’s “King Cotton March” before a crowd of amazed and delighted guests.

Legendary, charming, elegant and grand are adjectives that perfectly describe this luxury Memphis hotel. Whether visiting for business or leisure, our Southern hospitality, service and amenities are sure to exceed your expectations.



AGENDA

SUNDAY, AUGUST 3

- 8:00 A.M. - 1:00 P.M. Golf Tournament
- 8:00 A.M. - 2:00 P.M. Optional Activities (1-2 offsite fun activities)
- 1:00 - 3:00 P.M. Optional Educational Activities
- 4:00 - 5:00 P.M. Committee Meetings
- 5:00 - 6:00 P.M. State Caucus Meetings
- 6:00 - 7:00 P.M. Welcome Reception at the famous Rendezvous Restaurant

MONDAY, AUGUST 4

- 8:00 - 9:00 A.M. Breakfast
- 8:00 - 9:00 A.M. SEDC New Member Breakfast
- 9:00 A.M. - 5:30 P.M. Partner/Guest Program
- 9:00 A.M. - 10:30 A.M. Opening Remarks and Welcome
Keeping the Southern States Competitive
And Well-Positioned To Do Business

Placeholder paragraph

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The Honorable Haley Barbour

Former Governor – State of Mississippi



- 10:15 - 10:30 A.M. Break
- 10:30 A.M. - 12:00 P.M. Engines of Development: Railroads in the 21st Century

Railroads offer transportation advantages for many southern businesses and improve the competitiveness of our locations. Hear from representatives of the country's top Class I railroads and their perspectives on business trends and how communities can take advantage of the opportunities presented from an expanding global market. Also, how the E.D. professionals deal with the railroad E.D. organizations.

Panelists:

Jason Reiner

AVP Industrial Development, Norfolk Southern Corporation

Clark Robertson

AVP Regional Development, CSX Transportation

Vann Cunningham

AVP Economic Development, BNSF Railway Co., Inc.

12:00 - 1:30 P.M.

Luncheon honoring our newest Honorary Life Members

1:45 - 2:45 P.M.

Gateways to the World: The Ongoing Importance of Ports

If you are located near the coast or a major river in the south, you are affected by and possibly benefit from a port. Discover opportunities in this session to leverage this transportation resource for the betterment of your community. The impact that the expansion of the Panama Canal will have on southern port traffic will be a topic of discussion as well.

Panelists:

Jim Newsome, III

President & CEO, South Carolina Ports Authority

Randy Richardson

Executive Director, Memphis and Shelby County Port Commission

2:45 - 3:00 P.M.

Break

3:00 - 4:00 P.M.

Global Supply Chain Presentation

FedEx Representative

6:00 - 7:00 P.M.

Silent Auction Reception benefiting the SEDC Educational Foundation

7:00 P.M.

Dinner on your own

TUESDAY, AUGUST 5TH

8:00 - 9:00 A.M.

Breakfast honoring Communication Awards Winners and Community and Economic Development Awards Winners

9:00 - 10:15 A.M.

Leaders Ought To Know: Traits Necessary to Advance Business, Community and Yourself

During this fast-paced, interactive presentation, Phillip Van Hooser will provide leadership concepts every economic development professional should know, understand and apply. Discussion will focus on the critical value of earning and maintaining respect, the practical truths behind why businesses and individuals ultimately do what they do, "dumb questions" smart leaders regularly ask and practical professionalism techniques that can make--or break--any leader.

Speaker:

Phillip Van Hooser

MBA, CSP, CPAE, President, Van Hooser Associates, Inc.

10:15 - 10:30 A.M.

Break

10:30 - 11:45 A.M.

The Global Marketplace at your Doorstep: Ways to Attract Foreign Investment

Foreign direct investment is a significant focus of southern states. In this session you will hear from Consul Generals of three of the top countries, in terms of investment, in the south. In addition, they will share ways southern communities can take advantage of their programs and services to gain access to companies expanding to the United States.

Panelists:

Christoph Sander, Consul General of Germany

Kazuhiro Iryu, Deputy Consul General of Japan

Stephen Brereton, Consulate General of Canada in Atlanta

11:45 A.M. - 1:15 P.M.

Luncheon: SEDC Awards Presentations and Annual Meeting

1:30 - 2:45 P.M.

Opportunities for Job and Investment Growth...Are you Ready?

Are your organization and community ready to take the leap in attracting new investment? New business locations and major expansions don't just happen. It takes planning and preparation to be successful. In this session you will hear tips and best practices from two professionals in the business of assessing and positioning communities for growth.

Panelists:

J. Mac Holiday, Chief Executive Officer, Market Street Services

Sharon Younger, President, Younger Associates

2:45 - 3:00 P.M.

Break

3:00 - 4:30 P.M.

Trends in Site Location

An ever popular session at SEDC's annual conference, the site location consultants panel features top professionals in the field of site location for businesses. You will hear about current location trends and best practices in working with site location consultants.

Panelists:

Mike Mullis, President & CEO, J. M. Mullis, Inc.

Mark Sweeney, Senior Principal, McCallum Sweeney Consulting

Bob Hess, Executive Managing Director, Newmark Knight Frank

6:00 - 9:00 P.M.

Reception, Dinner and Entertainment

Join us for our closing party on the rooftop of the Peabody Hotel. Jason D. Williams will be our entertainment for the evening. A full dinner will be served for all attendees. Prizes will be given for the best Elvis costume and impersonation!



REGISTRATION INFORMATION

HOW TO REGISTER

Three ways to register for the 2014 SEDC Annual Conference

- 1) Online at www.sedc.org
- 2) By fax at (404) 523-0406
- 3) By mail to SEDC, 311 Nelson St SW, Atlanta, GA 30313

Please complete the registration form and include your credit card information or check payable to SEDC. Due to the large number of registrations, we will be unable to verify receipt of your fax. You will receive registration confirmation via email.

REGISTRATION POLICIES

- Payment must accompany registration form
- SEDC offers no partial or daily registrations
- SEDC reserves the right to limit or restrict registration
- Registration must be received no later than July 28, 2014. After this date, registrants must register and pay fees on-site.

CANCELLATIONS

Registration deadline is July 28, 2014. After this date please plan to register on-site. In order to obtain a refund, all cancellations must be received in writing at the SEDC office. Refund policy is as follows: Cancellation notices received by July 28, 2014- amount refunded less an administrative fee of \$50. Cancellation notices received between July 29, 2014 and August 1, 2014 - amount refunded less an administrative fee of \$150. Any registrant who does not submit cancellation correspondence by August 1, 2014 is required to pay the balance in full. Registrants may substitute attendees without penalty upon notification, however, appropriate member/non-member rates will apply to substitute attendees. SEDC is not responsible for lost or misdirected mail.

SPECIAL NEEDS

In compliance with the Americans with Disabilities Act (ADA), conference management will make all reasonable efforts to accommodate persons with disabilities at its meetings. If you need assistance or if you have dietary restrictions, please indicate this on your registration form or call the SEDC office at 404-523-3030.

REGISTRATION FEES

Member and non-member registration fees include: all conference sessions, Welcome Reception on Sunday, breakfast and lunch both Monday and Tuesday, Silent Auction Reception, breaks, as well as Tuesday night's event at the Peabody.

Partner/Guest registration fees do not include conference sessions, breakfast and lunch Monday and Tuesday or breaks. Partner/Guest registration fees have been established solely for a spouse or significant other who accompanies the primary member registrant. This fee will not be honored for co-workers or industry associates.

REGISTRATION FORM

REGISTRATION COSTS

| | Early Bird | Regular | Onsite |
|----------------------|------------|---------|--------|
| Regular Member | \$425 | \$475 | \$525 |
| Join SEDC & Register | \$600 | \$650 | \$700 |
| Non-Member | \$675 | \$725 | \$775 |

