

MEDC SUMMER CONFERENCE 2009

Communicate Educate Innovate

A Beacon for the future

JULY 22-24 • BEAU RIVAGE • BILOXI, MS
Mississippi Economic Development Council

SPONSORSHIP OPPORTUNITIES

All sponsors are recognized in conference literature, display boards, conference announcements, and on the MEDC website.
Sponsor payments must be received by July 1 to be listed in the program.

GOVERNOR'S CUP / CEDA RECEPTION AND BANQUET SPONSOR • \$1250

also receives logo shown at dinner, two complimentary dinner tickets, two complimentary registrations, and exhibit space.

PREMIER SPONSOR • \$900

also receives two complimentary registrations and exhibit space.

CORPORATE SPONSOR • \$600

also receives one complimentary registration.

GENERAL SPONSOR • \$300

DOOR PRIZES

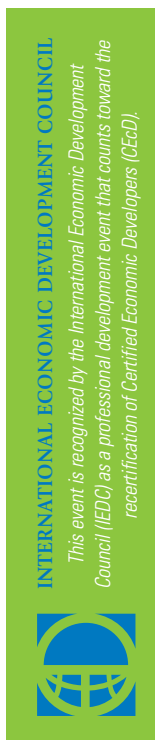
Take advantage of this opportunity to show your support of MEDC by participating in the 2009 MEDC Summer Conference as a sponsor or by donating door prizes. Call 601-352-1909 or email info@medc.ms.

Sponsor forms are available at www.medc.ms under CONFERENCES.
Fax sponsor form to 601-352-2061 or call the MEDC office at 601-352-1909.
If you have door prizes to donate, please bring them to the registration desk.



MISSISSIPPI ECONOMIC DEVELOPMENT COUNCIL WWW.MEDC.MS

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CONFERENCE INFORMATION



Beau Rivage facade photo courtesy of W.G. Yates Construction.



Mississippi Economic Development Council

JULY 22-24 • BEAU RIVAGE • BILOXI, MS

Room reservations should be made directly with the Beau Rivage, 875 Beach Boulevard, Biloxi, MS, 888-383-7037 – Call before June 18 and mention Mississippi Economic Development Council to receive the special rate of \$149 per night, single or double occupancy. You can also make reservations online at www.beaurivage.com – use offer code MSEDCC.

Casual attire is encouraged at all functions with the exception of business attire for the Thursday night Awards Dinner.

For more information call 601-352-1909.

MISSISSIPPI ECONOMIC DEVELOPMENT COUNCIL WWW.MEDC.MS

Registration

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Full Name _____

Title _____

Name preferred on badge _____

Organization _____

Department/Division _____

Address _____

City/State/Zip _____

Email _____

Phone _____ Fax _____

Please indicate T-shirt size: S M L XL XXL

CONFERENCE FEE:

Full conference fee covers all conference sessions, receptions, luncheons, breakfasts, breaks and awards banquet. Registration packet will be available at the Registration Desk.

(check one)

	BEFORE JULY 11*	AFTER JULY 10*
<input type="checkbox"/> MEDC Member	\$ 195	\$ 225
<input type="checkbox"/> Non-MEDC Member	\$ 295	\$ 325
<input type="checkbox"/> Spouse or Student	\$ 115	\$ 145

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HOW TO REGISTER

• For new members, if membership application form and payment is enclosed, register at the member rate.

• Organizations sending 5 or more representatives may register for \$170 before July 11, \$195 after July 10.

*You are registered when you do one of two things:

1. Fax registration form to MEDC at 601-352-2061 (check can be mailed later or credit card can be used at www.medic.ms with online payment).

2. Mail registration form and check to: MEDC, PO Box 3721 Jackson, MS 39207

DON'T MISS THE REGISTRATION DEADLINE JULY 10

To cancel and receive a refund or not be billed, you must notify the MEDC office of your cancellation at 601-352-1909 or at carol@medc.ms before July 15.

WEDNESDAY, JULY 22

9:00 AM REGISTRATION

11:30 AM LUNCHEON — "Success One Pint at a Time"

SPEAKER: Leslie Henderson, Founder/Owner, Lazy Magnolia Brewing Company, Kiln, MS
Founded in September 2003 as Mississippi's first packaging brewery since prohibition, Lazy Magnolia Brewing Company now produces five different beers that are sold in three states. Their mission: "We do not tell people what to like, we just give them great choices."

1:30 PM "Closing the Generation Gap"

SPEAKER: Kimberly Nastasi, IOM, CEO, MS Gulf Coast Chamber of Commerce, Gulfport, MS
In today's ever changing workforce, multiple generations are working together. Understanding how to manage, how to motivate and what drives each generation ensures a successful workplace. Learn the ABC's of each generation and what makes them tick.

2:45 PM ICE CREAM BREAK

SPONSOR: AT&T

3:15 PM "Using Social Media to Your Advantage!"

SPEAKER: Mark J. James, CECd, Principal, ED Solutions, Inc., Powell, OH
Learn the latest social media tools to be more effective in business attraction, business retention, attracting and retaining "talent" and community development.

5:30 PM WELCOME RECEPTION

SPONSOR: Government Consultants

THURSDAY, JULY 23

7:15-8:15 AM NETWORKING BREAKFAST

SPONSOR: Balch & Bingham

7:30 AM REGISTRATION

8:30 AM "A Current Snapshot — Technology in Economic and Community Development"

SPEAKER: Mark J. James, CECd, Principal, ED Solutions, Inc., Powell, OH
Can site selectors and visitors to your area access all the information you offer on your website using their mobile devices? An overview of websites (mobile and otherwise), contact management systems, the latest office tools, GIS, charting, email, marketing tools, etc.

9:45 AM NETWORKING BREAK

SPONSOR: Butler, Snow, O'Mara, Stevens & Cannada, PLLC

THURSDAY MORNING continued

10:15 AM "The Innovative University"

SPEAKER: Dr. Martha D. Saunders, President, University of Southern Mississippi
The role of the university in economic and community development.

11:30 AM LUNCH: tickets provided for all attendees not involved in activities

THURSDAY AFTERNOON ACTIVITIES: see details below

THURSDAY EVENING:

Governor's Cup / Community Economic Development Awards

6:30 PM RECEPTION

7:30 PM BANQUET

FRIDAY, JULY 24

7:15-8:15 AM NETWORKING BREAKFAST

8:30 AM "The YP Impact!"

MODERATOR: Kimberly Nastasi, IOM, CEO, MS Gulf Coast Chamber of Commerce, Gulfport, MS
PANELISTS: Sara Carmichael, Manager, Chamber of Commerce, Meridian, MS; Christen Hartley, Coordinator, Coast Young Professionals, MS Gulf Coast Chamber of Commerce, Gulfport, MS; Volunteer, Jones County Young Professionals, Laurel, MS
"Young Professionals" entering the workforce are requiring companies to rethink employee strategy. The way to recruit and retain this educated, diverse and tech-savvy new generation is by understanding and embracing these qualities.

9:30 AM "Tapping Into the Programs of the Economic Development Administration"

SPEAKER: Tonia Williams, CECd, Economic Development Representative, U.S. Economic Development Administration, Atlanta, GA
Learn about the programs of the EDA, the agency's current funding priorities and evaluation process, along with updates related to recent federal funding opportunities (FFOs) such as the American Recovery and Reinvestment Act "aka stimulus" and Supplemental Disaster Relief assistance.

10:30 AM BUSINESS MEETING

11:00 AM DOOR PRIZES and MEDC \$1000 CASH GIVEAWAY

T H U R S D A Y A F T E R N O O N A C T I V I T I E S



Golf at Sunkist Country Club Golf Course, Biloxi, MS
Enjoy lunch at the club and then an afternoon of golf on this beautiful course. (12:00 Lunch; 12:30 Shotgun Start — directions available at registration)
SPONSOR: Mississippi Power Company



Tour of Lazy Magnolia Brewery, Kiln, MS
See the Mississippi Gulf Coastline from the Beau Rivage to Pass Christian, have lunch at a local diner and see where Mississippi's new favorite beer is made. (3 hours, 12:00 bus leaves hotel — limited to first 20 paid registrants)
SPONSOR: Hancock County Port & Harbor



Sailing on the Biloxi Schooner, Biloxi, MS
Have lunch on board this authentic replica of a 19th century Biloxi oyster schooner as you sail the Mississippi Sound. (3 hours, 12:00 bus leaves hotel — limited to first 40 paid registrants)
SPONSOR: Mississippi Band of Choctaw Indians



Tour of Trinity Yachts, Gulfport, MS
After lunch at a local spot, tour one of the world's elite builders of custom superyachts. (3 hours, 12:00 bus leaves hotel — limited to first 20 paid registrants)
SPONSOR: Harrison County Development Commission



Leslie Henderson
Founder/Owner, Lazy Magnolia Brewing Company, Kiln, MS
"Success One Pint at a Time"
Wednesday, July 22, 11:30 AM



Kimberly Nastasi
IOM, CEO, MS Gulf Coast Chamber of Commerce, Gulfport, MS
"Closing the Generation Gap"
Wednesday, July 22, 1:30 PM
"The YP Impact!"
Friday, July 24, 8:30 AM



Mark J. James
CECd, Principal, ED Solutions, Inc., Powell, OH
"Using Social Media to Your Advantage"
Wednesday, July 22, 3:15 PM
"A Current Snapshot — Technology in Economic and Community Development"
Thursday, July 23, 8:30 AM



Dr. Martha Saunders
President, University of Southern Mississippi
"The Innovative University"
Thursday, July 23, 10:15 AM

HANDS ON LEARNING

The "Internet Aces" will be on hand during the conference to show attendees how to use social networking tools Facebook, Twitter, Flickr and blogging for their own membership communications.

Cover artwork courtesy of Biloxi Chamber of Commerce, 228-604-0014, 11975E Seaway Road, Gulfport, MS 39503.

:-) Be computer savvy! Sign up now for the MEDC Facebook Group and for Twitter. You will receive information about the upcoming conference. Follow the links on the MEDC website at www.medic.ms

CECD CREDIT



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Power of Knowledge and Leadership

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CECD).

MEMBERSHIP



MISSISSIPPI ECONOMIC DEVELOPMENT COUNCIL

Enjoy the benefits of membership today!

Join NOW so you can attend the 2009 Summer Conference at the member rate and be listed in the membership directory (published annually and online). Visit www.medic.ms for a membership application.