

# reinventing renewing refocusing

during challenging times



**HOW TO REGISTER**

*Registration Deadline: January 22*

1. Fax completed registration form to MEDC at 601-352-2061.
2. Check payment type. Conference fee will be:
  - Paid by check mailed to MEDC, PO Box 3721, Jackson, MS 39207
  - Paid by credit card online at [www.medic.ms](http://www.medic.ms)
  - Included in sponsorship package. *To be a sponsor, go to [www.medic.ms](http://www.medic.ms) or call 601-352-1909.*
3. Confirm your registration and payment on the LIST OF REGISTRANTS at [www.medic.ms](http://www.medic.ms)
  - For new members, if membership application form and payment are enclosed, register at the member rate.
  - Organizations sending 5 or more representatives may register for \$135 before January 23, \$165 on or after January 23.

**Your registration must be received BEFORE JANUARY 23 to avoid late registration fee.**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Full conference fee covers all conference sessions, reception, breaks, breakfasts and luncheon. Registration packets will be available at the registration table.

CONFERENCE FEE: (check one)	Before January 23	On or After January 23
<input type="checkbox"/> MEDC Member .....	\$ 165 _____	\$ 185 _____
<input type="checkbox"/> Non-MEDC Member .....	\$ 265 _____	\$ 285 _____
<input type="checkbox"/> Spouse or Student .....	\$ 95 _____	\$ 115 _____
Registered Spouse Name _____		

Special MEDC one-day Chamber of Commerce track only:

Thursday, February 4 (includes lunch) ..... \$ 75 \_\_\_\_\_

*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](mailto:carol@medc.ms) before January 23.*

**SORRY, NO REFUNDS AFTER JANUARY 23**

*Monies paid to MEDC are not deductible as charitable contributions under IRS Code section 170. They may, however, be deductible by you under other provisions of the Internal Revenue Code.*

wednesday, february 3 .....

- 7:30-8:30 AM **Breakfast Honoring Legislature** .....Galloway United Methodist Church, Jackson  
**"Mississippi — Captured in Cartoons"**  
 SPEAKER: Marshall Ramsey, *Syndicated Cartoonist, Clarion-Ledger, Jackson*
- 1:00-4:30 PM **Registration** ..... Hilton Hotel
- 1:00-2:00 PM **"Know Thy Supply Chain: New Tool for FDI Prospecting"** ..... Hilton Hotel  
 PRESENTED BY: Mississippi World Trade Center  
 An overview of MSWTC's newest source for comprehensive global intelligence includes a community case study. Using detailed data on buyers, suppliers, shippers, competitors, and customized profiles of millions of U.S. and worldwide companies, local developers can make strategic business decisions and formulate proactive marketing plans for FDI recruitment.
- 2:00-4:00 PM **MDA Roundtables — "Using the State's Services and Resources to Your Community's Advantage"** ..... Hilton Hotel  
 Brought back by popular demand! Participate in this interactive exchange of ideas on economic and community development and meet the team leaders.

thursday, february 4 .....

- 7:00 AM **Registration**
- 7:00-8:00 AM **Networking Breakfast**
- 8:00 AM **Early Riser's Program**  
**"2010: Mississippi - Captured in Cartoons"**  
 SPEAKER: Marshall Ramsey, *Syndicated Cartoonist, Clarion-Ledger, Jackson*  
 Ramsey shows his favorite editorial cartoons from the past decade and tells the stories behind them. Ramsey is a two-time Pulitzer Finalist and is nationally syndicated by Creators Syndicate. He's proud to call Mississippi home.
- 8:45 AM **"Increasing Your Professional Power to New Levels of Excellence"**  
 SPEAKER: Jerry V. Teplitz, JD, Ph.D., *Jerry Teplitz Enterprises, Virginia Beach, VA*  
 Research shows that we use less than 10% of our brain power. Dr. Teplitz gives you actual tools for achieving unlimited professional growth by unleashing the power of your mind. Learn to increase creativity and productivity to new levels of excellence with practical take-home-value techniques for reaching your life goals and objectives.
- 10:00-10:30 AM **Networking Break**



Marshall Ramsey



Jerry Teplitz

thursday, february 4 continued

- 10:30 AM **"Creating High Energy Web Sites and PR Materials"**  
 SPEAKER: Jerry V. Teplitz, JD, Ph.D., *Jerry Teplitz Enterprises, Virginia Beach, VA*  
 The experts will tell you a variety of reasons some ads and websites work and others don't; however, there's one key explanation besides the graphics and copy. It's the energy it creates in the viewer! It can encourage someone to read your ad or throw it away, or click off your website. In this session you will discover these hidden secrets.
- 12:00 PM **Heidel Awards LUNCHEON**  
**"If You Build It They Will Come...or How Viking Range Transformed a Sleepy Delta Town into an International Culinary Destination"**  
 SPEAKER: Carol Puckett, *President, Viking Hospitality Group, Greenwood, MS*  
 PRESENTER: Jimmy Heidel, *MEDC Honorary Life Member*
- 1:30 PM **Concurrent Sessions**  
**"The Changing Face of Incentives"**  
 SPEAKER: Dr. C. R. (Buzz) Canup, *President, Canup & Associates, Greenville, SC*  
 In today's economic environment, states and economic development entities are rethinking and reevaluating incentives. Dr. Canup brings a unique perspective as a site location consultant having an extensive background and experience working with world class corporations on a global basis.
- 1:30 PM **"Refocusing Membership Recruitment and Retention"**  
 SPEAKER: Kyle Sexton, *Founder of Fast Chamber, Co-founder of ChamberThink Strategies, and Director of Member Services, Salem Area Chamber of Commerce, OR*  
 Learn where and how to adjust your recruitment and retention efforts to adapt to your members' fast-changing needs. From marketing language and referrals to payment systems and social media strategies, this is a fast-moving introduction to many of the nation's best practices for chambers of commerce, led by the past chair of ACCE's Membership Development Division, Kyle Sexton.
- 2:45 - 3:15 PM **Networking Break**
- 3:15 PM **Concurrent Sessions**  
**"Seeing is Selling: How Economic Development Visionaries are Embracing New Technologies"**  
 PANELISTS: John Abbate, *President, Marketing Alliance, Inc., Jackson, MS*  
 You have the vision. But other people can't always see it. Abbate will show ways that the Jackson-based company has used 3D technology and interactive virtual tours to help economic developers paint the picture and make the sale.



Carol Puckett



Buzz Canup



John Abbate

thursday, february 4 continued

- 3:15 PM **"Packaging and Marketing Service Tiers to Refresh Member ROI"**  
 OPTION 2  
 SPEAKER: Kyle Sexton, *Founder of Fast Chamber, Co-founder of ChamberThink Strategies, and Director of Member Services, Salem Area Chamber of Commerce, OR*  
 The nation's foremost expert on membership tiers will answer your questions and concerns, giving plenty of marketing "silver bullets" along the way. Even if you don't move toward packaging and selling, this session guarantees steal-able marketing and sales-psychology ideas for your membership recruitment efforts.
- 4:30 - 5:30 PM **Reinventing Renewing Refocusing Reception**  
 SPONSOR: Entergy Mississippi



Kyle Sexton

friday, february 5 .....

- 7:30 - 8:30 AM **Networking Breakfast**
- 8:30 AM **"Preparedness — The Difference Between Winning and Losing"**  
 SPEAKER: Dr. C. R. (Buzz) Canup, *President, Canup & Associates, Greenville, SC*  
 Dr. Canup draws on his experience in "reverse consulting" to give tips, some high in effort and low in cost, on how to be better prepared to readily respond to opportunities and to maximize a community's chances for success in recruiting projects.
- 9:15 AM **"A Tour of the Global and Local Economy"**  
 SPEAKER: Stacy Spearman, *Senior Vice President, Renasant Financial Services, Director, Tupelo, MS*  
 Given the cards we've been dealt in the recent economic climate, what are the opportunities, what are the threats, and how do we advantageously play them? You will leave this session informed, motivated and inspired.
- 10:00-10:15 AM **Break**
- 10:15 AM **"Focus and Originality - Positioning the State to Respond and Recover"**  
 SPEAKER: Gray Swoope, *Executive Director, Mississippi Development Authority*  
 In the increasingly challenging economic climate, we are compelled to find new ways to work with our communities, support existing industry and to expand our efforts to secure new investment. Swoope will present MDA's commitment to innovation, global opportunities, fiscal responsibility, strategic partnerships and more.
- 11:00 AM **Business Meeting**
- 11:30 AM **Door Prizes / Adjourn**



Stacy Spearman



Gray Swoope

## sponsorship opportunities

All sponsors are recognized in conference literature, display boards, conference announcements, and on the MEDC website. Sponsor payments must be received by January 14 to have name listed in program. Additional benefits for each level are:

**legislative breakfast sponsor \$1000**

receives three complimentary registrations, exhibit space, and special recognition at the event and during the conference.

**premier sponsor \$750**

receives two complimentary registrations and exhibit space.

**corporate sponsor \$500**

receives one complimentary registration.

**general sponsor \$250**

**networking breakfast & break sponsors**

(one per event) You and your staff host one of the events (call 601.352.1909 for details)

### participate!

Take advantage of this opportunity to show your support of MEDC by participating in the 2010 MEDC Winter Conference as a sponsor and by donating door prizes.

For sponsor form go to CONFERENCES at [www.medic.ms](http://www.medic.ms), call 601-352-1909 or email [carol@medc.ms](mailto:carol@medc.ms).

If you have door prizes to donate, please bring them to the registration desk.

[www.medic.ms](http://www.medic.ms)

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february 3 - 5  
hilton hotel  
jackson, ms



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## conference information

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### iedc credit

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).



### medc membership

Join NOW so you can attend the 2010 Summer Conference at the member rate and be listed in the membership directory (published annually and online). Visit [www.medic.ms](http://www.medic.ms) for a membership application.

### accommodations

Make room reservations directly with the hotel.  
Call 1-888-263-0524 or 1-800-HILTONS. Mention "MEDC10" when calling.  
\$109/night, 1 or 2 people. Block of rooms reserved until January 3.  
Or go to LODGING at CONFERENCES at [www.medic.ms](http://www.medic.ms) for online hotel reservations.

### attire

Business casual attire is encouraged at all functions with the exception of business attire for the Wednesday morning Legislative Breakfast.

For more information call 601.352.1909.

Special thanks to Greg Word, NMIDA, for this year's cover design.

[www.medic.ms](http://www.medic.ms)