



*The Homestead Resort*  
Hot Springs, Virginia

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**DRIVEN** Economic Development

**2008**  
**Annual Conference**  
**The Homestead Resort**  
**Virginia**

# Events & Registration

Southern Economic Development Council  
**2008 ANNUAL CONFERENCE**  
**October 4-7, 2008**



[www.sedc.org](http://www.sedc.org)

**SEDC**  
SOUTHERN  
ECONOMIC  
DEVELOPMENT  
COUNCIL, INC.

**ENERGY**

**DRIVEN**  
**Economic  
Development**

**2008  
Annual Conference  
The Homestead Resort  
Virginia**

# Southern Economic Development Council 2008 ANNUAL CONFERENCE

**October 4-7, 2008**

*The Homestead Resort*  
Hot Springs, Virginia

## Dear SEDC Member:

Welcome to the 57th Annual SEDC Conference, hosted in one of the most memorable locations in the South, the Homestead Resort. We appreciate your visit and taking the time to experience Virginia this fall.

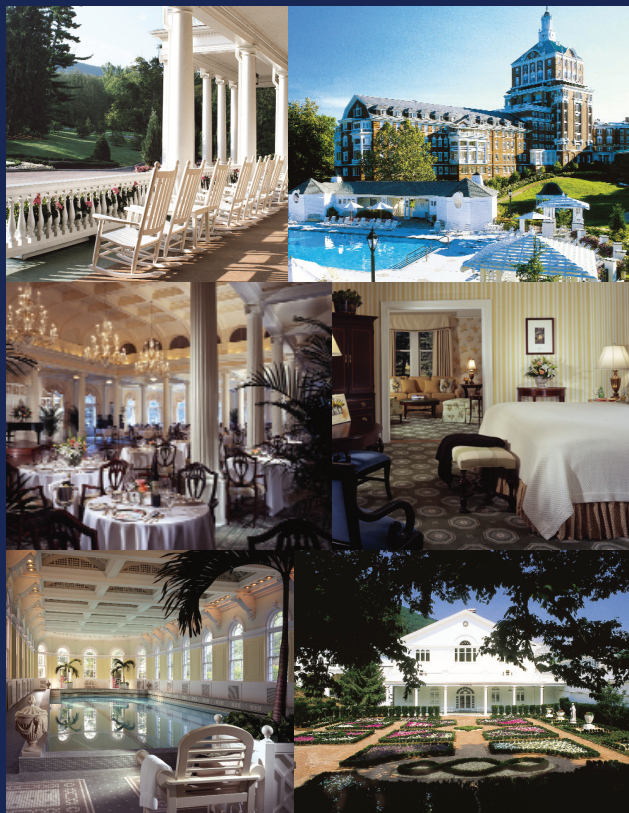
This year's conference will focus on **ENERGY DRIVEN ECONOMIC DEVELOPMENT**. We will explore the challenges facing our economy from the current energy environment and the opportunities arising from this environment for economic development in our region. Topics to include:

- The current focus of the federal government on energy issues and energy security and the impact of Green Legislation on the South.
- The impact of the current energy situation on the manufacturing sector.
- A panel discussion by industry leaders on the future of power generation and transmission in the South.
- A panel discussion by consultants detailing the potential for new projects arising from the changes in the energy sector with a particular emphasis on green energy, wind energy and wood pellets.

Additionally, we will hear a timely update on the potential impact of upcoming Presidential election on economic development by Dr. Larry Sabato, a renowned expert in politics, published author and professor at the University of Virginia. This timely event will be presented on the day preceding the final Presidential debate before the election. We will have a memorable golf tournament at the "Old Course" with the oldest tee box in the United States and a special visit by J.C. Snead during the golf awards. There will be outdoor dining on Monday evening with live entertainment by the Norfolk Southern Lawmen, a putting tournament and a falconry demonstration presented by the Homestead staff. Our conference hotel is the Homestead, one of the oldest and most prestigious resorts in the country. There is an activity for everyone at the Homestead from their world famous Spa to a number of world class golf courses, shooting venues, and several restaurants for fabulous dining experiences.

Don't miss this opportunity to attend one of the best networking events of the year, the opportunity to enhance your understanding of the current energy environment and the chance to relax and enjoy the splendor of the fall in Virginia.

**We'll see you in Hot Springs, at The Homestead Resort, October 4-7, 2008!**



**Dan Motley**  
Conference Co-Chair

**Robin Sullenberger**  
Conference Co-Chair

**Glynn Loope**  
Conference Co-Chair



## HOTEL INFORMATION

### *The Homestead Resort* Hot Springs, Virginia

The Homestead Resort is Virginia's premier mountain resort. Surrounded by the four-season splendor of the Allegheny Mountains, this National Historic Landmark welcomed its first guests to the beautiful Virginia countryside a decade before the American Revolution. Presidents and princes are among the distinguished guests who have "taken the waters" in our legendary healing springs. Today, The Homestead Resort continues to offer unequalled hospitality, elegant accommodations and distinctive Southern charm.

**The SEDC conference rate is \$185/night  
(plus applicable fees and taxes)**

Reservations are made by completing the accompanying housing form and mailing or faxing to the following number (540) 839-7922.

**No group reservations are taken over the phone or online.**

**The Homestead  
1766 Homestead Drive  
Hot Springs, VA 24445**

For more information on the resort, visit their web site at:  
[www.thehomestead.com](http://www.thehomestead.com)

### **Transportation**

The Homestead Resort provides an in-house system of transportation to and from the Roanoke Regional Airport. Reservations are required 48 hours in advance. For reservations please call the resort Transportation Department at 540-839-7711. We have negotiated a discounted one way rate of \$40 for SEDC attendees (regular rate is \$70 one way). As an added discount, the first 20 partner/guest registrants will receive vouchers for the lower rate of \$30 one way for a round trip ticket.

The shuttle driver will be waiting at the bottom of the escalator, near the baggage claim area, with a Homestead sign. Homestead shuttles are available on the hour by reservation only.

At the end of your stay, Homestead shuttles depart on the hour by reservation only. Reservations should be made 48 hours in advance. Drive time is approximately 90 minutes. We suggest departing guests leave 3 hours prior to flight time to allow ample time for check-in.

For driving directions visit their web site at:  
[www.thehomestead.com](http://www.thehomestead.com)

# Conference Registration

## HOW TO REGISTER

Three ways to register for the 2008 SEDC Annual Conference.

- 1) On-Line at [www.sedc.org](http://www.sedc.org), click on the annual conference icon
- 2) By FAX at (404) 523-0406
- 3) By mail to, SEDC, P. O. Box 18369, Atlanta, GA 30316

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 mail or email for online.

## 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 Monday, September 22, 2008. After this date, registrants must register and pay fees on-site.

## MEMBERSHIP & CONFERENCE REGISTRATION

An individual membership to SEDC is \$225. By registering for the conference now, for only \$175 additional, you can save on the combined registration and membership fee.

## CANCELLATIONS

Registration deadline is September 22, 2008. 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 Central Office. Refund policy is as follows: Cancellations notices received by Friday, September 26, 2008- Amount refunded less an administrative fee of \$50. Cancellation notices received after Friday, September 26, 2008- Amount refunded less an administrative fee of \$150. Any registrant who does not submit cancellation correspondence by October 4, 2008 is required to pay the balance in full. Registrants may substitute attendees without penalty. 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 American with Disabilities Act (ADA), SEDC 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 Central Office at 404-523-3030.

## REGISTRATION FEES

Member and non-member registration fees include: All conference sessions, Early Bird Networking Reception, Silent Auction Reception, General Membership Breakfast, Monday Night Reception & Dinner, CEDA Luncheon, Breaks and Literature and Promotion Awards Breakfast. Partner/Guest registration fees do not include Conference Sessions, Breaks, General Membership Breakfast, CEDA Luncheon, or Literature and Promotion Awards Breakfast.

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.

# Schedule of Events

times are subject to change

## SATURDAY, OCTOBER 4

- 8:00 am - 12:00 pm Literature and Promotion Awards Display Set-Up
- 8:00 am - 12:00 pm SEDC Board Meeting
- 1:00 pm - 6:30 pm Conference Registration
- 5:00 pm - 6:00 pm New Member Reception
- 6:00 pm - 7:00 pm Early Bird Reception
- 7:00 pm Dinner on Your Own

## SUNDAY, OCTOBER 5

- 7:00 am - 2:00 pm Golf Tournament at Homestead, Old Course  
(extra fee event)
- 8:00 am - 5:00 pm Conference Registration
- 8:00 am - 5:00 pm CDFA Seminar II  
(extra fee seminar)
- 8:00 am - Noon Bath Pumped Storage Facility  
(extra fee event)
- 12:00 pm - 5:00 pm Literature and Promotion, Exhibit Hall Open
- 2:00 pm - 5:00 pm Committee Meetings
- 5:00 pm - 6:00 pm State Caucus Meetings
- 6:00 pm - 7:00 pm Silent Auction Reception
- 7:00 pm Dinner on Your Own

## MONDAY, OCTOBER 6

- 8:00 am - 5:00 pm Conference Registration
- 8:00 am - 5:00 pm Literature and Promotion, Exhibit Hall Open
- 8:00 am - 9:00 am Membership Breakfast  
Alabama 2009 Conference Overview
- 9:00 am - 10:30 am Opening Remarks and Welcome  
**The Honorable Tim Kaine** (invited),  
- Governor, Commonwealth of Virginia  
**The Honorable Patrick O. Gottschalk**,  
- Secretary of Commerce and Trade,  
Commonwealth of Virginia  
**Keynote Speaker**  
**The Honorable John Engler**,  
- Former Governor of Michigan, President &  
CEO, National Manufacturers Association
- 10:30 am - 10:45 am Break
- 11:00 am - 1:00 pm The Culinary Experience  
(partner/guest - extra fee event)

10:45 am - 12:00 pm

### Energy as a Federal Issue

- Michael D. Whatley**  
- Executive Director, Southeast Energy Alliance  
- **Effect of Green Legislation on the Power of the South**
- Paul P. Bollinger Jr.**  
- Deputy Assistant Secretary of the Army for Energy & Partnerships  
- **Strategic Energy**
- Ken Nemeth**  
- Executive Director of the Southern States Energy Board  
- **American Energy Security**

12:15 pm - 2:00 pm

### Recognizing Outstanding Communities from Our Region Keynote Speaker

- John Luke, Jr.** (invited),  
- Chairman and CEO, MEADWESTVACO  
- **Manufacturing's Power Perspective**

2:15 pm - 3:15 pm

### Concurrent Sessions

- Presentations from CEDA Winning Communities

3:15 pm - 4:15 pm

### Impacts of the Election on Economic Development

- Dr. Larry Sabato**  
- Director, University of Virginia Center for Politics

4:15 pm - 4:30 pm

### Board of Directors Meeting

5:00 pm - 7:00 pm

### Local Host Reception and Entertainment

- Featuring the NS Lawmen

## TUESDAY, OCTOBER 7

7:30 am - 8:45 am

### Literature and Promotion Awards Breakfast

Recognizing Outstanding Materials Programs from Our Region

8:00 am - 11:00 am

### Conference Registration

8:00 am - 11:00 am

### Literature and Promotion, Exhibit Hall Open

9:00 am - 10:15 am

### The Future of Power Generation and Transmission in the South

- Thomas F. Farrell, II**  
- Chairman, President and CEO of Dominion Resources

- Michael J. Quillen**  
- Chairman, President and CEO of Alpha Natural Resources

10:15 am - 10:30 am

### Break

10:30 am - 11:45 am

### Where are the Deals- Energy Based Projects

- Steve Gordon**  
- Director, Biofuels, ITAC Engineers & Constructors  
- **Wood Pellets**

- Donald Flor**  
- President and CEO, iGroups/Economic Development Marketing-  
- **Green Energy**

- Jonathan Miles**  
- Professor, Department of Integrated Science and Technology, James Madison University-  
- **Wind**

11:45 pm

### Closing Remarks

## Optional Activity Details

### **Golf • The Old Course**

**Sunday • October 5th • 7:00 am - 2:00 pm**

**\$135 per person** (cost includes greens fee, tournament management, lunch and prizes)

#### **The Old Course**

The Homestead's Old Course was completed in 1892, and enjoys the distinction of having the nation's oldest first tee in continuous use.

- Donald Ross-designed, 6,211-yard, par-72 course
- Built in 1892 as a six-hole course, expanded to 18 holes by 1913.

### **Bath County Pumped Storage Station**

**Sunday • October 5th • 8:00 am - Noon**

**\$30 per person** (includes transportation)

Cradled in Virginia's rugged Allegheny Mountains, the world's most powerful pumped storage generating station quietly balances the electricity needs of millions of homes and businesses across six states.

The Bath County Pumped Storage Station, which went into operation in 1985, is jointly owned by Dominion and the operating companies of the Allegheny Power System, and managed by Dominion Generation.

### **The Homestead Cooking Demonstration**

**Monday • October 6th • 11:00 am - 1:00 pm**

**\$60 per person** (This program is intended for guests not attending the Annual Conference since it will be held during program section of the conference)

The Homestead's Executive Chef shares secrets of the resort's most famous dishes. Seeing these dishes prepared from beginning to end will pique your culinary curiosity. The program ends with a tasting and recipes are provided so that you can test your skills at home.

Note: SEDC reserves the right to cancel any optional activity if a sufficient number of registrants are not met. If cancelled, a full refund will be given.



INTERNATIONAL  
ECONOMIC  
DEVELOPMENT  
COUNCIL

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).



This professional development activity counts toward recertification of the Community Development Council's (CDC) Professional Community and Economic Developer certification (PCED).

## Economic Development Finance Seminar

**Seminar 2: Unlocking the TIF Advantage: Guiding Principles for Success**

**Sunday • October 5th • 8:00 am - 5:00 pm**

**\$175 per person** (for the day and includes instruction breaks and lunch.)

At our annual conference, SEDC will be continuing its economic development finance training initiative through The Council of Development Finance Agencies (CDFA). This session will be the second of a four part series offered in one day seminars through 2009. People attending all four seminars will receive a **Certificate of Basic Economic Development Finance Proficiency**. Seminars will be backed with case study examples with a wide range of local, regional and national speakers participating. Speakers will be selected from CDFAs speaker bureau and possible SEDC representatives. Subject matter will be timely and supported by CDFAs resource database, publications and other original research.

This seminar is designed to introduce economic developers to the ever growing TIF industry. The seminar will detail the use of TIF and provide case studies covering the wide variety of financing options available under this tool. The agenda will cover the following:

#### • **The Legislative Arena: Understanding TIF**

This session outlines the TIF regulations and approval processes, including how to maximize economic development goals. In addition, panelists discuss how TIF laws in other states compare and have been recalibrated and revised to maximize benefits.

#### • **Unlocking the TIRZ Advantage: Guiding Principles for Success**

This session describes what makes TIF advantageous compared to other redevelopment and revitalization techniques, including its district-based approach to improvements and the ability to stimulate growth in targeted areas. Speakers explain how 'but for' provisions apply, relay guiding principles and describe reporting measures.

#### • **Inside Financing: TIF Bond Issuance & Structure**

TIF bonds are issued for a variety of redevelopment activities, from site acquisition and prep to parking facilities, street features and utilities. Issuances vary by size, duration and type, depending on the project and the sources of revenue available. This session explores the structuring options and outlines different methods used to secure revenue for projects while addressing school district and county government needs.

#### • **Case Studies: A Look at TIF Projects from Across the U.S.**

Over the past thirty years, TIF has emerged as a popular financing tool, today used in 49 states and the District of Columbia. During this session, participants will learn about creative ways to use TIF through lessons learned in other communities. TIF can support a wide variety of development, including mixed-use districts, transit oriented development concepts and transformational projects, just to name a few. This session focuses on projects that have been completed in a variety of areas; covering redevelopment; rejuvenation; infrastructure improvements; mixed-use solutions; and arts and entertainment districts that are making an impact across the country. We also will discuss parking facilities that have been incorporated into larger commercial and industrial projects.

#### • **Combinations Make the Difference: Special Districts, Credits, & Overlays**

This session examines the primary source of increment for this type of financing. Across the country, communities are reinforcing TIF districts with special assessments and other economic development tools. Find out how this model has become the norm in TIF-heavy California, and how it is taking off in other states.

#### • **Building Community Partnerships**

As an instrument designed to facilitate physical and economic community improvements, TIF financing requires input from the community itself. This session explains how cities in Texas and other states have engaged and incorporated input from citizens, business owners, school districts and neighboring or overlapping jurisdictions, and how these models can lead to greater community and economic development benefits.

# Attendee Information

By completing this application, you agree to the disclaimer statement below.

Mr. Ms. Full Name: \_\_\_\_\_

First Name For Badge: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Guest First and Last Name: \_\_\_\_\_  
 (additional fee required)

### Special Needs

Please indicate if you or your guest has any special needs or dietary restrictions in order to participate fully in this conference.

### Disclaimer

The undersigned hereby acknowledges that the listed recreational activities and sports may be dangerous and may cause injuries. Registrants choose to participate, or not, of his/her own free will and risk and hereby agrees to accept full and complete liability and to hold harmless SEDC, its agents and contractors, from any and all liability resulting from or arising out of all such activities, including transportation to and from the same. Specifically, registrants hereby WAIVE any and all rights of action against SEDC – their employees, agents and contractors – associated in any way with said conference.

Signature: \_\_\_\_\_

### REGISTRATION COST

#### Annual Conference Registration Only

SEDC Member Rate ..... \$425.00 \$ \_\_\_\_\_

Non Member Rate ..... \$650.00 \$ \_\_\_\_\_

Join SEDC and Attend Event Rate ... \$600.00 \$ \_\_\_\_\_  
SAVE \$50

Partner/Guest ..... \$125.00 \$ \_\_\_\_\_

#### Introduction to Development Finance Seminar

Sunday, October 5th (one day only) . . \$175.00 \$ \_\_\_\_\_

#### Attend BOTH Seminar and Annual Conference

SEDC Member ..... \$525.00 \$ \_\_\_\_\_  
SAVE \$75

Non Member ..... \$750.00 \$ \_\_\_\_\_  
SAVE \$75

Attend Both Sessions ..... \$700.00 \$ \_\_\_\_\_  
 and Join SEDC SAVE \$75

Sponsored by, if new member: \_\_\_\_\_

## Optional Activities

Please select the events you plan to attend and indicate the number attending. SEDC reserves the right to cancel any optional event should we not meet minimum participation requirements.

### FEES FOR OPTIONAL EVENTS, PROGRAMS AND REGISTRATION

Golf - The Old Course ..... #  x \$135.00 = \$ \_\_\_\_\_

Bath Pumped Storage Facility Tour . #  x \$30.00 = \$ \_\_\_\_\_

Cooking Demonstration ..... #  x \$60.00 = \$ \_\_\_\_\_

**Total Amount Due** (registration plus all optional activities) = \$

### Payment Information • Please specify only one

Enclosed is a check payable to SEDC for \$ \_\_\_\_\_

Charge my Credit Card \$ \_\_\_\_\_

VISA  MasterCard  American Express  Discover

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### Mail or Fax to:

**SEDC**  
 P. O. Box 18369  
 Atlanta, GA 30316  
**Fax:** 404-523-0406

### On-Line:

www.sedc.org  
 click on the [Annual Conference](#) icon

### Questions?

Call SEDC at  
 (404) 523-3030

**October 3-8, 2008 • The following daily rates are Per Room, Per Day based on the European Plan (No Meals).**

*Please Circle Preferred Rate:*

**ROOM**

Single Occupancy . . . \$185.00 Per Room

Double Occupancy . . \$185.00 Per Room

**SUITES • based on availability**

Junior . . . . . Single - \$295.00 . . . . . Double - \$295.00

One Bedroom . . . . . Single - \$385.00 . . . . . Double - \$385.00

Two Bedroom . . . . . Available Upon Request

*Children sharing room with parents: 0-18 years - Complimentary*

*Additional Adult - \$80.00 Per Person, Per Day*

**15% resort service fee is additional. Package prices are subject to applicable state and local taxes (currently 7%) in effect at the time of check-in.**

Arrival Date: \_\_\_\_\_ /Time: \_\_\_\_\_ Departure Date \_\_\_\_\_ /Time: \_\_\_\_\_

Name (please print): \_\_\_\_\_ No. of Adults \_\_\_\_\_

Room Mate (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Children's Names and Ages: \_\_\_\_\_

An advance deposit **equal to one night's room rate** is required to guarantee your reservation. **Early mailing of reservations is highly recommended.** Confirmed reservations are based on room availability. Reservations must be received by **September 12, 2008** or until the room block has been filled. Deposit may be made with Visa, MasterCard, American Express, Diner's Club, and Discover, **which will be charged when reservation request is received.** If deposit is by check payment must be received with this reservation request. **Deposit is refundable if notice of cancellation is received at least 7 days prior to the scheduled arrival date.**

**Payment Information • Please specify only one**

Enclosed is a check payable to The Homestead Resort for \$ \_\_\_\_\_

Charge my Credit Card # \_\_\_\_\_

VISA  MasterCard  American Express  Discover  Diner's Club

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*Advance reservations and appointments are required for all evening dining and recreation to ensure preferred times. Please call 800-838-1766. Check in time is after 4:00 p.m. Check out time is before 12:00 noon.*

Reservations request made by: \_\_\_\_\_ Date: \_\_\_\_\_

**Dress:** During the day, casual attire is preferred. Jeans and bathing suits are discouraged in The Great Hall. **In the evening, jacket and tie are required in The Dining Room and jackets elsewhere.** Casual attire is welcomed at Sam Snead's Tavern and The Player's Pub.

**Mail to: Group Reservations, P.O. Box 2000, Hot Springs, Virginia 24445**

**FAX request may be sent to 540-839-7922**

**Reservations by fax, e-mail or mail only, no phone calls please.**

**Reservations will be confirmed by e-mail.** Visit our website at [www.thehomestead.com](http://www.thehomestead.com)