

To attend the NAIDA conference, please complete and return this portion for each attendee (make copies if necessary) by **August 2, 2010** with check payable to:

NAIDA
PO Box 1668
Decatur, AL 35602

After August 2, please call 256-353-9450 to register.

No refunds after August 13, 2010

We're sorry but we cannot accept credit cards.

Dress: Business Casual

Questions: Contact NAIDA at 256-353-9450 or cburns@naida.com

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ E-mail _____

NAIDA Conference Fee \$175.00 _____

NAIDA Golf Tournament \$90.00 _____

Golf Handicap: _____ (for team selection)

Total Enclosed: \$ _____

Room Reservations:

Make your room reservations by **August 3** at The Westin, Call 256-428-2000 and ask for the North Alabama Industrial Development block of rooms. Room rate is \$119 plus tax.

The 15th Annual North Alabama Industrial Development Conference



Navigating the Winds of Change

August 24 and 25, 2010
The Westin, Huntsville, Alabama

North Alabama Industrial Development Conference

The Fifteenth Annual North Alabama Industrial Development Conference is brought to you by the North Alabama Industrial Development Association (NAIDA), TVA, the North Alabama electric power distributors and the North Alabama economic development organizations.

The Conference was developed to help strengthen the skills of community leaders in marketing their community to industrial prospects. The conference also strives to provide valuable information from well-known experts in the field of economic development.

Featured Speakers



John Horack, Ph.D. is Vice President of Research at the The University of Alabama in Huntsville. Dr. Horack oversees the university's 14 research centers and laboratories and four research related offices. Prior to joining UAH, Dr. Horack was the Director of the Science and Mission Systems Office at NASA's Marshall Space Flight Center. Dr. Horack will be presenting "Nothing is Easy Anymore" - Today's Complex Problems and the Need for a 'Team North Alabama' Approach.



John Krug is Vice President of Development Advisors, LLC. He has managed a variety of diverse client engagements throughout his economic development and consulting careers. His tenure at Development Advisors has included major assignments for global competitors such as Mitsubishi and Gildan. Mr. Krug was formerly Vice President of the Metro Orlando Economic Development Commission. Mr. Krug will be presenting "Trends in Corporate Site Selection".



Sharon McKee is the Marketing Coordinator with S&ME, a geotechnical and environmental engineering firm. She has worked in the area of economic development for the past twenty years in both the public and private sector. She has assisted many communities by helping them to secure millions of dollars in federal, state, and private sector funding. Ms. McKee will be speaking on "Brownfield Redevelopment Financing".



"Named "One of the 50 Most Effective Legislators in the U.S. Congress" by Congressional Quarterly magazine, and "One of America's Best Congressmen" for his voting record by Money magazine, Robert "Bud" Cramer, former Member of the U.S. House of Representatives, joined Wexler and Walker Public Policy Associates as Chairman in January, 2009." Mr. Cramer will present a "Washington Update".

Conference Agenda

Tuesday, August 24

- 10:30 a.m. Registration Begins
- 11:30 a.m. North Alabama Public Power Association Awards Luncheon
 - NAIDA President's Award
 - Michael D. Roberts North Alabama Excellence Award
 - Dr. John Horack, UAH, Luncheon Speaker
- 1:45 p.m. John Krug, Development Advisors, LLC
- 2:45 p.m. Break
- 3:00 p.m. Sharon McKee, Marketing Coordinator, S&ME, Inc.
- 3:30 p.m. Bud Cramer, Wexler and Walker Public Policy Associates
- 4:30 p.m. Break
- 5:15 p.m. Reception
- 6:15 p.m. Dinner on your own
- 8:00 p.m. S&ME Hospitality Suite Opens

Wednesday, August 25

- 8:00 a.m. Breakfast Buffet
- 8:30 a.m. Neal Wade, Director, Alabama Development Office
- 9:00 a.m. Steve Sewell, Economic Development Partnership of Alabama
- 9:30 a.m. Ed Castile, AIDT
- 10:00 a.m. Networking Break
- 10:30 a.m. Waymon Pace, TVA Alabama
- 10:45 a.m. Closing Remarks, Tate Godfrey, NAIDA
 - Door prize drawing
- 11:30 p.m. Adjourn
- 12:30 p.m. Golf at Canebrake Golf Club, Athens, Alabama