

THE COAL INSTITUTE

46th Annual Summer Trade Seminar

(Sponsored by Alliance Coal)

JULY 16-18, 2017
Kingston Plantation
Myrtle Beach, South Carolina

If you are interested in a sponsorship for this event, contact Tim Carr at (315) 783-8472



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Register now! Come join us in sunny South Carolina for The Coal Institute's 2017 Summer Trade Seminar! We have assembled a robust group of knowledgeable industry professionals to present their points of view on [Coal's Role in Making America Great Again!](#) In addition to learning from industry experts, there will be opportunities to network with your business counterparts on the golf course, the beach, or while fishing. Make sure you and your family do not miss [Pizza on the Beach \(Sponsored by River Trading and Blackhawk Mining, LLC\)](#) and the [Annual Fireworks \(Sponsored by Murray Energy\)](#) on Monday night as well as a live performance by [Jimmy Travis](#) on Tuesday night! We are sure you will have a blast at this year's Summer Trade Seminar and encourage you to bring your co-workers, family and friends. We look forward to being with everyone in sunny South Carolina!

There are three ways to register:

- **Registration Online:** www.thecoalinstitute.org. Please note: Registration will be confirmed when payment is made by credit card (Visa, MasterCard, American Express, or Discover)
- **Registration By E-mail:** Complete and e-mail the Conference Registration Form and credit card information to: Donnie.Peake@duke-energy.com. Please include your e-mail address so that we can forward you a receipt.
- **Registration by Mail:** Complete and mail the enclosed Conference Registration Form with a check payable to: North Carolina Coal Institute. Mail to: Duke Energy, Attn: Donnie Peake, 526 South Church Street / ECO2F, Charlotte, NC 28202

Early Member Registration fee of \$675 for individuals or \$725 for couples must be received by July 10, 2017. The registration fee starting July 11th is \$750 for individuals and \$800 for couples. Non-Member registration fees are \$800 for Individuals and \$850 for couples. On site registration is available at July 11th fees.

BE SURE TO GET YOUR REGISTRATION IN EARLY!!!

**The
Coal
Institute
Presents**

**Coal's Role
in Making
America
Great Again!**

KINGSTON PLANTATION—EMBASSY SUITES

Embassy Suites reservations must be made by **June 25, 2017**, in order to get the following convention rates. (12% room tax is not included in these rates). **The reservation code is "COA."**

Double/Single Hotel Suites	\$241	Hampton Tower —	2 Bedroom	\$355
Plantation Villa- 1 Bedroom	\$219		3 Bedroom	\$419
	2 Bedroom	Brighton Tower —	Guestroom	\$219
	\$255		2 Bedroom	\$399
	3 Bedroom		3 Bedroom	\$449
	\$314			

The above rates do not include a \$13.99 daily resort fee per unit. The resort fee includes: Self Parking, Basic Internet, Door to Door Transportation (2 mile radius), 24 hr Business Center, Free Racquetball / Tennis Court Rentals (reservation required), Children Activities (seasonal), and Pool Towels. For Reservations call: (800) 876-0010 or (843) 449-0006. Please mention that you are with The Coal Institute (Use Group Code **COA**). Embassy Suites and the STS Committee hope to provide a quick and smooth check-in upon your arrival; however, **please be aware that check-in time is 4:00 p.m.**

The Hilton, next door to Embassy Suites, is also available. You may call for reservations at (800) 876-0010.

Fishing Trip

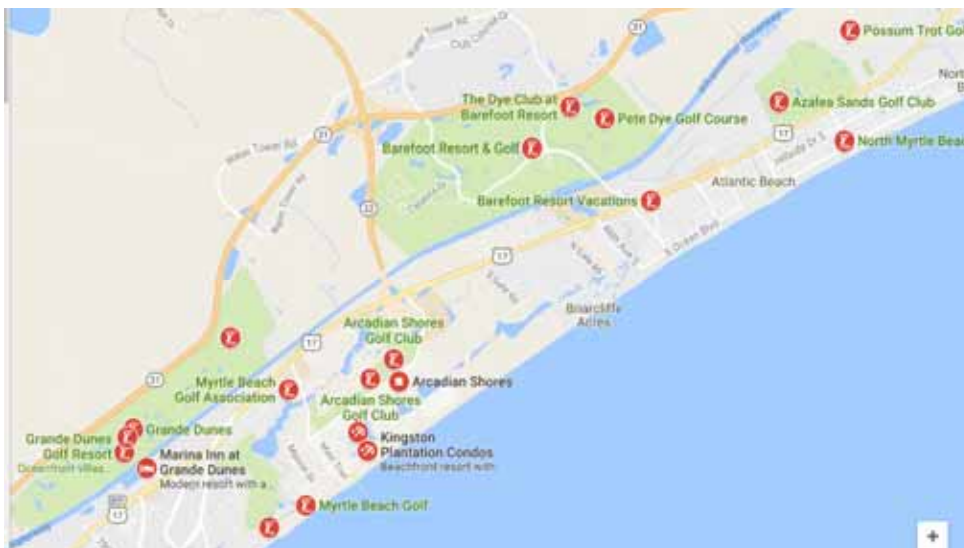
The STS Committee is pleased to offer a fishing trip through Hurricane Fleet located in Calabash, NC. The fees for fishing are \$50 for adults and \$35 for kids under 11 and FREE for 3 and under. These should be paid with your conference registration. Fishing fees include rod & reel, tackle, bait, fishing license, shuttle buses and prizes. You may bring six pack sized coolers onto the boat but NO GLASS is allowed. Also there is a canteen on board which is CASH ONLY.

Fishing will be held on Sunday July 16, 2017 with the boat departing at 8:00 am and returning at 12:30 pm. They ask everyone to be there by 7:15 am. Transportation shuttles to Calabash from the Embassy Suites lobby will depart at 6:30 am.

Paul Weiland, Fishing Chairman



Local Golf Courses



Arcadian Shores Golf Club
(866) 897 –2313 rating 4.3*

Dunes Golf and Beach Club
(843) 449 –5236 rating 4.6*

Azalea Sands Golf Club
(843) 272 –6191 rating 3.3*

The Dye Course at Barefoot
(866) 587 –3578 rating 4.7*

Grande Dunes Golf Resort
(877) 283 –2122 rating 4.3*

River Oaks Golf Plantation
(843) 236 –2222 rating 4.2*



Registration Form
46th Annual Summer Trade Seminar July 16-18, 2017
Payment Must Accompany This Form

Company Name: _____
 Company Address: _____
 _____ Phone: _____
 E-mail Address: _____

Please List Names As You Would Like Them To Appear On Name Tag:

Names : Yours: _____
 Spouse: _____
 Guest: _____

List Children's Names, Ages, and **Grades Completed in 2017** (even if not attending planned activities):

Child's Name: _____ Grade: _____ Age: _____
 Child's Name: _____ Grade: _____ Age: _____
 Child's Name: _____ Grade: _____ Age: _____
 Child's Name: _____ Grade: _____ Age: _____

Registration Fees

To qualify for pre-registration fees, your check and this completed form must be received by July 10, 2017

	<i>Preregistered</i>	<i>After Deadline</i>	<i>Non-Members</i>
SEMINAR REGISTRATION FEE			
INDIVIDUALS	\$675 _____	\$750 _____	\$800 _____
COUPLES	\$725 _____	\$800 _____	\$850 _____
ADDITIONAL BANQUET			
TICKETS – TUESDAY NIGHT	Number ___ \$65 each Total _____	Number ___ \$75 each Total _____	Number ___ \$75 each Total _____
 FISHING TRIP (FREE 3 and under)	\$50 for adults _____	\$ 35 for 11 yrs to 4 yrs _____	
 SCHOLARSHIP FUND RAISERS			
T-Shirt Sponsorship (s)			\$350 _____
 TOTAL AMOUNT ENCLOSED			TOTAL \$ _____

NO REFUNDS will be issued unless cancellation requests are received prior to 5:00 pm on July 10, 2017

MAKE CHECKS PAYABLE TO : **NORTH CAROLINA COAL INSTITUTE**

MAIL CHECKS AND FORMS TO: **Duke Energy**
Attn: Donnie Peake
526 South Church Street / ECO2F
Charlotte, NC 28202

THE COAL INSTITUTE

2017 Summer Trade Seminar Schedule of Events

Sunday July 16, 2017

8:00 AM 12:30 PM
3:00 PM 5:00 PM
3:00 PM 5:00 PM

Fishing - (Shuttles depart from Embassy Suites Lobby @ 6:30 AM)
Registration- Palmetto's Pavilion
Poolside Social & Norfolk Southern Welcome Reception – Palmetto Pavilion

Monday July 17, 2017

8:30 AM 9:00 AM
9:00 AM 9:45 AM
9:45 AM 10:15 AM
10:15 AM 10:45 AM
10:45 AM 11:00 AM
11:00 AM 11:30 AM
11:30 AM 12:15 PM
12:15 AM 7:00 PM
7:00 PM 9:30 PM
9:30 PM 10:00 PM

Meetings in Kensington Ballrooms A, B, C (Business Casual)

Call to Order / Business Meeting – Donnie Peake, President
Jack Porco – Chief Marketing Officer, Xcoal Energy & Resources
Luke Kosnik – Sourcing Manager Coal, ArcelorMittal
Chris Dueueke – Category Manager Coal & Petcoke, LafargeHolcim, US
Break
John Hunt Jr – Vice President, SCH Services, LLC
Janet Gellici – CEO, National Coal Council
Networking/Customer Meetings
Beach Pizza Party – Sponsored by River Trading & Blackhawk Mining LLC
Fireworks—Sponsored by Murray Energy

Tuesday July 18, 2017

8:30 AM 9:00 AM
9:00 AM 9:45 AM
9:45 AM 10:15 AM
10:15 AM 10:45 AM
10:45 AM 11:00 AM
11:00 AM 11:30 AM
11:30 AM 12:15 PM
12:15 AM 7:00 PM
5:30 PM 7:00 PM
7:00 PM 8:30 PM
8:15 PM 8:45 PM
8:45 PM 9:00 PM
9:00 PM 10:00 PM
10:00 PM 12:00 PM

Meetings in Kensington Ballrooms A, B, C (Business Casual)

Cedar Awards Presentation
Alan Shaw – Executive VP and CMO, Norfolk Southern Railway
Bob Blocker – SVP Sales and Customer Service, American Commercial Barge Line
Todd Anderson – Lead Meteorologist - Energy Marketing, Dominion Energy
Break
John Wagner – Manager - Fuels & Material Management, NIPSCO
Caryl Pfeiffer – Director - Corporate Fuels and By-Products, LG&E / KU
Networking/Customer Meetings
CSX Reception – Kensington Ballrooms A, B, C
Dinner – Kensington Ballrooms D, E, F, G
Goodwyn Holmes Award Presentation – Kenny Gillum
Door Prizes/Fishing Prizes/Quilt Giveaway
Jimmy Travis (Comedian / Singer / Songwriter / Musician)
Music, Cocktails, Dancing– Kensington Ballrooms D, E, F, G



Jimmy Travis

(Comedian / Singer / Songwriter / Musician)

Biography

The Coal Institute is proud to present [Mr. Jimmy Travis](#) (comedian, singer, songwriter, and musician). Music and laughter, an unbeatable combination! Jimmy's comedy is fresh, clean, and fun for audiences of all ages. His original songs are funny, cleverly entertaining, and are sure to be a big hit with our group.

Jimmy Travis has made over 50 national television appearances and is one of the most versatile entertainers in the industry today. From black-tie affairs for IBM executives in New York City to farm associations in Iowa, audiences of all ages and demographics easily relate to Travis' hilarious observations of everyday life.

A native Floridian, Jimmy Travis attended the University of Florida on a football scholarship and earned a degree in journalism and public relations. After graduation, Jimmy Travis was hired as a featured performer at Opryland, USA. Following two seasons at Opryland, USA, Jimmy Travis landed a spot at sax specialist Boots Randolph's dinner club in Nashville. While at Boots', Travis honed the comedic talents that have taken him on tour with such diverse stars as rock and roll legends The Righteous Brothers, Grammy Award winning Wynonna, country queen Barbara Mandrell, political satirist Mark Russell, and comedy giants The Smothers Brothers, to name a few.

In addition to being a top-notch comedian, Jimmy Travis is also a talented singer, songwriter and musician with five albums and four comedy videos to his credit. Travis' natural gift of turning a quick phrase into a comedic song has been his unique calling card and is a hit with every audience. He has most recently written an album of children's gospel songs that will be released in the near future.

Jimmy Travis is a repeat performer in the main showrooms of Las Vegas, Reno and Lake Tahoe. In 1997, Travis headlined 120 shows at the Charley Pride Theatre in Branson, Mo. Jimmy is also a popular convention act sporting a long list of corporations, organizations and associations who have used his talents to make their events a success. Jimmy Travis has written and recorded several jingles for his clients and for the past three years has been a spokesman for a major boat manufacturer.

Jimmy Travis and his wife Gail have been married for several years and are the parents of two daughters.



The Summer Trade Seminar Committee is pleased to offer a **Fishing Trip** on Sunday, July 16, 2017

FISHING TRIP

- When:** 8:00 AM – 12:30PM on July 16, 2017
Where: Hurricane Fleet Calabash, NC
Cost: \$50 per adult / \$35 children under 11 and FREE for 3 and under
Questions: Please call or email Paul Weiland (pweiland@scana.com) 803-217-9455
Other: Beer, soda, Gatorade, snacks and subs are available on the boat at an additional nominal charge. CASH ONLY. You can bring your own six pack sized coolers NO GLASS.

Directions/Other: www.hurricanefleet.com

Take Hwy 17 North thru North Myrtle Beach over the Intercoastal Waterway Bridge. Stay on Hwy 17 approx. 4 miles to the 5th traffic light. Go a quarter mile past the 5th traffic light. Turn right onto Hwy. 179 (just past the SC Welcome Center). Go 2 miles to 2nd traffic light in Calabash. Turn right on River Road. Follow road and bear right at Capt. Nance's Restaurant. You will see Hurricane Fleet Marina Sign, Red and White Lighthouse and ticket office behind Dockside Restaurant.



*You and your family are cordially invited to
River Trading and Blackhawk Mining, LLC
Customer Appreciation
Beach Pizza Party*

Monday, July 17, 2017 at 7:00 pm



*Directly behind the Embassy Suites
N. Myrtle Beach, South Carolina*

Please RSVP to Tammy Greis by, July 14, 2017

tgreis@rtcltd.com

513-651-9444 ext. 5

*Please let us know how many people will be with you and the ages of
any children attending.*

Koozies will be provided to keep your refreshments ice cold!

We'll see you at the Beach!

THE COAL INSTITUTE

Dear Coal Institute Members:

The 46th Summer Trade Seminar is fast approaching and your help is once again requested in regard to sponsorship! This event continues to be one of the premier meetings in the coal industry, and with its tradition of mixing family fun with business, it is second to none. However, this event does not happen without the hard work of a group of dedicated volunteers, and without the support from you, our members and sponsors.

In order to maintain a reasonable balance between a first-class seminar at a fair price, and the increasing costs of the STS, we need your ongoing generosity. The sponsorship funds you provide not only benefit the STS; they also support The Coal Institute's scholarships and related coal education programs. We respectfully request that you consider providing a minimum contribution of \$750.00. Please note that we are grateful for any financial assistance that you may offer.

This year we have some creative sponsorship opportunities that include a new T-Shirt logo sponsorship and the return of the STS family fireworks display. Please review the following information for all the details related to Sponsorship for this summer's meeting.

As always, we thank you in advance for considering sponsorship of this event. We look forward to seeing you in Myrtle Beach!!!!

Tim Carr
Chair of the Sponsorship Committee



2017 Summer Trade Seminar Sponsorship Options

Event Sponsor (Exclusive to One Company) \$3,500

The sponsor will have the exclusive opportunity to showcase their logo / brand to attendees throughout the entire meeting. The sponsor will be allowed to distribute any printed marketing materials or branded promotional items that they would like to supply. The sponsor's logo will also be showcased on the badge lanyards given out to all attendees, recognition on the conference agenda and prominently on signage throughout the event.

Summer Trade Fireworks Sponsors (Multiple Companies) \$2,500

Each sponsor will have their logo / brand prominently displayed on signage at the Fireworks Event, on the agenda for the STS meeting and prominently on signage throughout the STS event

CEDAR Quilt Giveaway Sponsor (Exclusive to One Company) \$2,000

One lucky sponsor will have their logo / brand prominently displayed on signage at dinner the last night, thanked continuously during the quilt giveaway, on the agenda for the meeting and prominently on signage throughout the event

Dinner Sponsors (Exclusive to Two Companies) \$1,500

Each sponsor will have their logo / brand prominently displayed on signage at dinner the last night, on the agenda for the meeting and prominently on signage throughout the event

Refreshment Break Sponsors (Exclusive to Two Companies) \$1,250

Each sponsor will have their logo / brand prominently displayed on signage during the refreshment break taking place each morning of the conference, on the agenda for the meeting and prominently on signage throughout the event

Trade Show Booth (Limited to Six Companies) \$1,000

Each sponsor will have their logo displayed on signage at the meeting and will have the ability to setup a trade show booth outside the meeting room.

General Sponsors (Multiple Companies) \$750

Each sponsor will have their logo displayed on signage at the meeting and on the official event T-Shirt.

T-Shirt Sponsor (Multiple Companies) - Deadline July 7, 2017 \$350

Each attendee and their guests will receive a T-Shirt designed specifically for this year's Summer Trade and will include your company's color logo on the back for continued exposure all year long.

2017 Summer Trade Seminar

Sponsorship Options

Event Sponsor (\$3,500)	
Fireworks (\$2,500)	
CEDAR Quilt Giveaway (\$2,000)	
Dinner Sponsor (\$1,500)	
Refreshment Break Sponsor (\$1,250)	
Trade Show Booth (\$1,000)	
General Sponsorship (\$750)	
T-Shirt Sponsor (\$350)	
Total Amount Due:	

Payment Options

Visa MasterCard AMEX Discover

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Name Appearing on the Card: _____

Billing Address _____

State _____ Zip: _____

Signature: _____

Please return this complete form via email to Donnie.Peake@duke-energy.com or via mail to:

Duke Energy
Attn: Donnie Peake
526 South Church Street / ECO2F
Charlotte, NC 28202