

THE COAL INSTITUTE

45th Annual Summer Trade Seminar

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

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**The
Coal
Institute
Presents**

**Surviving the
Perfect
Storm — The
Future of
Coal**



**JULY 17-19, 2016
Kingston Plantation**



Register now and come join us in sunny South Carolina for The Coal Institute's 2016 Summer Trade Seminar. We have gathered a knowledgeable group of industry professionals to present their points of view on [Surviving the Perfect Storm](#) (i.e. pressure from regulations, natural gas, and weak exports) and to share their perspective on [The Future of Coal](#). In addition to learning from industry experts, there will be opportunities to network with business counterparts on the beach, golf course, or while fishing. Make sure you and your family do not miss the [Annual Fireworks on the Beach](#) on Tuesday night! We are sure you will have a blast at this year's Summer Trade Seminar. Be sure to bring your family and friends.

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: klsmith@mikrotec.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: The Coal Institute, Attn: Karen Smith, P.O. Box 3672, Pikeville, KY 41502

Early Member Registration fee of \$650 for individuals or \$700 for couples must be received by July 11, 2016. The registration fee after July 11th is \$725 for individuals and \$775 for couples. Non-Member registration fees are \$775 for Individuals and \$825 for couples. On site registration is available at July 11th fees.

BE SURE TO GET YOUR REGISTRATION IN EARLY!!!

Scheduled Events

We are pleased to announce that Shaftesbury Glen Golf & Fish Club will be hosting the golf tournament on Tuesday, July 19th. Please be sure you e-mail your foursome to Donnie Peake, Golf Chairman at donn.peake@duke-energy.com or call 803-360-7868.

On Sunday morning, The Coal Institute is offering a fishing trip. Please see the following pages for information, as registration will be directly with the company providing the fishing service.

Our Children's Program will be held on site at Kingston Plantation. Be sure to check out the enclosed information for this program.

KINGSTON PLANTATION—EMBASSY SUITES

Embassy Suites reservations must be made by June 14, 2016, in order to get the following convention rates. (12% room tax is not included in these rates).

| | | | |
|-----------------------------|-------|------------------------------|-------|
| Double/Single Hotel Suites | \$239 | Ocean view Condo — 2 Bedroom | \$355 |
| Plantation Villa- 1 Bedroom | \$219 | 3 Bedroom | \$419 |
| 2 Bedroom | \$255 | Brighton Towers — 2 Bedroom | \$399 |
| 3 Bedroom | \$299 | 3 Bedroom | \$449 |

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 NCI). 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. Also, use Group Code NCI. In either venue, it is important to make reservations EARLY!!!!



ANNUAL GOLF TOURNAMENT and OTHER ACTIVITIES

During the seminar registration on Sunday, July 17, 2016, from 2:00 to 4:00 pm, at the Palmetto Pavilion, sign up tables will be available for golf. Please register in advance of the event. The golf tournament will begin at 8 am on Tuesday, July 19, 2016. Prizes for the tournament will be announced and given out at the dinner Tuesday Night.

Golf

Shaftesbury Glen Golf and Fish Club, in Conway, SC, welcomes The Coal Institute on Tuesday, July 19, 2016. There will be a shotgun start at 8:30 a.m. Fees this year are \$165 for pre-registered participants and \$185 for late registrants and non-members. Golf fees include carts, green fees, tournament prizes, lunch, as well as registration gifts. Lunch will be served in the clubhouse following golf. Beverages and additional food items will be available on the golf course and charges should be handled personally. Shaftesbury Glen is approximately 20 minutes from Embassy Suites off the SC-22 Bypass. Please email Donnie Peake your tournament pairings as soon as possible to donnie.peake@duke-energy.com or call 803-360-7868.

Donnie Peake, Golf Chairman



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 17, 2016 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





Registration Form
45th Annual Summer Trade Seminar July 17-19, 2016
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 2016** (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 11, 2016

| | | <i>Preregistered</i> | | <i>After Deadline</i> | | <i>Non-Members</i> |
|---------------------------------|------------|----------------------|------------|-----------------------|-------|--------------------|
| SEMINAR REGISTRATION FEE | | | | | | |
| INDIVIDUALS | \$650 | _____ | \$725 | _____ | \$775 | _____ |
| COUPLES | \$700 | _____ | \$775 | _____ | \$825 | _____ |
| ADDITIONAL BANQUET | | | | | | |
| TICKETS – TUESDAY NIGHT | \$65 each | _____ | \$75 each | _____ | \$75 | _____ |
| GOLF PACKAGE | \$165 each | _____ | \$185 each | _____ | \$185 | _____ |

FISHING TRIP (FREE 3 and under) \$50 for adults _____ \$35 for 11 yrs to 4 yrs _____

CHILDREN'S PROGRAM (Must Complete Waiver Forms Included)

| | | | | |
|-------------------------------|------------------------|-------|-------|-------|
| Sunday Night (Age 5 thru 8) | Number of Participants | _____ | \$ 35 | _____ |
| Sunday Night (Age 9 thru 12) | Number of Participants | _____ | \$ 35 | _____ |
| Monday Night (Age 5 thru 8) | Number of Participants | _____ | \$ 35 | _____ |
| Monday Night (Age 9 thru 12) | Number of Participants | _____ | \$ 35 | _____ |
| Tuesday Night (Age 5 thru 8) | Number of Participants | _____ | \$ 35 | _____ |
| Tuesday Night (Age 9 thru 12) | Number of Participants | _____ | \$ 35 | _____ |

SCHOLARSHIP FUND RAISERS

Hole Sponsorship (s) Number _____ \$250/\$450 _____
Mulligan's (3 mulligans per person) Number People _____ \$20 ea _____

TOTAL AMOUNT ENCLOSED OR BY CREDIT CARD **TOTAL \$** _____

CREDIT CARD NO _____ **EXPIRATION DATE** _____ **CARD TYPE** _____

NO REFUNDS will be issued unless cancellation requests are received prior to 5:00 pm on July 11, 2016

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

MAIL CHECKS AND FORMS TO: **Karen L. Smith**
 P.O. Box 3672
 Pikeville, KY 41502
 TELEPHONE (606) 791-0557
 EMAIL klsmith@mikrotec.com

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2016 Summer Trade Seminar Schedule of Events

Sunday July 17, 2016

| | | |
|---------|----------|---|
| 8:00 AM | 12:30 PM | Fishing - (Shuttles depart from Embassy Suites Lobby @ 6:30 AM) |
| 2:00 PM | 4:00 PM | Registration - Palmetto's Pavilion |
| 2:00 PM | 4:00 PM | Poolside Social – Palmetto's Pavilion |
| 5:30 PM | 6:00 PM | Children's Program Check-In - Eton |
| 6:00 PM | 7:00 PM | Norfolk Southern Welcome Reception - Kensington A,B,C Ballrooms (Business Casual) |

Monday July 18, 2016

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

| | | |
|----------|----------|--|
| 8:30 AM | 9:00 AM | Call to order – Joe Frye, President |
| 9:00 AM | 9:30 AM | Bill Bissett – President, Kentucky Coal Association |
| 9:30 AM | 10:00 AM | Lisa Bradley – Vice President, Haley and Aldrich |
| 10:00 AM | 10:30 AM | Joe Micheletti – Executive Vice President, Westmoreland Coal Company |
| 10:30 AM | 10:45 AM | Break |
| 10:45 AM | 11:15 AM | Cason Carter – Vice President Public Affairs & Corp Counsel, Alliance Coal, LLC |
| 11:15 AM | 11:45 AM | Pat Panzarino – Vice President Coal Trading, Trammo, Inc. |
| 11:45 AM | 12:45 PM | Luncheon |
| 12:45 PM | 1:00 PM | Break (To allow hotel clean-up of luncheon) |
| 1:00 PM | 1:15 PM | CEDAR Awards Presentation |
| 1:15 PM | 1:45 PM | Chuck West — Manager, Coal Procurement, AEP |
| 1:45 PM | 2:05 PM | Joe McAllister – Director Natural Gas, Oil & Emissions, Duke Energy |
| 2:05 PM | 2:25 PM | Brett Phipps — Managing Director, Fuel Procurement, Duke Energy |
| 2:25 PM | 2:45 PM | Duke Utility Q&A Segment — Joe and Brett |
| 2:45 PM | 3:00 PM | Closing Remarks & Door Prizes (Must Be Present to Win!) |
| 3:00 PM | 5:30 PM | Networking/Customer Meetings |
| 5:30 PM | 6:00 PM | Children's Program Check-In – Eton |
| 7:00 PM | 9:00 PM | Beach Pizza Party – River Trading & Blackhawk Mining LLC (Directly behind the Embassy Suites) |

Tuesday July 19, 2016

Meetings in Brighton Tower (Business Casual/Casual)

| | | |
|----------|----------|--|
| 8:00 AM | 2:30 PM | Golf Tournament – Shaftesbury Glen Golf & Fish Club (Lunch included) |
| 2:30 PM | 5:30 PM | Networking/Customer Meetings |
| 5:30 PM | 6:15 PM | Children's Program Check In – Bally Moneen |
| 6:00 PM | 7:00 PM | CSX Reception – Land's End Foyer |
| 7:00 PM | 8:30 PM | Dinner – Palladium Ballroom |
| 8:15 PM | 8:30 PM | Goodwyn Holmes Award Presentation – Kenny Gillum |
| 8:30 PM | 8:45 PM | Door Prizes/Golf and Fishing Prizes/Quilt Giveaway |
| 8:45 PM | 9:30 PM | Keith Matheny (Mentalist) |
| 9:30 PM | 10:00 PM | Fireworks - (viewable from Apache Pier near the Palladium Ballroom and the beach) |
| 10:00 PM | 11:30 PM | Music, Cocktails, Dancing – Palladium Ballroom |



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Keith Matheny (Mentalist)

Biography

Tuesday, July 19, 2016 @ 8:45 PM
Brighton Tower—Palladium Ballroom

The Coal Institute presents mentalist and motivational speaker Keith Matheny. Mr. Matheny's programs combine audience participation with extraordinary demonstrations of the power and ability of the mind. They are geared toward helping people achieve greater results, overcome obstacles, manage change, and expand the horizon of possibility. During a typical program Keith predicts answers to math problems before they are created, reveals words that have been merely thought of, and describes objects held by audience members while he is heavily blindfolded. He shares these demonstrations to help people unlock imaginary boundaries in their own minds. During one demonstration Keith risks his performance fee on a prediction. If he fails, he forfeits his check and the show is free! Keith does not claim to be a psychic or involve anything supernatural. He does not use any confederates or "stooges" to accomplish these demonstrations and offers \$50,000 to anyone who can prove otherwise. Since 1989, he has toured nationally and has appeared and consulted with such groups and companies as Procter & Gamble, the U.S. Naval Academy, the Opryland Hotel, AT&T, General Electric, IBM, and Delta Airlines. His presentation is humorous, clean-cut, motivational, and highly entertaining. He is a native of Huntington, West Virginia where he graduated from Huntington East High School in 1978 and also attended Marshall University. He has been an independent businessman since 1985 and has been entertaining and doing motivational programs for over thirty years.

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The Summer Trade Seminar Committee is pleased to offer a **Fishing Trip** on Sunday, July 17, 2016

FISHING TRIP

- When:** 8:00 AM – 12:30PM on July 17, 2016
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 18, 2016 at 7:00 pm



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

*Please RSVP to Tammy Dreis by, July 15, 2016
tdreis@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!



2016 Summer Trade Seminar
Activities Program for Children and Youth
Ages 5—12
July 17, 18, and 19, 2016

Dear Coal Institute Parents,

We have a terrific program planned for our youth and children this year, and are delighted that you are taking part. We are able to offer this program at a charge of \$35.00/child per night. Because of the number participating, your cooperation in following the instructions below is important to ensure your kids have a safe and fun time. *Each parent must sign the Registration and Release Form before your children/youth can participate in the activities. Please note that 5 Years Of Age is the minimum for the Activities Program. Child care for children under age 5 can be arranged by contacting Room Service babysitting at (843)458-7671. Please see the following pages for detailed program information.*

Arrival and Pick Up:

Please review the drop-off locations with the Children's Program Chair at the Conference Registration. *Prompt* arrival and pick up of the kids is important. Written permission must be provided for your children to be picked up by anyone other than yourself.

Sunday, Monday, and Tuesday

5:30 -- 10:30 PM

Please Note: Paint and arts and crafts will be involved in on site activities both nights. Please dress children appropriately (play clothes). Kingston Plantation are not responsible for any damaged clothing. All paint will be water based.



Note: Age Group Divisions are 5-8 and 9-12

**Sunday, July 17, 2016
All Ages**

5:30 pm Check-In & Name Tags
5:45 pm Face Painting/Balloon Animals/Coloring Competition
6:00 pm Dinner
6:30 pm Beach Olympics – Round 1
8:30 pm Arts & Crafts
9:30 pm Movie
10:30 pm Check-Out

**Monday, July 18, 2016
All Ages**

5:30 pm Check-In & Name Tags
5:45 pm Ice Breaker Games
6:00 pm Dinner
6:30 pm Beach Olympics – Round 2
8:30 pm Arts & Crafts
9:30 pm Movie
10:30 pm Check-Out

**Tuesday, July 19, 2016
All Ages**

5:30 pm Check-In & Name Tags
5:45 pm Ice Breaker Games
6:00 pm Dinner
6:30 pm Beach Olympics – Round 3
8:30 pm Arts & Crafts
9:30 pm Movie
10:30 pm Check-Out

Tony Rowser
STS Chairman



Liability Release Form

Guest's Name: _____

Local Contact Number: _____

Location: _____

I, _____ (your name), a guest at _____ (resort), have voluntarily placed myself in the care of Hilton Worldwide employees. I understand that participation of this activity is at my own risk and Hilton Worldwide and/or the American Hospitality Academy is not liable or in any way responsible for personal injury or accidents which may result. I also understand that the events include activities at Kingston Resorts and off-property excursions. (Any exceptions must be expressly listed at the bottom of this release.) I consent to the treatment by Hilton Worldwide personnel of myself for minor injuries. I give permission to Hilton Worldwide staff to provide first aid for the name above and to take the appropriate measures including contacting the emergency medical services (EMS) system and arranging for transportation to the nearest emergency medical facility. I do hereby for myself, my heirs, successors and assigns fully release, remit, acquit, and forever discharge Hilton Worldwide as well as its parent corporation, subsidiaries, division partners, assigns and representatives, including, but not limited to employers, agents, attorneys, independent contractors, landlords, directors, and stockholders of and from any and all claims, actions, suits, demands, rights, damages, costs, loss of service, expenses, and compensation whatsoever, in law or equity, which the undersigned may have as a result of or arising from any claimed occurrence resulting from the use of child care service of Hilton Worldwide or from any act, omission or obligation of Hilton Worldwide or anyone associated or affiliated with Hilton Worldwide.

SIGNATURE: _____

DATE: _____

Please list the following information:

Participants full name: _____

Doctor's name: _____ Doctor's phone number: _____

In case of emergency who do we contact is the above is not available: _____

Phone number of contact: _____ Relationship: _____

Medical problems: _____

Allergies: _____

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Dear Coal Institute Member:

The 45th 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 ever 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 trade show area 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

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2016 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.

Poolside Social Sponsor (Multiple Companies) \$2,000

Each sponsor will have their logo / brand prominently displayed on signage at the Poolside Social, on the agenda for the meeting and prominently on signage throughout the event.

Dinner Sponsors (Multiple 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.

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.

Golf Tournament Sponsor (Exclusive to One Company) \$2,500

The sponsor's logo / brand will be displayed on a bag tag designed exclusively for the event. The sponsor will also have their logo printed onto golf tees that will be distributed to all participants and throughout the golf course. Signage will be displayed prominently on and off the golf course with the sponsor's logo or brand.

Tee Box Sign (Multiple Companies) \$250 Shared Hole / \$450 Exclusive Hole

Each Sponsor will have their company name displayed on signage at the tee of one of the tournament's golf holes.

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2016 Summer Trade Seminar

Sponsorship Options

| | |
|------------------------------|--|
| Event Sponsor (\$3,500) | |
| Fireworks (\$2,500) | |
| Poolside Social (\$2,000) | |
| Dinner Sponsor (\$1,500) | |
| Trade Show Booth (\$1,000) | |
| General Sponsorship (\$750) | |
| Golf Tournament (\$2,500) | |
| Tee Box Sign (\$250 / \$450) | |
| Total Amount Due: | |

Payment Options

Check (Make Check payable to the North Carolina Coal Institute)

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 klsmith@mikrotec.com or mail to:

The Coal Institute
P.O. Box 3672, Pikeville, KY 41502