

THE COAL INSTITUTE

Greetings Coal Institute Members and Invited Guests,

It is a pleasure to send to you the registration information for the 2015 Spring Meeting of The Coal Institute. This year's meeting will be held April 15 – 16 at The Ballantyne Hotel located in Charlotte, North Carolina.

We have put together a powerful group of Speakers. These individuals are extremely knowledgeable industry leaders regarding all aspects of coal production, market conditions (both utility and producers) and the regulatory environment we must adapt to.

The scheduled speakers, in order of their presentations are as follows:

Robert E. Murray	President, CEO, & Chairman of Murray Energy Corporation
Swati Daji	Senior Vice President-Fuels and System Optimization, Duke Energy
Hank Baumann	Director-Coal Purchasing and Transportation, PPL EnergyPlus, LLC
Samuel Johnson	Vice President, Energy, Consol Energy
John Hunt, Jr.	Vice President Engineering, SCH Services, LLC
Mark Horn	Manager-Fuels and Emissions, East Kentucky Power Cooperative
Speaker's Panel Discussion (Including Special Guest Sam Andrus, IHS Energy)	Jim Thompson, Moderator

Mr. Murray will be our featured speaker on Wednesday night after dinner. We will then begin Thursday morning with Mrs. Daji. This is a Spring Conference you do not want to miss!

The registration fee is \$395.00 members/\$535.00 non members which includes the Wednesday and Thursday night receptions and dinners, and a continental breakfast on Thursday morning. Golf fees will be \$135.00 per person, which includes an excellent golf course, prizes, and a box lunch.

A block of rooms is being held for the conference at a rate of \$189.00 per night plus tax and fees. Please note that reservations must be made by March 20, 2015 to insure obtaining the reduced group rates.

The Ballantyne Hotel
10000 Ballantyne Commons Parkway
(South Charlotte just off I-485 - 12 miles from Charlotte International Airport)
Charlotte, NC 28277

Date: April 15 - 16, 2015

Phone 704-248-4000 | Reservations 888-627-8048 | Group Rates 704-248-4070

For Direct Hotel Login for NCCI copy and paste the following to a web browser

<https://www.starwoodmeeting.com/Book/NCCoal2015>



Hotel Web Page -

<http://www.theballantynehotel.com/>

When contacting the hotel for reservations, please reference NC Coal 2015 Spring Meeting. Hotel policy requires that reservations, for any scheduled night, be cancelled 48 hours prior to the night of stay and confirmed with a cancellation number.

Again, it's going to be an informative program about the political and market impacts on our industry. Please plan to attend and let us know if you need any assistance with room reservations or other information.

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Spring Conference
April 15-16, 2015
Ballantyne Hotel and Lodge
Charlotte, NC

Wednesday April 15, 2015

- 6:00 p.m. Reception (Jackets Requested)
- 7:00 p.m. Dinner (Jackets Requested)
- 8:00 p.m. Welcome – Jeff Lamb, President, The Coal Institute
- 8:10 p.m. Presentation – “The Current Status of the United States Coal Industry”
Mr. Robert E. Murray – Chairman, President, and Chief Executive Officer of Murray Energy Corporation

Thursday April 16, 2015

- 8:00 a.m. Business Meeting – Jeff Lamb
- 8:15 a.m. Presentation - “Current Utility Issues and Opportunities”
Mrs. Swati Daji – Senior Vice President – Fuels and System Optimization – Duke Energy
- 8:45 a.m. Presentation – “PJM Power Markets and Their Impact on the Coal Industry”
Mr. Hank Baumann–Director, Coal Purchasing and Transportation – PPL EnergyPlus, LLC
- 9:15 a.m. Presentation - “Coal and Shale Gas: Shifting Appalachian Basin Dynamics”
Mr. Samuel Johnson – Vice President, Energy – Consol Energy
- 9:45 a.m. Break
- 10:00 a.m. Presentation – “Building Flexibility for Utilities Using Illinois Basin Coal”
Mr. John Hunt, Jr. – Vice President Engineering – SCH Services, LLC
- 10:30 a.m. Presentation – “By Choice, Not By Chance”
Mr. Mark Horn – Manager-Fuel and Emissions - East Kentucky Power Cooperative, Inc.
- 11:00 a.m. Panel Discussion – Jim Thompson, Moderator
Sam Andrus – IHS Publishing
Swati Daji– Duke Energy
Hank Baumann – PPL EnergyPlus, LLC
Samuel Johnson – Consol Energy
Mark Horn – East Kentucky Power Cooperative, Inc.
John Hunt, Jr. – SCH Services, LLC
- Noon Golf Activities – Shotgun Start / Box Lunch
- 6:30 p.m. Reception (Business Casual)
- 7:15 p.m. Dinner (Business Casual)

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Registration Form Spring Meeting April 15 & 16, 2015

Note: This form must be completed for each attendee and returned by April 6, 2015. After this date, fees are non-refundable.

Name: _____

Company: _____ Phone: _____

E-Mail Address: _____

Conference Registration @ \$395 per Member attendee _____
@ \$535 per Non-member attendee _____

Note: This registration fee is an attendance fee and covers dinner Wednesday and Thursday evening, the receptions, and continental breakfast on Thursday morning. Lodging, other meals, and expenses are not covered by this fee.

Golf Fee @ \$135 per Person _____

Note: Golf fees are to be paid with Conference Registration. Please email Donnie Peake at donnie.peake@duke-energy.com with your pairing preferences or questions concerning the golf tournament.

Mulligans @ 3 for \$20 _____

Note: The Mulligan Fees are to support The Coal Institute Education Fund

Hole Sponsorship @ \$250 _____

Note: The Hole Sponsorships are to support The Coal Institute Education Fund

Total Remittance _____

Dinner Choices *(Choose One For Each Night):*

- Wednesday Choices:**
- 1. Tenderloin of Beef
 - 2. Scottish Salmon
 - 3. Kurobuta Pork Tenderloin
 - 4. Regrets – I will be unable to attend dinner # _____

- Thursday Choices:**
- 1. Rib Eye of Beef
 - 2. Roasted Grouper
 - 3. Ashley Farms Breast of Chicken
 - 4. Regrets – I will be unable to attend dinner # _____

You may register on-line at www.thecoalinstitute.org with payment by credit card.

To register by check – make check payable to NCCI – The Coal Institute and mail to:
The North Carolina Coal Institute
P.O. Box 3672, Pikeville, KY 41502

To register by credit card (Visa, MasterCard, Discover or American Express) complete the following information and e-mail your registration form to ksmith@mikrotec.com or mail to the above address.

Credit Card # _____ Expiration Date _____

Name of Card Holder _____

Billing Address On Statement _____

THE COAL INSTITUTE

March 6, 2015

Greetings TCI Members:

The Coal Institute is excited to offer a brand new array of Sponsorship opportunities in 2015; starting with the Spring Meeting. Attached you will find a list of all the available options for both the general meeting and the golf tournament. We have tried to develop a diverse offering of opportunities for companies to show support for the institute; while gaining valuable exposure to our attendees at this event.

Once again in 2015, Tee Box Sponsorships can be added to your conference registration. Keep in mind; all the money collected from the Tee Box sponsorships will go towards The Coal Institute Scholarship Fund. For all additional Sponsorship Opportunities; please fill out the attached form with your selection for the 2015 Spring Meeting.

Thank you for your generous support and I look forward to seeing you this Spring.

Sincerely,

Tim Carr

Sponsorship Chairman

THE COAL INSTITUTE

2015 Spring Golf Tournament Sponsorship Options

Tournament Sponsor (Exclusive to One Company) \$4,000

This sponsor will have the exclusive opportunity to showcase their logo / brand to participants throughout the entire tournament. 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.

** Sponsorship Includes One Foursome for the Tournament and One Tee Box Sign (\$815.00 Value)**

Boxed Lunch Sponsor (Exclusive to One Company) \$2,500

The Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be attached to each boxed lunch that will be distributed to all tournament participants.

** Sponsorship Includes Two Greens Fees for the Tournament and One Tee Box Sign (\$545.00 Value) **

\$10,000 Dollar Putting Contest (Two Companies) \$2,250

Each Sponsor will have their logo / brand prominently displayed on signage around the course related to the \$10,000 Dollar Putting Contest. The day of the tournament (5) participants will be chosen at random to have one chance to make a 50 foot putt for \$10,000 cash. During the tournament drink koozies will be provided to all in attendance that display the putting contest sponsors.

** Sponsorship Includes One Greens Fee for the Tournament (\$135.00 Value) **

Sleeve of Logo Balls (Exclusive to One Company) \$2,000

Each Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be displayed on a sleeve of golf balls that will be distributed to each participant.

Divot Tool (Exclusive to One Company) \$2,000

Each Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be displayed on divot repair tool that will be distributed to each participant.

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

Each Sponsor will have their company name displayed on signage at the tee of one of the tournament's golf holes. At the higher cost; Tee Box Sponsors will have the option to designate a hole to themselves.

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2015 Spring Meeting Sponsorship Options

Event Sponsor (Exclusive to One Company)

\$5,000

This sponsor will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The Sponsor's logo will be etched onto a flash drive handed out to all attendees. Each flash drive will have pre-loaded any marketing materials chosen by the sponsor. 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.

*** Sponsorship Includes (2) Meeting Registrations for the Event (\$790.00 Value)***

Reception Sponsors (Two Available / One for Each Night)

\$2,500

Each Sponsor will have their logo / brand prominently displayed on signage and cocktail napkins at the reception. In addition, each Sponsor will be proudly recognized on the conference agenda and have any marketing materials chosen to be pre-loaded to the flash drive that is handed out to each attendee.

*** Sponsorship Includes (1) Meeting Registration for the Event (\$395.00 Value)***

General Sponsorship (Multiple Available)

\$1,000

Each Sponsor will have their logo displayed on signage at the event and any marketing materials chosen will be pre-loaded to the flash drive that is handed out to each attendee.



2015 Spring Sponsorship Opportunities

Company: _____ Phone: _____

Contact: _____ Email: _____

Meeting Sponsorship Options

Event (\$5,000)	
Reception (\$2,500)	
General (\$1,000)	

Golf Sponsorship Options

Tournament (\$4,000)	
Boxed Lunch (\$2,500)	
Putting Contest (\$2,250)	
Logo Balls (\$2,000)	
Divot Tool (\$2,000)	
Tee Box Sign (\$250 / \$450)	
Total Amount Due:	

Payment Options

Check (Make Check payable to NCCI-The 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 North Carolina Coal Insitute
P.O. Box 3672, Pikeville, KY 41502