

# THE COAL INSTITUTE

## 47th Annual Summer Trade Seminar

(Sponsored by Eco Solution Distributing)

July 15 -17, 2018

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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The  
Coal  
Institute  
Presents

### Register now!

Come join us in sunny South Carolina for The Coal Institute's 2018 Summer Trade Seminar! We have assembled a robust group of knowledgeable industry professionals to present. Like a marriage, for better or for worse, is coal better or worse with the changes since 2017. 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 [The Dueling Pianos](#) 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:

- <http://www.thecoalinstitute.org/upcoming-meetings> Your room 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: [steffanie@thecoalinstitute.org](mailto:steffanie@thecoalinstitute.org). 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: Steffanie Shinn, PO Box 322 Pomaria, SC 29126

Early Member Registration fee of \$675 for individuals or \$725 for couples must be received by June 29th, 2018. The registration fee starting June 30th 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 June 30th fees.

**BE SURE TO GET YOUR REGISTRATION IN EARLY!!!**

## KINGSTON PLANTATION—EMBASSY SUITES

Embassy Suites reservations must be made by **June 24, 2018**, in order to get the following convention rates. (12% room tax is not included in these rates). **The reservation code is "OAL."**

Double/Single Hotel Suites	\$249	Hampton Tower —	2 Bedroom	\$366
Plantation Villa- 1 Bedroom	\$226		3 Bedroom	\$432
	2 Bedroom	Brighton Tower —	Guestroom	\$226
	3 Bedroom		2 Bedroom	\$412
			3 Bedroom	\$463

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 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 **OAL**). 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, 2018 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\*



# THE COAL INSTITUTE

## 2018 Summer Trade Seminar Schedule of Events

### Sunday July 15, 2018

8:00 AM	12:30 PM	<b>Fishing</b> - (Shuttles depart from Embassy Suites Lobby @ 6:30 AM)
3:00 PM	5:00 PM	<b>Registration</b> - Palmetto's Pavilion
3:00 PM	5:00 PM	<b>Poolside Social &amp; Norfolk Southern Reception</b> – Palmetto Pavilion

### Monday July 16, 2018 Meetings in Kensington Ballrooms A, B, C (Business Casual)

8:30 AM	9:00 AM	<b>Call to Order / Business Meeting</b> – Greg Wetzel, President
9:00 AM	9:45 AM	<b>Jack Porco</b> – Chief Marketing Officer, Xcoal Energy & Resources
9:45 AM	10:15 AM	<b>TBA</b> –
10:15 AM	10:45 AM	<b>Phillip Obie</b> - Group Leader Bulk Power, Santee Cooper
10:45 AM	11:00 AM	<b>Break</b>
11:00 AM	11:30 AM	<b>TBA</b> –
11:30 AM	12:15 PM	<b>Martin Lew</b> – Chief Executive Officer, Commtrex
12:15 PM	7:00 PM	<b>Networking/Customer Meetings</b>
7:00 PM	9:30 PM	<b>Beach Pizza Party</b> – Sponsored by River Trading & Blackhawk Mining LLC
9:30 PM	10:00 PM	<b>Fireworks</b> —Sponsored by Murray Energy

### Tuesday July 17, 2018 Meetings in Kensington Ballrooms A, B, C (Business Casual)

8:30 AM	9:00 AM	<b>Cedar Awards Presentation</b>
9:00 AM	9:45 AM	<b>George G. Dethlefsen</b> – Chief Executive Officer - Corsa Coal
9:45 AM	10:15 AM	<b>TBA</b> - Environmental Protection Agency
10:15 AM	10:45 AM	<b>Rich Scharf</b> – Consultant, Scharf Consulting
10:45 AM	11:00 AM	<b>Break</b>
11:00 AM	11:30 AM	<b>TBA</b>
11:30 AM	12:15 PM	<b>Josh Herzing</b> - CEO, Eco Solution Distributing
12:15 PM	5:30 PM	<b>Networking/Customer Meetings</b>
5:30 PM	7:00 PM	<b>CSX Reception</b> – Kensington Ballrooms A, B, C
7:00 PM	8:30 PM	<b>Dinner</b> – Kensington Ballrooms D, E, F, G
8:30 PM	8:45 PM	<b>Goodwyn Holmes Award Presentation</b> – Kenny Gillum
8:45 PM	9:00 PM	<b>Door Prizes/Fishing Prizes/Quilt Giveaway</b>
9:00 PM	12:00 AM	<b>Dueling Pianos, Cocktails, Dancing</b> – Kensington Ballrooms D, E, F, G

# THE COAL INSTITUTE

Kensington D,E,F,G

July 17, 2018  
9:00 PM-12:00 AM

## Dueling Pianos



Bringing the New Orleans tradition to the Beach, Crocodile Rocks features the music, lyrics, and jokes of some of the best entertainers in Myrtle Beach

Playing unique, crowd-pleasing covers of hits new and old (think “Joy to the World,” “Sweet Caroline,” “Piano Man,” etc.), encouraging audience interaction and participation to keep the atmosphere lively throughout the night.

Requests are taken; and keep an eye on the stage in case someone in your party gets called up to dance or be serenaded.



The Summer Trade Seminar Committee is pleased to offer a **Fishing Trip** on Sunday, July 15, 2018

## FISHING TRIP

- When:** 8:00 AM – 12:30 PM on July 15, 2018  
**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](http://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 16, 2018 at 7:00 pm*



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

*Please RSVP to Tammy Greis by, July 12, 2018*

*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 47th 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





**2018 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 1, 2018 \$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.

# 2018 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 [steffanie@thecoalinstitute.org](mailto:steffanie@thecoalinstitute.org); or via mail to:

The Coal Institute  
Attn: Steffanie Shinn  
PO Box 322  
Pomaria, SC 29126