

THE HIGH GROUND OF TEXAS

2009 *Annual Meeting & Membership Events*

Annual Membership Meeting, Special Presentations,
Educational Programs, REDI Session I, Membership
Luncheon & Networking Events



November 5 & 6, 2009

MCM Grande Hotel
Odessa, Texas

Register now at...

<https://www.regonline.com/HG2009AnnualMeeting>

THE HIGH GROUND OF TEXAS

2009 Annual Meeting & Membership Events

November 5 & 6, 2009
MCM Grande Hotel ~ Odessa, Texas

ITINERARY

THURSDAY, NOVEMBER 5, 2009

- 8:30 am to 9:00 am **COFFEE & REGISTRATION FOR REDI COURSE-SESSION I***
- 9:00 am to 3:00 pm **REDI (Rural Economic Development Initiatives) SESSION I***
First of a Four Part Series. REDI is a Comprehensive Economic Development Training Program. Open to all interested parties.
**Registration is separate from High Ground Annual Meeting events*
- 6:00 pm to 8:00 pm **MEMBERSHIP NETWORKING FISH FRY**
Join your friends & neighbors for a Fabulous Fish Fry! This event is hosted by the Odessa Development Corporation & the famous Chuckwagon Gang!

FRIDAY, NOVEMBER 6, 2009

- 7:00 am to 8:30 am **BOARD OF DIRECTORS BREAKFAST MEETING**
- 8:30 am to 9:00 am **REGISTRATION & COFFEE**
- 9:00 am – 9:15 am **WELCOME & INTRODUCTIONS**
- 9:15 am – 10:30 am **SHARE THE KNOWLEDGE PANEL #1**
"The Impact of the Oil & Gas Industry in the High Ground"
- 10:45 am – 12:00 pm **SHARE THE KNOWLEDGE PANEL #2**
"How Economic Development Organizations are Reacting to a Challenging Economy"
- 12:00 pm – 1:30 pm **HIGH GROUND SPECIAL ANNUAL MEETING LUNCHEON**
Networking Luncheon, Special Guests & Acknowledgements
- 1:30 am – 2:00 pm **HIGH GROUND ANNUAL BUSINESS MEETING**
Marketing Updates, Committee Reports & Event Announcements
- 2:00 pm – 3:00 pm **BEST PRACTICES & PROJECTS FORUM**
Roundtable Discussion highlighting recent High Ground Member Projects & Initiatives in 2008-2009.

THE HIGH GROUND OF TEXAS

Annual Membership Meeting & Membership Events

November 5 & 6, 2009
MCM Grande Hotel ~ Odessa, Texas

REGISTRATION INFORMATION

All participants of the High Ground Annual Meeting are asked to register for the event at <https://www.regonline.com/HG2009AnnualMeeting>.

ANNUAL MEETING REGISTRATION FEES:

High Ground Members	\$ 75.00 per person
Non-Members	\$100.00 per person
Legislators/State Agency Reps	(complimentary...but online registration required)
Sponsors	(can fax, email or register online)

Secure online credit card payments are accepted. Registration fees can also be mailed in advance or paid at the door on November 6th.

Combination invoices for Meeting Registrations, REDI Course Registrations and/or Event Sponsorships are available upon request. Please contact the High Ground office at higround@xit.net to make arrangements.

If mailing registration fees...

The High Ground of Texas Education Foundation
P.O. Box 716
Stratford, TX 79084

Please submit Registrations & Sponsorships by Monday, November 2, 2009.

All cancellations must be received 48 hours prior to the event or the organization will be billed in full for the appropriate registration fees. Registrations can be transferred to another person with no penalty.

REDI COURSE REGISTRATIONS CAN BE BILLED AND PAID IN CONJUNCTION WITH THE MEETING REGISTRATION, BUT A SEPARATE REDI COURSE REGISTRATION FORM IS REQUIRED.

To all High Ground Members, Sponsors & Partners...

THE HIGH GROUND OF TEXAS FISH FRY FESTIVITIES...

THURSDAY, NOVEMBER 5TH

MCM Grande Hotel ~ Odessa, Texas

6:00 PM TO 8:00 PM

GRANDE PARK



JOIN US FOR LOTS OF FOOD, FUN, FRIENDS & FISH!

Hosted by the Odessa Development Corporation
& the famous Chuckwagon Gang

RSVP to higround@xit.net

THE HIGH GROUND OF TEXAS

Annual Membership Meeting Sponsorship Opportunities

November 6, 2009

MCM Grande Hotel ~Odessa, Texas

High Ground Annual Meeting Major Sponsorships available at \$500

Major Sponsorships include two (2) complimentary meeting registrations, recognition during event proceedings, special signage and logo in official Meeting Program. Major Sponsors are also featured on the Special Annual Meeting Luncheon Program & Placemats.

High Ground Membership Meeting "Regional Partner" Sponsorships at \$300

"Regional Partner" Sponsorships include one (1) complimentary conference registration, recognition during event proceedings, special signage and logo in official Meeting Program.

Yes! We would like to serve as a Sponsor for the High Ground of Texas 2009 Annual Membership Meeting to be held in Odessa, Texas on November 6, 2009.

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____

CONTACT PERSON _____

EMAIL _____

TOTAL AMOUNT DUE \$ _____

MEETING SPONSORSHIPS (please check one):

- Annual Meeting Major Sponsorship \$500
- Annual Meeting "Regional Partner" Sponsorship \$300

The following participant(s) will be using the complimentary meeting registration(s) associated with the sponsorship:

- 1) _____
- 2) _____

- Please send statement.
- Sponsorship completed through the online registration.
- Check is in the mail (please make checks payable to the High Ground of Texas Education Foundation).

In order to receive all of the benefits of sponsorship, deadline to respond and send logo is Monday, November 2, 2009. Please register at <https://www.regonline.com/HG2009AnnualMeeting>, fax this form to 806.366.7511 or email to higround@xit.net. Thank you for your support! High Ground of Texas Education Foundation Tax ID #61-1507712

THE HIGH GROUND EDUCATION FOUNDATION FUNDRAISING RAFFLE

A Special Raffle to benefit the High Ground of Texas Education Foundation will be held at the High Ground Annual Meeting on November 6, 2009. The items will be available for viewing during the morning events through the Luncheon period. Raffle Tickets will be sold beginning at the Fish Fry on Thursday evening and throughout the Friday morning events. Winners will be drawn at the conclusion of the Membership Luncheon.

Raffle Tickets will be sold for \$20 each, 3 for \$50 or 6 for \$100. The purchase of Raffle Tickets can also be added to your online registration.

Please consider donating item(s) for this Special Benefit Raffle event! Electronics, Sporting & Special Event Tickets, Clothing, Jewelry, Vacation Packages, B&B stays, Festival Tickets, Housewares, Sporting Goods, etc., are just some of the possibilities. Talk to your commercial proprietors, your tourism industry, your Boards of Directors, and your community leadership. Working together, every area of the region can be represented and the Education Foundation will be the biggest beneficiary of this great event! Donations to the High Ground Education Foundation Raffle are tax deductible.

Please return donation form by November 2, 2009.

INSTRUCTIONS:

1. Complete one form for each Raffle item that you are donating.
2. Fax to 806.366.7511, email to higround@xit.net or mail the completed form to: The High Ground of Texas, P.O. Box 716, 401 North Third #4, Stratford, TX 79084
3. Bring the donated item with you to the Annual Meeting. If you cannot bring the actual item, please bring a photographs, pamphlets, brochures, descriptions, etc. to help promote the item. If you would like a HGEF committee member to pick up your item prior to the event, we are glad to make those arrangements.

State the name of Individual/Organization making the donation: _____

State the Name and/or Description of the Item: _____

Please note any blackout dates and/or expiration dates associated with the donated item.: _____

I plan to:

- Bring the actual item to the Annual Meeting no later than 9:00 am on November 6th.
 I will provide promotional materials to the High Ground by November 6th.
 Please make arrangements to pick up my HGEF Raffle Donation prior to November 6th.

*Thank you very much for your support of the High Ground of Texas Education Foundation.
The HGTEF is a non-profit 501c3 organization, Federal Tax ID #61-1507712*

With your help...We're going to have a FABULOUS ANNUAL MEETING!!

Register for the 2009 High Ground Annual Meeting at www.regonline.com/HG2009AnnualMeeting.

MEETING VENUE & HOST HOTEL...



MCM GRANDE HOTEL
6201 E. Business Loop 20
Odessa, Texas 79762
432.362.2311
866.362.2311 (toll free)
432.366.3965 (fax)
www.mcmgrandeodessa.com
(Exit I-20 to North Loop 338, Exit East Business 20)

Ask for High Ground Rate (first come-first serve while available)

Accommodations and Amenities Include:

- Complimentary full hot buffet breakfast with eggs cooked-to-order
- Complimentary adult afternoon beverages in Toby's Bar, including premium
- 12" Simmons Beauty Rest individual coil pillow top mattresses
- Luxurious synthetic down bedding
- [Sweet Dreams Rewards program](#)
- Full service restaurant
- Room service available
- Wireless and high speed Internet service
- Complimentary newspaper
- Complimentary airport shuttle
- In-room coffee pots, hair dryers, irons and ironing boards
- Pet friendly
- Handicapped accessible rooms

The FUNdome Features:

- Fitness Center with state of the art Precor equipment
- Indoor-Outdoor swimming pool
- Miniature golf, Table Tennis, Whirlpool, Sauna & Indoor Playground

The MCM Grande' Hotel and FUNdome is conveniently located just minutes away from the Midland International Airport. We are also very close to local attractions such as the University of Texas of the Permian Basin, Ratliff Stadium, Scharbauer Sports Complex, the Commemorative Air Force Museum, the Noel Art Museum, the Presidential Museum, the Globe Theater of the Great Southwest, Permian Playhouse, Midland Community Theater and many restaurants. We also offer a complimentary shuttle to Music City Mall and the MCM Ice Rink for a day of shopping, ice-skating, movie going, and much more.

Register for the Annual Meeting at <https://www.regonline.com/HG2009AnnualMeeting>.

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

SESSION I

November 5, 2009

MCM Grande Hotel
Odessa, Texas

Register now at...

<https://www.regonline.com/REDICourse>

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

The REDI Course is a four part Comprehensive Economic Development Training Program for Economic Development Professionals, Board Members, Cities, Counties, Chambers & Community Leaders. Instructors for the course are seasoned economic development practitioners and experts on various topics including economic development planning, financing, marketing, proposal preparation, legal issues, prospect interaction and much more. Created in 1990, the course curriculum is constantly updated to provide cutting edge information and strategies to provide you with the tools necessary to make your economic development effort a success. The first session begins the education process by providing the basics of an effective economic development program, with each subsequent session building on the foundation of knowledge provided by the previous session. One can attend any or all of the sessions in the series.

SESSION I

November 5, 2009 ~ Odessa, Texas

CREATING A STRONG FOUNDATION FOR YOUR ECONOMIC DEVELOPMENT PROGRAM

Economic Development...How It Works
Understanding the Impact of Job Creation
Economic Development Organizational Structures
Regional Economic Development – Working with Your Neighbors
Using the Economic Development Sales Tax
Best Practices Panel

SESSION II

February 2010 ~ Levelland, Texas

DEVELOPING A DYNAMIC ECONOMIC DEVELOPMENT MARKETING STRATEGY

Community Profiles & Prepared Materials
Branding & Promotions
Building a Multi-Faceted Marketing Program
Using Social Media as a Marketing Strategy
Best Practices Panel

SESSION III

May 2010 ~ Amarillo, Texas

MAXIMIZING YOUR ECONOMIC DEVELOPMENT RESOURCES

Identifying & Developing Your Entrepreneurs
Business Retention & Expansion Strategies
Data Sources & Proposal Contents
Loan Programs & Funding Resources
State & Federal Program Overviews
Programs of Work & Planning Strategies
Tax Abatement, Special Zones & 380 Agreements
Best Practices Panel

SESSION IV

August 2010 ~ Midland, Texas

IMPLEMENTING A HIGH IMPACT ECONOMIC DEVELOPMENT PROGRAM

Workforce...Building from Inside and Out
Developing Sites & Preparing Site Presentations/Building Data
Incentives – Philosophy & Techniques
Contracts, Policies & Other Economic Development Legal Issues
Prospect Handling, Visits & Location Announcements
Assessing the Deals
Working with Consultants, Site Selectors & Corporate Realtors
Best Practices Panel & REDI Graduation

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

November 5 & 6, 2009

MCM Grande Hotel ~ Odessa, Texas

SESSION I ITINERARY

THURSDAY, NOVEMBER 5, 2009

8:30 am to 9:00 am	COFFEE & REGISTRATION FOR REDI COURSE-SESSION I
9:00 am to 9:15 pm	WELCOME, INTRODUCTIONS & ANNOUNCEMENTS
9:15 am to 9:45 am	INTRODUCTION TO ECONOMIC DEVELOPMENT/HOW IT WORKS
9:45 am to 10:30 am	BASIC STRATEGIES & UNDERSTANDING THE IMPACT OF JOB CREATION
10:30 am to 10:45 am	BREAK
10:45 am – 11:15 am	UNDERSTANDING THE ECONOMIC DEVELOPMENT PROCESS- Dr. Ray Perryman's Point of View
11:15 am – 11:45 am	ORGANIZATIONAL STRUCTURES
11:45 pm – 12:30 pm	NETWORKING LUNCHEON
12:30 pm – 12:45 pm	A CASE STUDY IN REGIONALISM
12:45 am – 1:15 pm	THE VALUE OF WORKING WITH YOUR NEIGHBORS
1:15 pm – 2:00 pm	USING THE ECONOMIC DEVELOPMENT SALES TAX
2:00 pm – 3:00 pm	BEST PRACTICES PANEL
3:00 pm	SESSION I ADJOURNS

All participants are invited to enjoy the High Ground of Texas Fish Fry and Annual Meeting events. Fish Fry is complimentary to REDI Course Participants, High Ground Members, Sponsors & Guests. High Ground Meeting events on November 6th require an additional registration.

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

REGISTRATION INFORMATION

Please register for the 2009-2010 REDI Course at <https://www.regonline.com/REDICourse>. **PARTICIPANTS CAN REGISTER FOR EACH SESSION SEPARATELY OR RECEIVE A DISCOUNT FOR REGISTERING FOR ALL FOUR SESSIONS.** Each session includes all course materials, lunch and refreshments. Dates for 2010 sessions will be announced in December 2009. One can attend any or all of the sessions in the series.

Registration for the REDI 2009-2010 Course-Session I in Odessa is separate from the High Ground Annual Meeting Events. Please complete registrations for each event.

REDI 2009-2010 Registration Fees:

High Ground Members-Each Session	\$ 99.00 per person/per session
High Ground Members-All Four Sessions	\$299.00 per person/complete course
Non-Members-Each Session	\$149.00 per person/per session
Non-Members-All Four Sessions	\$499.00 per person/complete course

Secure online credit card payments are accepted. Registration fees can also be mailed in advance or paid at the door on November 5th. However, an online registration is still required by November 2, 2009 at <https://www.regonline.com/REDICourse>.

Combination invoices for Annual Meeting Registrations, REDI Course Registrations and/or REDI Sponsorships are available upon request. Please contact the High Ground office at higround@xit.net to make arrangements.

If mailing registration fees... The High Ground of Texas Education Foundation
P.O. Box 716
Stratford, TX 79084

Please complete Registration and Sponsorship forms by Monday, November 2, 2009. All cancellations must be received 48 hours prior to the event or the organization will be billed in full for the appropriate registration fees. Registrations can be transferred to another person with no penalty.

REDI COURSE REGISTRATIONS CAN BE BILLED AND PAID IN CONJUNCTION WITH THE MEETING REGISTRATION, BUT A SEPARATE REDI COURSE REGISTRATION FORM IS REQUIRED.

High Ground of Texas Tax ID #75-2481190 High Ground of Texas Education Foundation Tax ID #61-1507712
Thank you for your support of The High Ground of Texas! Questions? Call 806.366.7510 or higround@xit.net.

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

SPONSORSHIP INFORMATION

REDI 2009-2010 Major Sponsorships available at \$1,200

Major REDI 2009-2010 Sponsorships include (2) complimentary complete course registrations (up to \$598 value), recognition during all four sessions, special signage and logo in official REDI Course Training Manual. Major Sponsors are also featured in all pre-course and post-course media & membership communication.

REDI 2009-2010 Session Luncheon Sponsorships \$500 each session

REDI 2009-2010 Luncheon Sponsorships include one (1) complimentary session registration (up to \$99 value), recognition during desired REDI Session Luncheon proceedings, special signage and logo displayed during designated session.

Yes! We would like to serve as a Major Sponsor or Luncheon Sponsor for the REDI 2009-2010 (Rural Economic Development Initiatives) Course.

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____

CONTACT PERSON _____

EMAIL _____

TOTAL AMOUNT DUE \$ _____

REDI 2009-2010 SPONSORSHIPS (please check appropriate box):

- REDI 2009-2010 Major Sponsorship (includes all four sessions) \$1,200
- REDI 2009-2010 Luncheon Sponsor – Odessa, Texas (November 5, 2009) \$500
- REDI 2009-2010 Luncheon Sponsor – Levelland, Texas (February 2010) \$500
- REDI 2009-2010 Luncheon Sponsor – Amarillo, Texas (May 2010) \$500
- REDI 2009-2010 Luncheon Sponsor – Midland, Texas (August 2010) \$500

The following participant(s) will utilize the complimentary meeting registration(s) associated with the sponsorship:

- 1) _____
- 2) _____

- Please send statement. Sponsorship completed through the online registration.
- Check is in the mail (please make checks payable to the High Ground of Texas Education Foundation).

In order to receive all of the benefits of sponsorship, deadline to respond and send logo is Monday, November 2, 2009. Please register at <https://www.regonline.com/REDICourse>, fax this form to 806.366.7511 or email to higround@xit.net. Thank you for your support! High Ground of Texas Education Foundation Tax ID #61-1507712



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