

THE HIGH GROUND OF TEXAS

*2010 Summer Meeting &
Membership Events*

**A 51st
STATE
of MIND**

August 10~11, 2010
Midland, Texas





THE HIGH GROUND OF TEXAS

2010 Summer Meeting & Membership Events

August 10 & 11, 2010

MEETING ITINERARY

TUESDAY, AUGUST 10, 2010

Holiday Inn Express ~ Midland, Texas

8:30 am to 9:00 am
COFFEE & REGISTRATION FOR
REDI COURSE- SESSION IV*

9:00 am to 4:00 pm
REDI© SESSION IV*
Rural Economic Development Initiatives
Fourth & Final Session of a Four Part Series
REDI© is a Comprehensive Economic
Development Training Program.
Open to all interested parties.
**Registration is separate from High
Ground Summer Meeting*

4:00 pm to 5:30 pm
HIGH GROUND OF TEXAS
REDI GRADUATION & WELCOME RECEPTION
Hosted by Midland Development Corporation

6:00 pm to 8:00 pm
BOWLING BONANZA & PARTY...a benefit for the
HIGH GROUND EDUCATION FOUNDATION
Join your friends & neighbors for an Evening of
Fun at Midland's Park Lane Bowling Center*

**Can be added to your Summer Meeting Registration
RSVP Required.*



THE HIGH GROUND OF TEXAS

2010 Summer Meeting & Membership Events
ITINERARY (continued)

WEDNESDAY 11, 2010

Holiday Inn Express ~ Midland, Texas

7:30 am to 8:30 am

HIGH GROUND BOARD OF DIRECTORS BREAKFAST

8:30 am to 9:00 am

REGISTRATION & COFFEE

9:00 am – 9:05 am

WELCOME & INTRODUCTIONS

9:05 am – 10:20 am

SHARE THE KNOWLEDGE PANEL

*“Case Study: Retention, Recruitment & Expansion Strategies
of General Aviation Projects...Large & Small “*

10:30 am – 12:00 pm

SPECIAL PRESENTATION

Rebecca Ryan, Founder, New Generation Consulting

Cities 3.0: Reflecting, Responding and Redesigning for an Uncertain Future

As we enter a new era in which cities have fewer resources, citizens are uncertain about their future, and people become more “home-oriented,” civic leaders must remember what cities are for, and make smart, contemporary choices to endure them to generations to come. In this dynamic presentation, audiences will learn about NGC’s extensive research on “Next Cities” - places that have the attributes to become talent magnets - and will help cities gather momentum for “The New Normal”.

12:00 pm – 1:00 pm

HIGH GROUND NETWORKING LUNCHEON

1:00 pm – 1:30 pm

BEST PRACTICES ~TABLE DISCUSSIONS

Roundtable Dialogue on Specific Economic Development Scenarios

1:30 pm – 2:00 pm

UPDATE ON SKILLS DEVELOPMENT FUND & TWC PROGRAMS

Doug Ridge, Texas Workforce Commission

2:00 pm – 2:30 pm

HIGH GROUND SUMMER MEMBERSHIP MEETING

Marketing Updates, Committee Reports & Event Announcements

MEETING ADJOURNED



THE HIGH GROUND OF TEXAS

2010 Summer Meeting & Membership Events

SPECIAL GUEST

Rebecca Ryan
Author of "Live First, Work Second"
Founder, Next Generation Consulting



Rebecca Ryan is a human sparkplug. She's NGC's founder, author of *Live First, Work Second*, and their evangelist-in-residence. As NCG's top-requested speaker, Rebecca inspires thousands of audience members each year to build better places to live and work for the next generation.

Rebecca is a speaker who is "high-content" and "high energy,!" Part economist, part humorist, Rebecca makes data dance. (And sometimes she dances, too!) Richard Florida, author of the best selling *The Rise of the Creative Class* and a rock star economist says, "I am a HUGE Rebecca Ryan fan. If you've ever seen Rebecca speak, as I have, you know that she has an engaging and cutting edge style of giving companies and communities realistic and candid advice."

Maybe that's why *Women in Communication* named her "Communicator of the Year," and why she was a semi-finalist in *Fast Company* magazine's Fast 50 Awards. Rebecca commands attention — and delivers clear take-home value - to CEO's, Executive Directors, Mayors, Governors, elected officials, and large assemblies committed to building better places to live and work...for the next generation, and *all* generations.

For more on Rebecca Ryan and Next Generation Consulting, go to...
www.nextgenerationconsulting.com



THE HIGH GROUND OF TEXAS

2010 Summer Meeting Registration Information

August 10 & 11, 2010

All participants of the 2010 High Ground Summer Meeting are asked to register for the event at <https://www.regonline.com/HG2010SummerMtg>

2010 HIGH GROUND SUMMER 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)
HGEF Bowling Bonanza (bowlers)	\$ 50.00 per person
HGEF Bowling Bonanza (non-bowlers)	\$ 25.00 per person

Secure online credit card payments are accepted. Registration fees can also be mailed in advance or paid at the door Aug 11th.

Combination invoices for Summer 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 online Registrations by Friday, August 6, 2010.

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

<https://www.regonline.com/HG2010SummerMtg>

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

March 4, 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 12, 2010 ~ Amarillo, Texas

MAXIMIZING YOUR ECONOMIC DEVELOPMENT RESOURCES

Business Retention & Expansion Strategies
Data Sources & Proposal Contents
Incentives – Philosophy & Techniques
State & Federal Program Overviews
Programs of Work & Planning Strategies
Tax Abatement, Special Zones & 380 Agreements
Best Practices Panel

SESSION IV

August 10, 2010 ~ Midland, Texas

IMPLEMENTING A HIGH IMPACT ECONOMIC DEVELOPMENT PROGRAM

Identifying & Developing Your Entrepreneurs
Workforce...Building from Inside and Out
Developing Sites & Preparing Site Presentations/Building Data
Loan Programs & Funding Sources
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

<https://www.regonline.com/REDICourse4>





The High Ground of Texas Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

August 10, 2010

Holiday Inn Express ~ Midland, Texas

SESSION IV ITINERARY

WEDNESDAY, MAY 12, 2010

8:30 am to 9:00 am

COFFEE & REGISTRATION FOR REDI COURSE-SESSION V

9:00 am to 9:15 pm

WELCOME, INTRODUCTIONS & ANNOUNCEMENTS

9:15 am to 9:45

IDENTIFYING & DEVELOPING YOUR ENTREPRENEURS

9:45 am to 10:30 am

WORKFORCE...BUILDING FROM INSIDE AND OUT

10:30 am to 10:45 am

BREAK

10:45 am to 11:15 am

DEVELOPING SITES & PREPARING SITE PRESENTATIONS/BUILDING DATA

11:15 am to 12:00 pm

LOAN PROGRAMS & FUNDING SOURCES

12:00 pm to 12:30 pm

NETWORKING LUNCHEON

12:30 pm to 1:15 pm

CONTRACTS, POLICIES & OTHER ECONOMIC DEVELOPMENT LEGAL ISSUES

1:15 pm to 1:45 pm

PROSPECT HANDLING, VISITS & LOCATION ANNOUNCEMENTS

1:45 pm to 2:15 pm

ASSESSING THE DEALS

2:15 pm to 3:00 pm

WORKING WITH CONSULTANTS, SITE SELECTORS & CORPORATE REALTORS

3:00 pm to 4:00 pm

BEST PRACTICES PANEL

4:00 pm to 5:30 pm

HIGH GROUND OF TEXAS REDI GRADUATION & WELCOME RECEPTION

Hosted by Midland Development Corporation

Register now at...<https://www.regonline.com/REDICourse4>



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/REDICourse4>.

**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.
One can attend any or all of the sessions in the series.

*Registration for the REDI© 2009-2010 Course-Session III in Midland is
separate from the High Ground Summer Meeting Events.
Please complete registrations for each event.*

REDI© 2009-2010 Registration Fees:

High Ground Members-Each Session	\$ 99.00 per person/per session
Non-Members-Each Session	\$149.00 per person/per session

Secure online credit card payments are accepted. Registration fees can also be mailed in advance or paid at the door on August 10th. However, an online registration is required by August 6th <https://www.regonline.com/REDICourse4>.

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 complete your online Registration by August 6, 2010.

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 CONFERENCE 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.

SEE YOU IN MIDLAND!



THE HIGH GROUND OF TEXAS

2010 Summer Meeting Sponsorship Opportunities

August 10 & 11, 2010

REDI© Luncheon Sponsorship for August 10, 2010~One Exclusive at \$500

REDI© Luncheon Sponsor includes one (1) complimentary meeting registration, recognition during event proceedings, special signage and logo in official REDI© Materials. Special Sponsor introductions are made during the Session and sponsors are welcome to provide marketing materials to REDI participants.

Summer Meeting Major Program Sponsorships for August 11, 2010

~ Five available at \$1000

Major Program Sponsorships include five (5) complimentary Meeting registrations, recognition during event proceedings by featured speaker-Rebecca Ryan, special signage and logo in official Meeting Program. Major Program Sponsors are also featured on the Special Summer Meeting Placemats. Sponsors are welcome to provide marketing materials to Meeting participants.

Summer Meeting Super Sponsorships for August 11, 2010 for \$500

Summer Meeting Super Sponsorships include two (2) complimentary Meeting registrations, recognition during event proceedings, special signage and logo in official Meeting Program. Summer Meeting Super Sponsors are also featured in the Special Summer Meeting Program & Placemats. Sponsors are welcome to provide marketing materials to Meeting participants.

SPECIAL OFFER: Discount Combo ~

2010 Summer Meeting & 2010 Annual Meeting Super Sponsor \$800

High Ground Spring Conference "Regional Partner" Sponsorships at \$300

"Regional Partner" Sponsorships include one (1) complimentary meeting registration, recognition during event proceedings, special signage and logo in official Meeting Program. Regional Partners are welcome to provide marketing materials to Meeting participants.

Yes! We would like to serve as a Sponsor for the High Ground 2010 Summer Meeting or REDI Session to be held in Midland on August 10 & 11, 2010.

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____

CONTACT PERSON _____

EMAIL _____ TOTAL AMOUNT DUES \$ _____

MEETING SPONSORSHIPS (please check one):

- REDI Session #4 Luncheon Sponsor \$500 (Exclusive)
- HG Summer Meeting Major Program Sponsor \$1000 (5 available)
- HG Summer Meeting Super Sponsor \$500*
- HG Summer Meeting "Regional Partner" \$300
- *SPECIAL OFFER: Combo Summer & Annual Meeting Sponsor \$800

Please email a list of participants who will be using the complimentary registrations to higround@xit.net.

- Please send statement.
- Sponsorship completed through the online registration.
- Check is in the mail (Please make checks payable to the HGEF).

In order to receive all of the benefits of sponsorship, deadline to respond and send logo is Friday, July 30, 2010. Please register at <https://www.regonline.com/HG2010SummerMtg>, fax this form to 806.366.7511 or email to higround@xit.net. Thank you for your support!



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

The Midland Development Corporation
invites you to a REDI Course Graduation Celebration
& Special Welcome Reception



Holiday Inn Express
Tuesday, August 10, 2010
4:00 – 5:30 pm

**THE HIGH GROUND OF TEXAS INVITES YOU
TO JOIN US FOR A SPECIAL EVENING OF FUN
AT MIDLAND PARK LANES BOWLING CENTER!**

TUESDAY, AUGUST 10TH 6:00 PM – 8:00 PM
5320 W. LOOP 250 NORTH
MIDLAND, TEXAS

\$50 PER PERSON (BOWLERS)
\$25 PER PERSON (NON-BOWLERS)

Registration includes 2 hours of bowling, shoes, balls, snacks & refreshments!
Cool Prizes include Team & Individual Lowest & Highest Scores, most creative
Bowling Shirt that includes the High Ground Logo and much more!
Teams to be determined by random draw of participants. Absolutely no talent or skill required.
You non-bowlers come out and join us for the fun!

PROCEEDS TO BENEFIT THE HIGH GROUND OF TEXAS EDUCATION FOUNDATION

Optional Event. RSVP Required. High Ground of Texas Education Foundation Tax ID #61-1507712
Please register at <https://www.regonline.com/HG2010SummerMtg> by Friday, August 6, 2010.



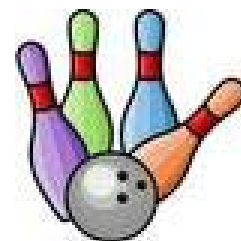
MEETING VENUES & HOST HOTEL...



HOLIDAY INN EXPRESS
5309 W Loop 250 North
Midland, Texas 79707
432.520.3600

Rate is \$119+tax

Ask for the High Ground of Texas Room Block.



**MIDLAND PARK LANES
BOWLING CENTER**
5320 W. Loop 250 North
Midland, Texas 79707

Register for the REDI Course at
<https://www.regonline.com/REDICourse4>
and register for the High Ground Spring Conference at
<https://www.regonline.com/HG2010SummerMtg>



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www.highground.org • highground@xit.net