



July 9, 2010

Dear Friends of the High Ground of Texas:

The High Ground of Texas Summer Meeting will be held in Midland, Texas on Wednesday, August 11, 2010. In addition to a very strong program including one of our famous Share the Knowledge Panels, Update on TWC programs, and High Ground Marketing Accountability Reports, our members and guests are in for a real treat!

Our special presenter for this large High Ground regional event is Rebecca Ryan, Founder of Next Generation Consulting. Ms. Ryan is also the author of the best selling business book "Live First, Work Second". If you have already had the opportunity to hear Ms. Ryan in the past, you know that her knowledge, energy and passion for generation and workstyle issues will have a huge impact on our members. The regional dialogue from this presentation will give us all great insight as we strategize on how to best maximize our economic development, workforce, and educational initiatives to encompass the talents of all working generations. In addition, she will share a fresh approach on leadership and community development strategies for all of our cities and organizations. An itinerary for the meeting and Rebecca Ryan's biography is attached for your convenience.

This meeting is open to all High Ground members, non-members and guests. Because this is a special educational program for everyone in the region, I am asking a favor of you. The High Ground works very hard to remain frugal and mindful of the resources that have been provided to us by our members and supporters. Every dime of support is carefully leveraged and truly appreciated. We are very diligent in ensuring that our registration fees remain affordable for all of our members, especially those traveling from the rural areas of our region. We have always had generous and adequate support for our regional meetings, however, this one will be different. It is another premier event for the High Ground Education Foundation and will be heavily promoted throughout the 66 county region as well as with our friends and partners throughout the state.

Programs of this caliber simply cannot be covered by our registration fees alone, therefore, I am respectfully and sincerely asking for your help. We will have three sponsorship categories for this event, including one additional sponsorship opportunity than usual.

High Ground Summer Meeting Major Program Sponsor (limited to 5)	\$1,000
High Ground Summer Meeting Super Sponsor	\$ 500
High Ground Summer Meeting Regional Partner	\$ 300

Because we are deep into planning for our 2010 High Ground Annual Meeting, we are also offering a special discounted combination sponsorship package of \$800, which will include Super Sponsorship (and stated benefits) for both events, valued separately at \$500 each. The High Ground Annual Meeting is scheduled for October 28, 2010 in Lubbock. All of the sponsorships will include various levels of signage, complimentary registrations, the opportunity to place organizational information in the meeting packets, promotion in all pre-event and post-event press/media releases, logo advertising, recognition during the event and more.

I'm thanking you in advance for your generous support of the High Ground of Texas Education Foundation and our efforts to bring superior economic development training to our members, friends and neighbors.

All High Ground sponsorships are available online at <https://www.regonline.com/HG2010SummerMtg> where you can pay with a credit card or print out an invoice. Another option would be to print out the Sponsorship form, fax it in and I'm happy to send an invoice directly from the High Ground Education Foundation.

The High Ground of Texas and the High Ground of Texas Education Foundation are successful because of the commitment of our members and our partners. Thank you for all that you do for the growth and prosperity of the High Ground region.

Truly yours,

Lorie Vincent

Lorie Vincent, CEcD
Executive Director



THE HIGH GROUND OF TEXAS

2010 Summer Meeting & Membership Events

August 11 & 11, 2010

Holiday Inn Express ~ Midland, TX

ITINERARY

TUESDAY, AUGUST 10, 2010

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 HG 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 Lanes Bowling Center*

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

WEDNESDAY 11, 2010

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 to 9:05 am

WELCOME & INTRODUCTIONS

9:05 am to 10:20 am

SHARE THE KNOWLEDGE PANEL

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

10:30 am to 12:00 pm

SPECIAL PRESENTATION

Rebecca Ryan, Founder, New Generation Consulting

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

12:00 pm to 1:00 pm

HIGH GROUND NETWORKING LUNCHEON

1:00 pm to 1:30 pm

BEST PRACTICES TABLE DISCUSSIONS

Roundtable Dialogue on Specific Economic Development Scenarios

1:30 pm to 2:00 pm

UPDATE ON SKILLS DEVELOPMENT FUND & TWC PROGRAMS

Doug Ridge, Texas Workforce Commission

2:00 pm to 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 NGC'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.

Rebecca's presentation to the High Ground... ***Cities 3.0: Reflecting, Responding and Redesigning for an Uncertain Future*** will pose the following questions:

- Why do cities exist? What timeless wisdom can we rely on, in an uncertain future?
- High tech/high touch. What contemporary issues must city leaders address to remain relevant for 21st Century entrepreneurs and business owners?
- For our children and their children. How do we make investments that our future generations will value and enjoy?

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



THE HIGH GROUND OF TEXAS

2010 Summer Meeting Sponsorship Opportunities

August 10 & 11, 2010 ~ Midland, Texas

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 Summer Meeting Program. Major Program Sponsors are also featured on the Special Summer Meeting Placemats. Major Program 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 Summer Meeting Program. Super Sponsors are also featured on the Summer Meeting Placemats. Super 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 Summer Meeting "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 2010 Summer Meeting & 2010 Annual Meeting Super Sponsorships \$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!