



## MEMPHIS CITY VISIT – DECEMBER 2-4TH 2007

### AGENDA

DRESS: BUSINESS CASUAL - NO TIES, JACKETS OPTIONAL

QUESTIONS: STEVE SCRUGGS – MOBILE (863) 409-9888 LAURA TAYLOR – MOBILE (863) 409-6789

### Sunday, December 2, 2007

- 9:15 a.m.      **Meet at the SunTrust Plaza Parking Garage (Bottom Level)**  
210 S. Florida Avenue – Downtown Lakeland
- 9:30 a.m.      **Depart Lakeland for Orlando International Airport**
- 10:30 a.m.     **Arrive at Orlando International Airport and check-in: Northwest Airlines - Flight 955**
- 11:00 a.m.     **Lunch at Airport**
- 12:54 p.m.    **Depart Orlando International Airport**
- 2:00 p.m.      **Arrive at Memphis International Airport**
- 3:00 p.m.      **Arrive at The Historic Madison Hotel Memphis – Downtown**  
79 Madison Avenue, Memphis, TN 38103  
<http://www.madisonhotelmemphis.com>
- 4:00 p.m.      **Cocktails, Football & Networking in the LEDC's Hospitality Suite**
- 6:15 p.m.      **Depart Hotel for Tsunami's in Cooper-Young Neighborhood**  
<http://www.tsunamimemphis.com/>
- 6:30 p.m.      **Dinner with Carol Coletta, CEOs for Cities – What Makes Cities Succeed?**  
<http://www.ceosforcities.org>  
Carol is president and CEO of CEOs for Cities and host and producer of the nationally syndicated public radio show *Smart City* ([www.smartcityradio.com](http://www.smartcityradio.com)). Before moving to Chicago to head CEOs for Cities, she served as president of Coletta & Company in Memphis. Carol is a passionate advocate for cities, and she has devoted her life to answering the question: What makes cities succeed?

**Monday, December 3, 2007**

**7:00 a.m. Breakfast Madison Hotel Grill 83 Boardroom**

**7:30 a.m. Mark Herbison, Sr. Vice President of Economic Development,  
Memphis Regional Chamber  
<http://www.memphisdelaivers.com>**

Mark Herbison is the Senior Vice President of Economic Development for the Memphis Regional Chamber of Commerce. The Chamber's staff, including strategic partners from Memphis Light Gas and Water and Southwest Tennessee Community College, serves more than 2,600 member businesses with a variety of programs, services and initiatives that address every aspect of modern business recruitment, retention and development. Over the past twenty years Memphis has earned a reputation as one of the world's leading logistics and distribution centers. The city's central location and the world's top transportation companies have spawned significant growth in several key industry sectors over the past few years. Today Memphis is one of the nation's premier cities for the production and distribution of orthopedic medical devices such as hip and knee replacements and home to headquarters like FedEx, International Paper, AutoZone and Servicemaster. Key Industry Sectors in Memphis include: Orthopedic Device Manufacturing and Distribution; Logistics and Distribution; Corporate Headquarters; Manufacturing; Technology/Call Centers.

**8:15 a.m. Depart Hotel for St. Jude's Children Research Hospital  
<http://www.stjude.org/>**

**8:30 a.m. St. Jude's Children's Research Hospital – Meeting with Sr. Staff and  
Tour – A World Leader in Children's Medicine**

St. Jude is unlike any other pediatric treatment and research facility anywhere. Discoveries made here have completely changed how the world treats children with cancer and other catastrophic diseases. St. Jude's is where some of today's most gifted researchers are able to do more science, more quickly. Where doctors across the world send their toughest cases and most vulnerable patients. Where no one pays for treatment beyond what is covered by insurance, and those without insurance are never asked to pay. St. Jude's has built America's 3rd-largest health-care charity, with a model that keeps the costs down and the funds flowing, so the science never stops.

**Ken Ferber, Sr. Vice President of Communications and Lin Ballew  
Tour of the St. Jude's Hospital and Chili's Care Center**

The Chili's Care Center is a state-of-the-art building that will house the Department of Radiological Sciences, The Pediatric Brain Tumor Consortium (PBTC), inpatient activities areas and new research laboratories.

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**St. Jude's Children's Research Hospital – (Continued)**

**James Knight – Children's GMP LLC** - leases, manages and operates a facility that engages in the production of biologics and drugs under current Good Manufacturing Practices (cGMP) regulations at the request of St. Jude Children's Research Hospital. The biologics and drugs will be used in research by St. Jude and by other leading biomedical research institutions for clinical trials in collaborative studies with St. Jude.

**Dr. Geoff Neal – Tour of The Hartwell Center**

The Hartwell Center is a unique integration of high-throughput biotechnology resources, bioinformatics resources, and academic programs; designed to provide St. Jude with state-of-the-art tools for discovery. These tools include high-throughput DNA sequence analysis, gene expression analysis, proteomics, mass spectrometry, macromolecular synthesis, molecular interaction analysis and other methodologies. Many of these are high-throughput biotechnologies that allow large-scale biology questions to be addressed and are fundamentally changing the way science is conducted.

**11:30 a.m. Depart for Lunch at The Beauty Shop**

**11:45 a.m. Lunch at The Beauty Shop with Chris Allen, Executive Director of MPACT Memphis – A Young Professional Organization**

MPACT Memphis is a 501(c)3 non-profit organization founded in 2001 by a group of emerging Memphians who saw a vast untapped resource in the city's growing population of those under 40. In its short history, MPACT has become a national model for similar efforts and a recognized entity within the community. Over the past five years, the members of MPACT Memphis have completed a long list of projects, events and campaigns to foster a new level of social, political, and cultural engagement among young professionals in Memphis' community.

**1:15 p.m. Depart for Memphis Bioworks Foundation**

**1:30 p.m. Dr. Steven Bares, Memphis Bioworks Foundation  
Tour Incubator and School**

**<http://www.memphisbioworks.org/>**

Accelerating the Growth of Bioscience, founded in 2001 as a nonprofit 501(c)(3), the Memphis Bioworks Foundation leads an unprecedented collaboration of public, private, academic, and government organizations aligned behind a common goal. The mission of this alliance is to build upon the bioscience industry already thriving in the Memphis economy and to establish the area as an internationally recognized center for the development and commercialization of biomedical technology. The foundation is located on the former Baptist Hospital Campus.

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**Dr. Steven Bares, Memphis Bioworks Foundation - Tour Incubator and School (continued)**

In addition, the Bioworks Career Ladder is designed to keep pace with industry demands, and will offer the skills, courses, and experience required to attain each level of specialized training matched against potential jobs in the industry. **The Bioworks Career Ladder includes:** BioEducation reform in secondary schools; Skill Enhancement for advanced and ongoing learning experiences; Internships to stimulate interest among students and employers

**3:00 p.m. Depart for FedEx Freight Headquarters**  
<http://www.fedex.com/us/freight/main/>

**3:30 p.m. Meeting with Douglas G. Duncan, President and CEO of FedEx Freight**  
Douglas G. Duncan is president and chief executive officer of FedEx Freight Corporation, a leading U.S. provider of regional and national less-than-truckload (LTL) freight services. Duncan was the founding chief executive officer of FedEx Freight. In addition to Doug Duncan, the following FedEx Executives will be meeting with our group: Don Brown, CFO; Dennie Carey, SVP Marketing; Pat Finan, SVP Sales, Becca McClendon, SVP IT; Lori Henry, VP HR; Debra Phillips, MD Communications.

**5:00 p.m. Depart for Madison Hotel**

**6:45 p.m. Depart for Stella's Restaurant**  
<http://www.stellamemphis.com/>

**7:00 p.m. Dinner with Henry Turley, Developer – Mr. Downtown**  
<http://www.henryturley.com>

He is a very good friend to Downtown Memphis. More than twenty years ago, Mr. Turley made known his passion for Memphis and his promise to revitalize its downtown – and this promise is one that he has and continues to follow through on. Mr. Turley's approach has been to preserve the beautiful historic structures of Downtown Memphis, while improving them with modern amenities. Among his first projects were the Shrine Building and the Cotton Exchange Building, both of which are highly sought after by apartment and office space seekers. His attentions moved from there to the South Bluffs of downtown, where he built an array of condos and stunning homes offering picturesque view of the Mississippi River. Memphis can also thank Henry Turley for the arrival of Harbor Town, a nationally celebrated community nestled on what was once a relatively obscure island in the river. The bottom line is that Downtown Memphis is once again the "cool" place to live, and it's largely due to Henry Turley's vision and attention to the places that the rest of Memphis almost forgot about.

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**7:00 a.m. Breakfast Madison Hotel Grill 83 Boardroom**

**7:30 a.m. Jeff Sanford, President of Memphis Center City Commission**

**<http://www.downtownmemphis.com>**

In 1977, the City of Memphis and Shelby County governments established the Center City Commission to capitalize on Downtown's role as the economic, cultural, and governmental heart of the city and county. Today, the CCC is the primary leader in the comprehensive redevelopment of the Central Business Improvement District and the official partnership between local government and the private business community in Downtown's revitalization.

**8:15 a.m. Depart Hotel for AutoZone Park Mixed-Use Development – Downtown Core**

**<http://www.memphisredbirds.com>**

The AutoZone Park Neighborhood began to take shape with the 385-unit Echelon apartment community (now called Fielder's Square) and the addition of new condos on the upper floors of the Fogelman YMCA, called the Lofts at the Ballpark. The Medical Center trolley line runs through this district and the Downtown Elementary School is an anchor in this neighborhood. AutoZone Park is home to the Memphis Redbirds, a St. Louis Cardinals AAA Minor League affiliate.

**8:30 a.m. Frank Ricks, AIA – Principal, Looney Ricks Kiss Architects – Architect of the Ballpark Neighborhood <http://www.lrk.com/>**

Nearly 25 years ago, Frank Ricks teamed up with fellow Tennessee architects Carson Looney and Richard Kiss to form a design practice in Memphis. Since its inception, LRK has evolved into a multi-disciplinary design firm with offices in nine cities and more than 200 employees, and is one of the largest full service design firms in the country. As managing principal, Frank oversees complex design and planning projects across the country and emphasizes the importance of creating places of purpose. He relishes projects that present an aesthetic challenge, are uniquely complex or difficult, or are the “first of a kind” for the firm. Recent examples include the Town of Ave Maria (FL); Baldwin Park (FL) Town Center; Old Kinderhook Golf Community on Missouri’s Lake of the Ozarks; Memphis Ballpark District; FedExForum (NBA arena); Memphis Public Library; FedEx Institute of Technology-University of Memphis; and STAX Museum of American Soul Music and Music Academy. Through Frank’s leadership, the planning and development of urban, mixed-use projects has become a major market area for the firm. The Memphis Ballpark Neighborhood is one such award-winning example, recognized by the Congress for the New Urbanism with a 2003 Charter Award and the Urban Land Institute with a 2002 Award for Excellence. With AutoZone Park, a new 14,000-seat AAA ballpark in Downtown Memphis, as the primary anchor and stimulus for growth, the project represents 20 acres and over \$200 million of mixed-use development. LRK not only designed the architecture for these facilities but also was the urban designer. Frank is a graduate of the University of Memphis as well as a recipient

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**Frank Ricks (Continued)**

of the University's 2007 Distinguished Alumni Award. Earlier this year, he served as an adjunct professor of urban design at his alma mater and taught a design studio to graduating architecture students. Frank continues to give back to his community by serving in various leadership roles with ULI Memphis District Council; The Leadership Academy and the Urban Arts Commission.

**9:45 a.m. Depart for EmergeMemphis Incubator**

**10:00 a.m. Gwin Scott, President of EmergeMemphis and Bryan Eagle, III co-founder**

**<http://www.emergememphis.org/>**

EmergeMemphis, the focal point for entrepreneurial activity in the Mid-South, is a general business and technology-based incubator, whose mission is: To foster a dynamic, innovative culture and environment where start-up companies have a first-rate opportunity to grow and get the resources needed to most enable their success. Emerge was started in 1998 by local Memphis entrepreneur Bryan M. Eagle III. Eagle had been working with a company based in the Advanced Technology Development Center (ATDC), Georgia Tech's incubator facility in Atlanta. Eagle saw the need for Memphis to have the same kind of resource to help build technology and non-technology based companies. He quickly set about building a board of local business and government leaders who could help to ensure that Emerge would have broad support and reach. To date, EmergeMemphis Incubator has been home to 34 startup companies.

**11:15 a.m. Tour Henry Turley's The Lofts across from Emerge Memphis**

The Lofts apartment project is home to units that are the process of being converted to for-sale condos. These luxurious apartments offer stunning views of the Mississippi River, floor plans range from 861 to 2,429 square feet with amenities including a Rooftop pool and sauna, as well as parking in building or connecting garage and access to the Downtown Trolley.

**11:30 a.m. Depart for FedEx Forum**

**11:45 a.m. Lunch with J.R. "Pitt" Hyde, Founder of AutoZone and The Hyde Family Foundations - An Insider's View of Memphis**

**<http://www.hydefamilyfoundations.org/>**

J. R. "Pitt" Hyde grew up surrounded by entrepreneurs, and he credits this background for much of his success. He is the founder of AutoZone, an auto parts chain that first opened in Forrest City, Arkansas in 1979. Prior to starting AutoZone, Pitt developed his grandfather's company, Malone and Hyde, into the United States' third largest wholesale food distributor. Pitt has also contributed greatly to the city of Memphis. He is heavily involved in such organizations as the Memphis Biotech Foundation, National Civil Rights Museum, Memphis Brooks Museum of Art, Memphis Tomorrow, Ballet Memphis, Greater Memphis Arts Council, Memphis in May and The Memphis Challenge. The Hyde Family Foundation has generously provided extensive funds to these organizations and numerous others.

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**J.R. "Pitt" Hyde (Continued)**

Pitt and his wife, Barbara, have also been instrumental in leading the efforts to bring the NBA's Grizzlies to Memphis, fulfilling the city's long-time dream of having an NBA team.

**1:30 p.m. Depart for University of Memphis FedEx Institute of Technology (FIT)**

**2:00 p.m. Shaye R. Mandle, Executive Director, University of Memphis  
FedEx Institute of Technology (FIT)**

**<http://fedex.memphis.edu/>**

The FedEx Institute of Technology is where science, business and industry intersect at the University of Memphis for advanced research. A versatile, high-tech facility, the Institute is ideal for think tank sessions, corporate retreats, training and national conferences. The FedEx Institute is home to cutting-edge research teams working in areas such as artificial intelligence, biotechnology, geospatial analysis, multimedia arts and nanotechnology. It also serves as a gateway for businesses to collaborate with University of Memphis researchers. In all, the Institute is home to over 150 faculty members, researchers and staff.

**3:15 p.m. Depart for Medtronic**

**3:45 p.m. Bert Kelly - Medtronic Spinal/Biologistics Office and  
Distribution Facilities <http://www.medtronic.com>**

Medtronic is the world leader in medical technology providing lifelong solutions for people with chronic disease. Medtronics offers products, therapies and services that enhance or extend the lives of millions of people. Each year, 6 million patients benefit from Medtronic's technology, used to treat conditions such as diabetes, heart disease, neurological disorders, and vascular illnesses. Medtronics is strategically located in Memphis because of FedEx's Hub Terminal, which allows their clients to place orders up until midnight, so that they will be delivered next day.

**5:15 p.m. Depart for Memphis International Airport**

**7:10 p.m. Flight Departs for Orlando International Airport**