



Photo from bmwzentrum.com Web site

ZENTRUM:

Upon arriving in Greenville, we'll head over to the only BMW museum in North America. The Zentrum is more than just a museum; it's a meeting and events center, a cafe, a gallery and a history lesson. Located next to the only BMW manufacturing plant in the U.S. www.bmwzentrum.com

LEADERSHIP VISIT - DETAILED AGENDA

WEDNESDAY, JUNE 15, 2011

- 6:30 a.m.:** Arrive Blue Grass Airport for Check-In & Continental Breakfast
- 8:00 a.m.:** Flight Departs Blue Grass Airport for Greenville via Charter
- 9:00 a.m.:** Flight Arrives at Greenville-Spartanburg International Airport
- 10:00 a.m. WELCOME SESSION/CALL TO ORDER (ZENTRUM AUDITORIUM)**
Speakers: **Harry Richart**, Chairman, Commerce Lexington Inc., and Regional President - Central Kentucky, PNC Bank; **Don Hellmann**, President, Chase / J.P. Morgan, Presenting Sponsor; **Ben Haskew**, President & CEO, Greenville Chamber of Commerce; **Jim Gray**, Mayor, Lexington-Fayette Urban County Government.
- 10:45 a.m. BMW AND GREENVILLE: IMPACT & LEGACY**
Speaker: **Max Metcalf**, Communications Manager, BMW Manufacturing Co.



"If you find a path with no obstacles, it probably doesn't lead anywhere."

Frank A. Clark

Thoughts on the Walk

LEADERSHIP VISIT - DETAILED AGENDA

WEDNESDAY, JUNE 15, 2011 (continued)

- 11:00 a.m. **INTRO TO TURNING THE ULTIMATE DRIVING EXPERIENCE INTO AN ULTIMATE DRIVING FORCE WITHIN OUR COMMUNITY**
Speakers: Sheri Evans Depp, Director of Talent Management, Lexmark International; and *Lyle Hanna*, President, Hanna Resource Group.
- 11:15 a.m. **RULES & REGS OF ACTIVITY**
Speakers: BMW Performance Center staff
- 11:30 a.m. **BUSES DEPART ZENTRUM FOR BMW PERFORMANCE CENTER**
- 11:45 a.m. - 3:00 p.m. **TURNING THE ULTIMATE DRIVING EXPERIENCE INTO AN ULTIMATE DRIVING FORCE WITHIN OUR COMMUNITY**
- 11:45 a.m. - 1:30 p.m. **LUNCH AVAILABLE WHILE DRIVING ACTIVITY ONGOING**
- 3:00 p.m. **HOTEL ROOM KEYS AVAILABLE AT BMW PERFORMANCE CENTER**
- 3:30 p.m. **BUSES DEPART BMW PERFORMANCE CENTER FOR HYATT REGENCY GREENVILLE (220 NORTH MAIN ST., GREENVILLE, SC 29601)**
- 6:00 - 7:30 p.m. **OPENING NIGHT RECEPTION ----->**
Wyche Pavilion (Located next to Peace Center)
**Trolleys will be shuttling between Hyatt and Wyche Pavilion during the duration of the Opening Night Reception.*
Located next to The Peace Center Amphitheatre along the Reedy River, the Wyche Pavilion is one of Greenville's oldest commercial buildings. Today, this unique open-air brick structure is a favorite locale for events.
- 7:30 p.m. **DINNER ON YOUR OWN**
- 7:30 p.m. **GROUP DINNERS**
(Reservations Required in Advance)



LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011

6:00 - 6:45 a.m.

SELF-GUIDED HEALTH WALK/RUN

Walking/running maps available in Hyatt lobby for self-guided healthy activity.

7:30 - 8:30 a.m.

BUFFET BREAKFAST

Hyatt Regency Greenville, Ballroom A

8:30 - 9:15 a.m.

PUTTING IT IN PERSPECTIVE

Hyatt Regency Greenville, Ballroom A

Speaker: **Bill Lear**, Chairman, Stoll Keenon Ogden PLLC, 1995 Chairman of Commerce Lexington Inc. (Greater Lexington Chamber of Commerce)

9:15 - 10:30 a.m.

VISIONING, PLANNING & EXECUTION

Speakers: **Nancy Whitworth**, Economic Development Director, City of Greenville, and **Brock Koonce**, Program Director, Greenville Forward.

*“If you know whence you came, there is
really no limit to where you can go.”*

James Baldwin

Thoughts on the Walk



LEADERSHIP VISIT PRESENTED BY:

CHASE  **J.P.Morgan**

LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011 (continued)

11:00 a.m. - 4:30 p.m.

DISCOVERY SESSIONS

Note: There are many more Things to Do in Greenville listed in the @Greenville section of this briefing book.

Attendees of past trips often tell us that they would like to have more time to explore the city we're visiting, so this year the planning committee has developed several sessions at site locations. The **DISCOVERY SESSIONS** are designed to provide for maximum learning time in keeping with our mantra that focuses on the "how" of Greenville. During these **DISCOVERY SESSIONS**, you'll hear from the local leaders that are most knowledgeable about the site and some who were directly involved in the projects.

DISCOVERY SESSIONS GRID | MORE DETAILS NEXT PAGE ----->

11 a.m.

1 p.m.

3 p.m.

| | | |
|---|---|---|
| | | Making Arts Count... (Arts & Culture/Quality of Life) |
| AJ Whittenberg School/Kroc Center (Education/Community Outreach) | AJ Whittenberg School/Kroc Center (Education/Community Outreach) | |
| CU - ICAR (Regional Economic Development/ University Impact) | | CU - ICAR (Regional Economic Development/ University Impact) |
| Development Tour (Public-Private Partnership/ Downtown Development) | Development Tour (Public-Private Partnership/ Downtown Development) | |
| Falls Park Story & Tour (Public-Private Partnership/ Downtown Development) | Falls Park Story & Tour (Public-Private Partnership/ Downtown Development) | |
| Mice on Main (Self-Guided Walking Tour) | Mice on Main (Self-Guided Walking Tour) | Mice on Main (Self-Guided Walking Tour) |
| NEXT - Building an Entrepreneurial Ecosystem (Entrepreneurship/Economic Dev.) | NEXT - Building an Entrepreneurial Ecosystem (Entrepreneurship/Economic Dev.) | |

LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011 (continued)

DISCOVERY SESSIONS DETAILED INFORMATION

AJ Whittenberg School / Kroc Center

420 Westfield Street, Greenville

Session offered at 11:00 a.m. & 1:00 p.m.

Bus transportation departs from Hyatt at 10:45 a.m. & 12:45 p.m.

Session Hosts: Margaret Thomason, Principal, Ansel Sanders, Director of Programs, & Tom Roe, Curriculum Director for A. J. Whittenberg Elementary School, and Quenton Tompkins, Executive Director for the Kroc Center.



Prepare to be inspired during your visit to the AJ Whittenberg Elementary School of Engineering, the most technologically advanced elementary school in Greenville County. From its downtown location on the Reedy River to the unique school-wide engineering curriculum, the healthy menu served in the AJ Café, and unique community partnerships, AJ Whittenberg sets the standard for achieving innovation. However, the story doesn't stop at the school. Its closest neighbor is the adjacent Salvation Army's Kroc Center, which is scheduled to open in August 2011. The Ray and Joan Kroc Corps Community Center provides facilities, programs and services that encourage positive life-changing experiences for children and adults; strengthen families, and enriching the lives of seniors. Learn about how these two significant entities work together for the benefit of their community.

CU - ICAR | Clemson University International Center for Automotive Research

5 Research Drive, Greenville

Session offered at 11:00 a.m. & 3:00 p.m.

Bus transportation departs from Hyatt at 10:45 a.m. & 2:45 p.m.

Session Hosts: Mason Ailstock, Associate Director of Sustainability & Development, Clemson University, and Michael Kerski, Economic Development Manager, City of Greenville.



The Clemson University International Center for Automotive Research (CU-ICAR) is an advanced-technology research campus where academia, industry and government organizations engage in synergistic collaboration. With more than \$200 million in commitments, CU-ICAR represents the ultimate public/private partnership, directly fueling a knowledge base critical to the automotive industry. Also home to the new Center for Emerging Technologies in Clean Energy and Mobility (CET) that was the result of a \$3 million Economic Development Administration Grant received from the Federal Department of Commerce for this new multi-tenant building. CU-ICAR is at the center of a regional economic development approach by the university, city and county government, and area economic development agencies - all working together to bring jobs and investment to the region.

LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011 (continued)

DISCOVERY SESSIONS DETAILED INFORMATION

Downtown Development Session

Session offered at 11:00 a.m. & 1:00 p.m.

Presentation begins in the lobby of RiverPlace, next to Starbucks at 550 South Main St.

Walking maps from the Hyatt will be available.

Session Hosts: Bob Hughes, President of Hughes Development Corporation and Helen Sanders, Project Manager, Hughes Development Corporation



Downtown Greenville's exciting revitalization stems from over 30 years of strategic public-private partnerships mixed with sound planning principles. The redevelopment has evolved around a vision for a thriving "state-of-the-art" community in which numerous opportunities exist to live, work, and play. Downtown is alive and flourishing as the home to offices, shops, restaurants, entertainment, and many residents, making it a great area for economic investment. When you ask about leaders that are instrumental in this revitalization, Bob Hughes' name comes up over and over. As President of Hughes Development Corporation and former Greenville Chamber Chairman, Mr. Hughes is considered a key player in the city's renaissance. Projects of the Hughes Development Corporation include RiverPlace, Poinsett Plaza, the Historical Family Court Building and the NEXT Innovation Center to name a few.

Falls Park on the Reedy Story & Tour

Session offered at 11:00 a.m. & 1:00 p.m.

Presentation begins at Spill the Beans at 531 South Main Street.

Walking maps from the Hyatt will be available.

Session led by Greenville Mayor Knox White



An initiative that was introduced just 8 years ago and is now possibly Greenville's most significant feature, the Falls Park development is the quintessential story of visioning, collaboration and determination. Led by Greenville Mayor Knox White, participants for this presentation and tour will get a first-hand look at Falls Park on the Reedy and the story behind its development. This 32-acre park brings the downtown core together with the West End District. The park is dominated by Liberty Bridge at Falls Park on the Reedy, a 355-foot long pedestrian suspension bridge that opened in 2004. The private sector has responded by surrounding this well maintained public investment with urban residences, performing arts theaters, art galleries and restaurants strengthening the city's tax base and image as a vibrant diversified urban center.

LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011 (continued)

DISCOVERY SESSIONS DETAILED INFORMATION

NEXT - Building an Entrepreneurial Ecosystem

411 University Ridge, Greenville

Session offered at 11:00 a.m. & 1:00 p.m.

Bus transportation departs from Hyatt at approximately 10:45 a.m. & 12:45 p.m.

Session Hosts: John Moore, Executive Vice President, Greenville Chamber & Brenda Laakso, Vice President, Entrepreneurship/NEXT, Greenville Chamber, and Peter Waldschmidt, CEO of Gnosco, and Co-founder of Tetra Data.



How do Angel Networks, Wii game rooms, growing headquarters and writable walls made from greenhouse materials go together? They are all part of **NEXT** and the **NEXT Innovation Center** story. **NEXT**, an economic development initiative that began in 2006 is a collaborative initiative for building an entrepreneurial ecosystem that supports the growth of globally-impactful knowledge-based companies in the Greenville region. And then in 2007, a group of entrepreneurs, who were members of the steering committee for **NEXT**, started talking about the need for space that would also contribute to the quality of life for everyone associated with their endeavors as well as for the extended community. These entrepreneurs, along with, the City of Greenville, and Hughes Development Corporation created the **NEXT Innovation Center**. The entire project was a collaboration of entrepreneurs, architects, designers, government and non-government organizations. This is another story of how this community kept their eye on the prize, and worked together to make a great idea a fantastic reality.

Making Arts Count.....

.....for Artists, for Community, for Education, for Business, & for the Future.

Session offered at 3:00 p.m. at the Metropolitan Arts Council & Gallery

16 Augusta Street, Greenville

Walking Maps will be available at the Hyatt.

Session Host: Alan Ethridge, Executive Director, Metropolitan Arts Council.



There's a good reason why Greenville was recently ranked among the Top 100 Best Art Towns in America. And it won't take long to see why with all the galleries, public art, performance centers and more that you'll observe as you become acquainted with Greenville. At the center of this is MAC, the Metropolitan Arts Council, whose efforts have made a significant impact on Greenville by serving individual artists, arts organizations and arts education programs. Join this session to learn about the Artisphere Festival, the *SmartARTS* partnership with the Greenville Public schools, and other programs and public/private partnerships that contribute to Greenville's well-earned reputation as a thriving arts community.

LEADERSHIP VISIT - DETAILED AGENDA

THURSDAY, JUNE 16, 2011 (continued)

DISCOVERY SESSIONS DETAILED INFORMATION

Mice on Main

Self-Guided Downtown Walking Tour

Consult the Clue Guide on Page 3 of the @Greenville section of your briefing book or pick up a copy at the Registration Desk.

Here's a way to get to know the heart of downtown Greenville; enjoy public art, observe new development projects, even shop a little at your own pace, during a fun and creative "scavenger hunt" style tour. For his senior project at Christ Church Episcopal School in 2000, Jim Ryan proposed the idea of installing a family of nine unique mice sculptures in surprising places along Greenville's Main Street from the Hyatt to the Westin Poinsett Hotel. Spun from the classic children's book, *Goodnight Moon*, find the nine mice pictured in that story while you see downtown Greenville. The sculpted bronze mice are the creation of Greenville sculptor Zan Wells. Wells and Ryan worked together to place the mice in permanent places, thus creating Greenville's fanciful downtown scavenger hunt.



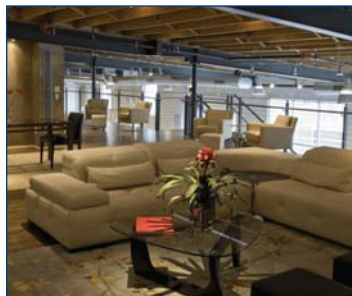
5:45 p.m.

Bus transportation begins running to and from Zen for Bank Reception & Dinner

6:00 - 9:00 p.m.

BANK RECEPTION & DINNER AT ZEN

924 South Main Street, Greenville 29601 | www.zengreenville.com



Zen is an event venue with the panache of a wine bar and the creative elegance of an art gallery. This old chemical warehouse now houses a contemporary space that is a light-filled, flexible event venue. The design combines the original raw building materials with sleek, minimalist style.

Sponsored by:

*American Founders Bank | Central Bank & Trust Co. | Chase / J.P. Morgan
Community Trust Bank | Cumberland Valley National Bank & Trust
Fifth Third Bank | PNC Bank | Republic Bank & Trust Co. | Traditional Bank
U.S. Bank*

LEADERSHIP VISIT - DETAILED AGENDA

FRIDAY, JUNE 17, 2011

- 6:00 - 6:45 a.m. **SELF-GUIDED HEALTH WALK/RUN**
Walking/running maps available in Hyatt lobby for self-guided healthy activity.
- 7:00 - 9:00 a.m. **LUGGAGE DROP-OFF, HYATT REGENCY LOBBY**
- 7:30 - 8:30 a.m. **BUFFET BREAKFAST**
Hyatt Regency Greenville, Ballroom A
- 8:20 a.m. **CALL TO ORDER**
Hyatt Regency Greenville, Ballroom A
- 8:30 - 9:00 a.m. **TYING IT ALL TOGETHER**
Speaker: **Minor Mickel Shaw**, President, Micco Corporation and Mickel Investment Group.
- 9:00 - 11:15 a.m. **DISCOVERING PRIORITIES**
Facilitators: **Sheri Evans Depp**, Director of Talent Management, Lexmark International; and **Lyle Hanna**, President, Hanna Resource Group.
- 11:15 a.m. **CLOSING REMARKS**
Speaker: **Harry Richart**, Chairman, Commerce Lexington Inc., and Regional President - Central Kentucky, PNC Bank.
- 11:30 a.m. **TRIP MEMOIRS**
Speaker: **Reed Polk**, Crossroads Consultant
- 11:45 a.m. **ADJOURN**
- Noon - 1:30 p.m. **LUNCH ON YOUR OWN**
- 1:30 p.m. **BUSES DEPART HYATT FOR GREENVILLE-SPARTANBURG INT'L AIRPORT**
- 3:00 p.m. **FLIGHT DEPARTS GREENVILLE-SPARTANBURG INT'L AIRPORT**
Arrival in Lexington at approximately 4:00 p.m.

WELCOME HOME! NOW THE WORK BEGINS!

LEADERSHIP VISIT PRESENTED BY:

CHASE  **J.P.Morgan**