

To attend the NAIDA conference, please complete and return this portion for each attendee (make copies if necessary) by **August 10, 2007** with check payable to:

NAIDA  
PO Box 1668  
Decatur, AL 35602

After August 10, 2007, please call 256-353-9450 to register.

No refunds after August 17, 2007

Dress: Business Casual

Questions?: Contact NAIDA at 256-353-9450 or [cburns@naida.com](mailto:cburns@naida.com)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

NAIDA Conference Fee \$150.00 \_\_\_\_\_

Conference fee includes admittance to all NAIDA sessions, lunch, reception, dinner, breakfast and breaks.

Tuesday Night Reception & Dinner **Only** \$75.00 \_\_\_\_\_

(there is no need to pay this if you have paid the \$150)

NAIDA Golf Tournament \$75.00 \_\_\_\_\_

Golf Handicap: \_\_\_\_\_ (for team selection)

Total Enclosed: \$ \_\_\_\_\_

**Room Reservations:**

Make your room reservations **before July 28, 2007** at Shoals Marriott Hotel, Call 256-246-3600 and ask for the NAIDA block of rooms.

# The 12th Annual North Alabama Industrial Development Conference

## Sweet Home NORTH Alabama

August 28 and 29, 2007  
Marriott Shoals Hotel  
Shoals Conference Center  
Florence, Alabama

**Featured speakers:**

**Sid McAnnally, Maynard, Cooper & Gale,  
Attorneys at Law**

**Mark Williams, Strategic Development  
Group**

NORTH  
  
**ALABAMA**  
INDUSTRIAL DEVELOPMENT ASSOCIATION

## North Alabama Industrial Development Conference

The Twelfth Annual North Alabama Industrial Development Conference is brought to you by the North Alabama Industrial Development Association (NAIDA), TVA, the North Alabama electric power distributors and the North Alabama economic development organizations.

The Conference was developed to help strengthen the skills of community leaders in marketing their community to industrial prospects. The conference also strives to provide valuable information from well-known experts in the field of economic development.

### Featured Speaker



Sid McAnnally is a Shareholder with the law firm of Maynard, Cooper & Gale where he works with the state governmental affairs practice group. Prior to joining Maynard Cooper, Sid was the Chief of Staff to the President of Auburn University. He has worked as a policy advisor and staff member to Alabama governors of both parties and has been involved at the state government level with issues related to economic development, education reform and tax reform.



Mark William is the president of Strategic Development Group, Inc., a business consulting firm based in the Southeastern USA that provides a variety of services designed to enhance competitive advantage and produce significant cost savings to large corporations and their suppliers during the site selection process, incentive negotiations and related follow-up. SDG also provides a variety of services to public and private sector economic development organizations across the US. These services include strategic planning, goal setting, marketing studies and organizational analysis.

## Conference Agenda

### Tuesday, August 28, 2007

10:30 a.m. Registration Begins—

11:30 a.m. North Alabama Public Power Association Awards Luncheon

NAIDA President's Award  
Michael D. Roberts North Alabama Excellence Award

1:30 p.m. Sid McAnnally, Maynard, Cooper & Gale

2:30 p.m. Break

2:45 p.m. Mark Williams, Strategic Development Group, Inc.

4:00 p.m. Ralph Perhac, TVA Technical Services

5:00 p.m. Break

5:30 p.m. Reception

6:30 p.m. North Alabama Dinner

8:00 p.m. QORE Hospitality Suite Opens—**Presidential Suite, Marriott Shoals Hotel**

### Wednesday, August 29, 2007

8:00 a.m. Coffee Reception

8:30 a.m. Neal Wade, Alabama Development Office

9:00 a.m. Jim Hayes, Economic Development Partnership of Alabama

9:30 a.m. Break

10:00 a.m. Ed Castile, Alabama Industrial Development Training

10:30 a.m. Butch Massey, TVA Alabama

11:00 a.m. Tate Godfrey, NAIDA

11:45 a.m. Adjourn

12:30 p.m. Golf at Robert Trent Jones Fighting Joe