



Agenda

Ports-to-Plains Conference

Wednesday, September 30 to Friday, October 2, 2009,
The Overton Hotel & Conference Center, Lubbock, Texas

WEDNESDAY, SEPTEMBER 30

10:00 am **Quarterly Board of Directors Meeting**
Ports-to-Plains Trade Corridor Coalition

These Wednesday events are open only to Ports-to-Plains Alliance Members. If your community or organization is a member of Ports-to-Plains Trade Corridor, Theodore Roosevelt Expressway Association, Heartland Expressway or a community in Alberta, you are urged to participate.

12:30 pm **Working Luncheon**
Theme: Celebrating Ports-to-Plains Alliance
Guest Speakers from Theodore Roosevelt Expressway Association and Heartland Expressway Association

2:00 pm **Leadership Workshop:**
Theme: Unlocking the Leadership Potential of our Members
Members-only workshop exploring the use of public relations tools, the Ports-to-Plains Alliance website, e-mail marketing, and social networking (e.g., Facebook, Twitter and LinkedIn) to enhance the impact of the Ports-to-Plains message, mobilize political support, and boost member recruitment and services.

- *Ngy Ea, President, AIT Consulting*
- *Christian Goff, Founder and Principal, Pure Energy Communications*

3:30 pm **Break**

4:00 pm **1st Ports-to-Plains Alliance Business Network Roundtable**
Ports-to-Plains staff is to provide introduction to Business Networks, potential 2010 workplan and governance structure. Conference sponsors are encouraged to attend and join the roundtable.

5:30 pm **PORTS-TO-PLAINS ALLIANCE WELCOME RECEPTION**
Host: Government of Alberta
Location: Overton Hotel & Conference Center





THURSDAY, OCTOBER 1

- 7:30 am Registration & Buffet Breakfast**
- 8:00 am Welcome and Opening Remarks**
- *Sid Cauthorn, Chair, Ports-to-Plains Trade Corridor Coalition*
 - *Fred Underwood, Texas Transportation Commission*
- 8:30 am Founder’s Keynote: Bringing It All Back Home**
- *The Honorable Randy Neugebauer, U.S. Representative (TX-19) Republican Co-Chair, Ports-to-Plains Alliance Caucus*
- 9:00 am Alberta: Northern Anchor of the Ports-to-Plains Alliance; Gateway to Western Canada and the Asia Pacific**
- *Len Mitzel, Member of Legislative Assembly, Alberta, Canada*
- 9:30 am Texas-Mexico Cross-Border Partnerships to Secure the Benefits of Trade**
- *Ign. Juan Jose Erazo, Director of Intermodal Projects, Secretariat, Mexican Department of Transportation & Communications, Mexico City, D.F.*
- 10:00 am BREAK**
- 10:30 am North America’s Energy & Agricultural Heartland: Building an Innovation Economy for the Next Generation**
Energy industry leaders from the oil and gas, wind power and renewables sectors discuss the role of energy as a catalyst of economic development in our region.
- *Andrew Browning, Vice President, Consumer Energy Alliance.*
 - *Andrew Fowler, Senior Vice President, Construction, Renewable Energy Systems Americas, Inc.*
 - *Perry Pearce, Rocky Mountain Region Manager, Conoco-Phillips,*
 - *Joe Rammage, Director of Electrical Engineering for Valero Energy*
- 12:00 pm LUNCHEON KEYNOTE Rural Economic Development Strategies for an Urban Global Marketplace**
- *John Adams, President & CEO, Enterprise Florida Inc. (www.eflorida.com)*
- 1:30 pm Cleaning Up the Supply Chain: Design, Technology and Operational Strategies to Reduce Pollution and Attract Commercial Users**
Climate change will play an increasing role in business decision-making, from site selection to choices among transportation modes, including corridors. Our guests will share examples of sustainable choices that can lead to competitive advantage.
- *Bruce Agnew, Policy Director, Cascadia Center West Coast Corridor Coalition*
 - *Sharon Banks, Cascade Sierra Solutions*
 - *Mark Curran, Vice President, Sustainable Design Practice, The Shaw Group*





2:30 pm BREAK

3:00 pm North America’s Energy & Agricultural Heartland: Rural Revival for the Next Generation
Rural development officials discuss innovative new programs to help Ports-to-Plains communities embrace new technology, sustainable practices and advanced advocacy to attract new investment and a new generation back to the rural heartland.

Invitees:

- *Doug Cameron, Director of U.S Trade and Investment, Government of Alberta*
- *Cal Klewin, Executive Director, Theodore Roosevelt Expressway Association*
- *Patricia Vice, Executive Director, Lincoln County (Colorado) Economic Development Corporation*

4:00 pm BREAK

5:30 pm RECEPTION
Host: Texas Tech University
Location: Jones AT&T Stadium Club, Texas Tech University

FRIDAY, OCTOBER 2

7:30 am BREAKFAST KEYNOTE PRESENTATION
From Good to Great: How to Grow the World’s Biggest Trade Relationship One Truck at a Time
 • *David Bradley, President, Ontario Trucking Association and CEO, Canadian Trucking Alliance*

8:30 am Ports-to-Plains Alliance & 2009 Reauthorization: A Regional Strategy for a New Era in Transportation Policy
 • *Coby Chase, Director, Government & Public Affairs Texas Department of Transportation*
 • *Jack Schenendorf, Esq., Covington & Burling, Washington, D.C.*

9:30 am BREAK

10:00 am Unlocking Leadership on Capitol Hill: Roundtable with Ports-to-Plains Congressional Caucus
Members of the Ports-to-Plains Alliance Congressional Caucus discuss strategies for this new session of the 111th Congress (by videoconference)

11:00 am Closing Remarks
 • *The Honorable Tom Martin, Mayor, City of Lubbock, Texas*

