

*Welcome!*



90th Annual

# Coal Rodeo

*The Greenbrier*  
*White Sulphur Springs, West Virginia*

September 22-25, 2011

Page 2. Welcome • Page 3. Preliminary Program of Events • page 4. Details & Information

**Saturday Night Entertainment**



## **The Andrew Thielen Big Band**

Online registration now available at [www.therodeo.org](http://www.therodeo.org)

Stay up-to-date with our “What’s New” page online

# Welcome!

*Dear Rodeo Participant,*

**MAKE YOUR PLANS NOW TO ATTEND THE 90TH ANNUAL COAL RODEO.** For many years now we have met at The Greenbrier to discuss the evolution of our business, network with clients, and gather market intelligence. Whether you are a producer, buyer, or transporter, the Rodeo is a well timed event to gather and confer about what the business has in store for us next year.

The Rodeo Preliminary Program of Events (see Page 3) offers a variety of networking opportunities for all guests. As usual, various sporting activities are offered in addition to the ACCCE Symposium on Friday morning.

We are looking forward to seeing everyone again this fall and making this 90th annual event even more memorable than the last.

Cordially,  
*The Rodeo Committee*

## Dining at The Greenbrier:

### Café Carleton

Casual, yet elegant, coffee shop offering readymade sandwiches and an amazing selection of pastries baked fresh in the resort's pastry shop.

### Draper's

Casual, all-day dining with an eclectic menu of traditional Southern dishes.

### In-Fusion

Adults-only, Asian Fusion dining with Sushi Bar and innovative dishes from various parts of the Pacific Rim. Located in the Casino Club.

### Prime 44 West

The Greenbrier's premier steakhouse honoring NBA legend and West Virginian native Jerry West.\*

### Sam Snead's at The Golf Club

Regional fare at The Golf Club.\*

### The Forum

Classically authentic Italian dishes featuring hand-tossed pizza, house-made pasta, and fresh seafood.\*

### The Gourmet Shoppe

Stop in for coffee, sandwiches, fruit and other snacks.

### The Main Dining Room

An elegant, formal dining experience (jacket and tie required for dinner).\*

### Tree Tops Café

Casual full-table or lounge chair service overlooking the outdoor infinity pool.

*\*Advanced reservations are strongly suggested*

## Bars and Lounges at the Greenbrier:

### Lobby Bar

Cocktails and sophistication in grand design.

### Twelve Oaks

High-end lounge in the middle of the casino excitement.

### Greenbrier Royale

Casino Club high roller lounge fit for royalty.

### Slammin' Sammy's

Sports-themed bar complete with large screen TVs, pool, foosball, and shuffleboard tables. Located at The Golf Club.

### Lewisburg Shopping, Antiques, etc.

Shuttle service is available from 10:00 AM through 4:00 PM for trips into downtown Lewisburg, WV. Please see the concierge for details.

# 2011 Preliminary Program of Events

## THURSDAY, SEPTEMBER 22

All Day:

**Registration** – Main Lobby

**Shipper-Carrier Conferences**

**Golf** (Practice), **Tennis** (Open Play),

**Trapshooting** (Practice)

## FRIDAY, SEPTEMBER 23

7:30 a.m. **Ladies' Sports Breakfast**

Golf Club Terrace

8:00 a.m. **ACCCE Seminar** - Crystal Room

9:00 a.m. **Ladies' Golf** - 18-Hole Tournament Play

Shotgun Start on Meadows Course

9:30 a.m. **Ladies' Tennis** - Tournament Play,

Ladies' Doubles, A&B

10:00 a.m. **Shipper-Carrier Conferences**

10:30 a.m. **Men's Golf** - 8th Annual Holly Stover

Team Classic, Shotgun Start on Greenbrier

Course (sign-up required).

10:30 a.m. **Trapshooting Contest** - Gun Club

10:30 a.m. **Tour - "Project Greek Island Bunker"**

(sign-up required at registration desk)

1:00 p.m. **Men's Tennis** - Tournament Play,

Men's Doubles, A&B

1:00 p.m. **Croquet** - Tournament (sign-up required)

Attire: Please wear white

3:00 p.m. **Workshop - Divine Desserts**

(sign-up required at the registration desk) -

Chesapeake Bay Room

3:30 p.m. **Shipper-Carrier Conferences**

6:30 p.m. **Cocktail Party** (all invited)

- Colonial Terrace

Host: Norfolk Southern Corporation



## SATURDAY, SEPTEMBER 24

8:00 a.m. **Individual Corporate Meetings**

9:30 a.m. **Men's Sports Breakfast** - Golf Club

9:30 a.m. **Trapshooting Contest** (till 1:00 p.m.)  
- Gun Club

10:00 a.m. **Tennis** - Tournament Play

Mixed Doubles, A&B

10:00 a.m. **Workshop - Glass Painting**

(sign up required at registration desk)

- Chesapeake Bay Room

10:30 a.m. **Men's Golf** - 18-Hole Tournament Play,  
Shotgun Start on Old White Course

Note: Host will be responsible for forecaddie fee (\$20/pp plus gratuity).

2:30 p.m. **Bunco** (all invited) - Spring Room

3:00 p.m. **Individual Corporate Meetings**

6:30 p.m. **Cocktail Party** (all invited) - Colonial Hall

Host: CSX Transportation

7:30 p.m. **Banquet** (Black Tie) - Colonial Hall -

Distribution of prizes for Sporting Events and Calcutta

## SUNDAY, SEPTEMBER 25

7:30 a.m. **Rodeo Breakfast** (all invited) - Crystal Room. Host: Rodeo Committee

12:00 p.m. **Departure**

**Have a safe journey home!**



## THE RODEO COMMITTEE

Henry Besten  
David Potter  
Henry Rupert  
Danny Smith  
Rick Whiting  
Matthew Rice, Secretary, Treasurer

### The Rodeo Registration

Registration for the 2011 Rodeo is available online at [www.therodeo.org](http://www.therodeo.org) and must be completed by August 1. Simply click on the Registration link and follow our user friendly 3-step process. During this first step, you will register/update your contact information.

### The Rodeo Registration Fee

\$600 per member, including spouse or companion. The Registration Fee can be paid online at [www.therodeo.org](http://www.therodeo.org) during the registration process and must be completed by August 1. Easy to follow online instructions will guide you through this second step of the 3-step process.

### The Greenbrier Reservations

\$307 room deposit required.  
The Greenbrier room reservations and deposit can be secured/paid online at [www.therodeo.org](http://www.therodeo.org) during the registration process and must be completed by August 1. Easy to follow online instructions will guide you through this third step of the 3-step process. Standard room: \$307 per bedroom; other room types available upon request. Please note: The Greenbrier room plans have changed. Room rates do not include breakfast and dinner for each guest. Also, a \$25 per room daily resort fee, lodging taxes, and 18.5% gratuity for food and beverages are additional.

### Attire

Croquet: White resort casual

Shipper-Carrier Conferences: Resort casual

ACCCE Seminar: Resort casual

Rodeo Banquet: Black tie

Demonstrations: Resort casual

Dinner at In-Fusion: Business casual attire. Jacket required for gentlemen; dresses, evening suits, dress slacks, dress capris for ladies

Dinner at Prime 44 West: Business casual attire. Jacket preferred for gentlemen; dresses or evening suits for ladies

Dinner at Sam Snead's: Resort casual attire, including collared sport shirts, sweaters, jackets, dress slacks and walking shorts; jacket suggested for dinner

Dinner at The Forum: Resort casual attire, including collared sport shirts, sweaters, jackets, dress slacks and walking shorts; jacket suggested for dinner

Dinner at The Main Dining Room: Business formal attire, including jacket and tie required for gentlemen; dresses or evening suits for ladies

### Dates and Location

September 22-25, Thursday – Sunday  
The Greenbrier  
300 West Main Street  
White Sulphur Springs, WV 24986  
T: 800-624-6070 F: 304-536-7854

### Transportation

#### Airlines

Continental and Delta offers commercial flights to the Greenbrier Valley Airport (LWB) in Lewisburg. Private and corporate arrivals also choose the Greenbrier Valley Airport, which is open 24 hours a day throughout the year. The airport is about 15 minutes from the resort. For more information contact Greenbrier Travel Services at 1-800-624-6070.

\*Nonstop: Continental via the Cleveland Hopkins International Airport (CLE) to Lewisburg; Delta via the Atlanta (Hartsfield-Jackson International Airport (ATL) to Lewisburg, and New York LaGuardia Airport (LGA) to Lewisburg.

#### Ground Service

The Greenbrier offers private and group airport transportation roundtrip for the Greenbrier Valley Airport, as well as surrounding airports. For more information or to make a reservation contact Greenbrier Travel Services at 1-800-624-6070.

### Cancellation Policies

#### Rodeo Cancellations Received:

Before August 22: Full refund

August 23-29: 50% penalty

August 30 and after: Forfeiture of registration fee

The Greenbrier Cancellations Received:

After 15 days prior to arrival: Forfeit of deposit

### More Questions

Website: [www.therodeo.org/faqs.html](http://www.therodeo.org/faqs.html)

Terrie Sherrod: [terrie\\_sherrod@csx.com](mailto:terrie_sherrod@csx.com)

T: 904-359-7694, F: 904-359-3443

Gina Erwin: [gina\\_erwin@csx.com](mailto:gina_erwin@csx.com)

T: 904-359-7660, F: 904-359-3341

## EVENT CHAIRPERSONS

### Men's Golf – Dennis Damron

Phone: (904) 318-1840

E-mail: [ddamron@consultworx.net](mailto:ddamron@consultworx.net)

### Ladies' Golf – Devonnia Potter

Phone: (859) 299-1551

E-mail: [devonnia@att.net](mailto:devonnia@att.net)

### Tennis – Kate Jenkins

Phone: (904) 359-7694

E-mail: [tennis@therodeo.org](mailto:tennis@therodeo.org)

### Croquet – Jackie Larkin

Phone: (904) 359-7694

E-mail: [croquet@therodeo.org](mailto:croquet@therodeo.org)

### Bunco – Hazel Oaks

Phone: (904) 359-7694

E-mail: [cardparty@therodeo.org](mailto:cardparty@therodeo.org)