



Event Communique



90th Annual
**Coal
Rodeo**

The Greenbrier
White Sulphur Springs, West Virginia

September 22-25, 2011

90th Annual Coal Rodeo • September 22-25, 2011

Event Communique

Index

1. Rodeo Reminders
2. Rodeo Scholarship
3. ACCCE- American Coalition for Clean Coal Electricity Seminar, September 23
4. Rodeo Golf Information
5. Greenbrier Golf Information
6. 2011 Program of Events

Reminders

- ◆ **MEN'S GOLF SIGN-UP FORM** Must be completed online no later than August 29. Login to My Rodeo from the web site to access the forms (www.therodeo.org).
- ◆ **LADIES' GOLF SIGN-UP FORM** Must be completed online no later than August 29. Login to My Rodeo from the web site to access the forms (www.therodeo.org).
- ◆ **GOLF CALCUTTA** Calcutta envelopes for the Saturday Men's Rodeo Golf Tournament Calcutta can be purchased at the Registration Desk. (additional explanation available at www.therodeo.org/faqs.html)
 - ◆ The envelopes are \$20 each, and there is no limit to the number of envelopes that can be purchased.
 - ◆ The winning names will be the first four low net scores using the Callaway System.
 - ◆ Payout will be 75% of total receipts from the Calcutta.
 - ◆ Remaining proceeds will go to The Rodeo Scholarship Fund.
 - ◆ Should a golfer not participate or finish the tournament, your money will be refunded at the Registration Desk.
- ◆ **ACCCE SEMINAR** Friday, September 23, 8:00 a.m. in the Crystal Room.
- ◆ **TRAPSHOOTING CONTEST** All day Friday and Saturday morning, concluding at 1:00 p.m.
- ◆ **PROFESSIONAL PHOTOGRAPHER** Personal portraits/photography available in Chesapeake Bay Room prior to the Saturday Banquet, charged to personal accounts. Candid photos are also archived digitally and available for sale at www.greenbrierphoto.com
- ◆ **RODEO SCHOLARSHIP IN ENGINEERING FUND** Send your donation to University of Kentucky Foundation. Indicate "Rodeo Scholarship in Engineering" on check. Check on a Matching Gift Program at your Company. (See Scholarship Page for more information.)
- ◆ **BANQUET SEATING** For table reservations contact Central Reservations at The Greenbrier at (304) 536-7899. Tables are tables of 10; to reserve submit host name/phone number and names of guests.

The Rodeo Scholarship In Mining Engineering

The Rodeo Committee, in conjunction with the College of Engineering at the University of Kentucky, has established an endowment fund known as **THE RODEO SCHOLARSHIP IN MINING ENGINEERING.**

We need your assistance to make this program a continued success by helping to establish a new endowment for scholarships at the University of Kentucky in the College of Engineering.

HOW YOU CAN HELP: Print out this page, fill out and mail the form below with your tax deductible gift, or go to <http://iweb.uky.edu/giveonline/> to make a gift online. (Under “General Designation”, click on the drop down box for “Engineering, College of” and type “Rodeo Scholarship” for “specific project.” A confirmation of your gift will be sent to you directly from the University of Kentucky.

DOUBLE YOUR IMPACT! Many companies have a matching gift program that will extend the benefit of your generosity. Please check to see if one is available at your company or go to <http://www.matching-gifts.com/uky/>.

Please help support this very worthy cause.

The Rodeo Committee



➔ **Make checks out to:** University of Kentucky, *with note on check to “Rodeo Scholarship in Mining Engineering.”*

➔ **Mail to:** University of Kentucky
College of Engineering
259 Ralph G. Anderson Building
Lexington, KY 40506-0503
Phone: 859-257-9778

Your Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

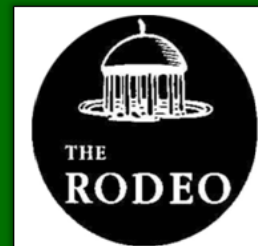
Phone: _____ Fax: _____

E-mail: _____

**ACCE
Seminar**

**Coal's Role in America's
Clean Energy Future -
Taking the Message to
Main Street**

**Friday, September 23, 2011
8:00 – 9:00 A.M.
Crystal Room**



Rodeo Golf Information

The Rodeo Golf Tournaments

Ladies': Friday, September 23 2011. Shotgun start 9:00 a.m. on the Meadows Course

Men's: Saturday, September 24, 2011. Shotgun start 10:30 a.m. on the Old White Course

Details:

- Make up your own foursome, if desired; others will be paired in a foursome where possible. (Forms must be submitted from My Rodeo online prior to August 29)
- USGA (Summer) rules apply.
- Play will be from the red tees (ladies) and the white tees (men's).
- Stroke play: Each golfer plays their own ball; scoring is based on the number of strokes a player requires to complete 18 holes. Maximum strokes per hole-double par.
- Prizes: Low gross and low net prizes will be awarded in addition to longest drive and closest to the pin holes for the Eighteen-Hole Tournament:

\$25,000 for a Hole-in-One: Hole #15 (Ladies) & Hole #18 (Men's)

4 Low Gross, 4 Low Net (Callaway), 4 Low Net (Peoria)

1 Long Drive (Ladies hole #14, Men's hole #12)

1 Closest to Pin (Ladies hole #4, Men's hole #3)

- Net Scores will be determined by using the Callaway and Peoria handicap systems to determine the four low net winners for each system. Rules for calculating scores under these systems are available upon request.
- Turn in all score cards to the Score Board by the Pro Shop. Legible names please.
- Most of all...HAVE FUN!

The Ninth Annual Holly Stover Team Classic

Friday, September 23, 2011. Shotgun start 10:30 a.m. on the Greenbrier Course.

In an effort to enable all guests to participate in the ACCCE Seminar/Panel Discussion, we are continuing the shotgun start format for this Annual Team Classic for the Rodeo instead of individual tee times.

Details:

- Make up your own foursome, if desired; others will be paired in a foursome where possible. (Forms must be submitted from My Rodeo online prior to August 29)
- Format: Play your own ball
- Scoring: Low Net (Callaway) from the best two ball score per team/foursome per hole. (i.e. Foursome score of 4,4,5,6 equals 8 for the hole)
- Prizes: Prizes will be awarded to the best score for each team/foursome in each of four flights. Flight size will be determined based on the number of foursomes (Total foursomes divided by 4).

Non-tournament golfing on Thursday, Friday, Saturday and Sunday can be arranged by contacting The Greenbrier Golf Reservations at (304) 536-7899.

Greenbrier Golf Information

PRE-ARRIVAL

- **Make sure all golf bags and travel covers are identified with the golfer's first and last name.**

(Note: Please secure or remove legs on stand bags. The Greenbrier will not be responsible for lost or damaged legs. As convenient as they may be, they are not made for travel and will snag on golf carts and bag storage racks).

- **Rental clubs are available.** Notify the Golf Reservations Office ASAP, or by August 29, 2011 at the latest with your rental equipment needs.

Rental Equipment (Reduced rates for multi-day use):

Callaway Rental Clubs

\$80.00 daily

Set includes:

Hyper X and Diablo Woods X22® Irons, Diablo Hybrids® Irons, Hybrids Odyssey White

Hot® XG Putter and a dozen Warbird Golf Balls

CG Sport Golf Shoes

\$14.00 daily

UPON ARRIVAL

- The Hotel doorman will take care of all golf clubs (name tag attached) and will forward them to the Golf Club bag storage area.
- Notify the Golf Reservations Office (x7172, if not done prior) with first and last names and rental equipment needs (if any) of all golfers in your group by 6:00 p.m. the afternoon before play. If it is absolutely impossible to do this, then please contact the Bag Room Supervisor (x7485), who is on duty until 9:00 p.m. each evening, with the information.

THE DAY OF PLAY

- The Golf Club is a 5-minute walk or 2-minute shuttle ride from the north entrance of the hotel.
- Golfers should register in the golf shop at least 15 minutes prior to their starting times.
- All participants should arrive at the cart staging area at least 30 minutes prior to shotgun start.
- Golfers' clubs will be set up on carts at least one hour before their starting time (even if players are using caddies). A sign will be placed on the front of each cart indicating pairings-by-foursomes and your designated starting hole. All players are required to take carts or caddies prior to 2:00 p.m.
- The practice range and #1 tee for each of the 3 courses are all located adjacent to the Golf Club.
- The use of traditional steel spikes is prohibited. Locker room attendants will change your spikes for a nominal fee of \$5.00.
- Green fees and cart rental will be charged to your room, unless otherwise specified.

UPON COMPLETION OF PLAY

- If you are playing the next day, leave your clubs on the cart. They will be cleaned and put into complimentary storage.
- If you are checking out later that day or early the next morning let our golf service attendants know exactly when and how you are leaving (auto, shuttle to the airports, etc.); we will deliver the clubs.

Golf Reservations

300 West Main Street, White Sulphur Springs, WV 24986

Phone: 304-536-7899 E-mail: Hill_Herrick@greenbrier.com

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2011 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** - 9th 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

EVENT CHAIRPERSONS

Men's Golf – Dennis Damron

Phone: (904) 318-1840

E-mail: ddamron@consultworx.net

Ladies' Golf – Devonnia Potter

Phone: (859) 299-1551

E-mail: devonnia@att.net

Tennis – Kate Jenkins

Phone: (904) 359-7694

E-mail: tennis@therodeo.org

Croquet – Jackie Larkin

Phone: (904) 359-7694

E-mail: croquet@therodeo.org

Bunco – Hazel Oaks

Phone: (904) 359-7694

E-mail: cardparty@therodeo.org