

# 2011 Transportation Conference

February 10  
8AM - 4PM  
Mckimmon Center  
1101 Gorman Street  
Raleigh NC

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## BEYOND THE LIMITS

Small Business In  
a New Era of  
Transportation

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Registration & Partnership  
Information

# Conference at a glance

7:30 – Ongoing	Registration
8:15 – 9:00 AM	Opening & Greetings
Plenary Session I 9:00 – 10:00 AM	Panel Discussion: “Beyond The Limits: A New Era of Transportation”
10:10 – 11:00 AM	Keynote Address by Calvin Mackie, PhD
Plenary Session II 11:00 – 12:00 PM	Panel Discussion: “Beyond The Limits: A Small Business Perspective”
12:15 – 1:30 PM	2011 Diamond Awards Luncheon Luncheon Address by Nina Szlosberg- Landis
1:30 – 4:00 PM	Expo & Matchmaking Sessions
4:00 PM	Expo Closes

The 2011 Transportation Conference offers business owners an excellent opportunity to network with representatives from the North Carolina Department of Transportation, other transportation agencies, state and local government, and private entities working in the state. In addition, the conference will feature presentations from transportation leaders, informative panel discussions, and an inspirational keynote address from motivational speaker Dr. Calvin Mackie. The day concludes with a trade fair with exhibitors from over thirty public and private agencies. Please visit [www.ncbowd.com](http://www.ncbowd.com) for full conference information.

## Panel Discussions

Session I: This session will educate the conference participants on opportunities in the current economic climate and provide strategies to survive during this period.

Session II: This session will provide an in-depth discussion with small business leaders that have endured during economic challenges from a variety of disciplines related to the transportation industry.





# Keynote address

dr. calvin mackie

Dr. Calvin Mackie is an award winning mentor, an international renowned motivational speaker, and a successful entrepreneur. His message as a mentor, speaker, and entrepreneur continues to transcend race, gender, ethnicity, religion, and time. After starting college in remedial reading because of weak SAT scores, Calvin Mackie earned a Bachelor of Mechanical Engineering from Georgia Tech and a B.S. in Mathematics from Morehouse College in 1990, a M.S. in 1992 and the Ph.D. in 1996 in Mechanical Engineering from Georgia Tech. Following graduation he joined the faculty at Tulane University where he continues to pursue research related to heat transfer, fluid dynamics, energy efficiency and renewable energy.

He is the author of the book *A View from the Roof: Lessons for Life and Business*.

An abstract background featuring a bright yellow light trail curving across the top, transitioning into a blue light trail that curves downwards. The light trails create a sense of motion and depth.

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# Conference events

## Diamond Awards

Join us as we celebrate wins for organizations and individuals doing outstanding work in the world of transportation.

## Connection Expo

The 2011 Transportation Conference Expo offers business owners an excellent opportunity to network with private and government organizations within the transportation industry. Timely information will be presented on building business relationships to position your business for future growth. Small, minority, and women-owned businesses are encouraged to attend. Previous exhibitors include SAS, Skanska, Barnhill Construction, NCIMED, and Charlotte Area Transit System.

## They're Back! Matchmaking Sessions

In an effort to pursue competitive, innovative minority business enterprises, women-owned enterprises and small businesses, we will be offering one-on-one Matchmaking sessions with prime contracting firms, government organization purchasers, and agency representatives.

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# Diamond Awards Luncheon address

## Nina Szlosberg-Landis

Nina Szlosberg-Landis is in her third term as an At-large member of the NC Board of Transportation representing environmental issues. She is Chair of the Board's Environment Planning and Policy Committee (which she helped establish); Chair of the Board's Multi-Modal Committee and Chair of the Transit Subcommittee.

Professionally Nina is a communications professional with more than 25 years experience in broadcasting, media production, community relations and social advocacy. As a local and national television correspondent, and later an independent producer she earned more than 100 awards for her work, including an Emmy for a television documentary produced about land use planning and transportation. Nina continues to use her knowledge of transportation and the environment and her experience in the field of communications serving on a variety of commissions and study groups including the 21st Century Transportation Committee, Governor's Commission on Travel Demand Management, the Highway Trust Fund Study Committee, the Air Quality Roundtable and the Climate Change Advisory Group.



Find more  
information  
online! Visit  
[www.ncbowd.com](http://www.ncbowd.com)



# Conference Partnership Opportunities

NCDOT-BOWD invites you participate as a 2011 Conference Partner. This partnership will offer an excellent opportunity to network with, and market your organization to over 300 participants including small businesses, government agencies, and private companies. The range of partnership benefits are listed below. Please call 919-508-1804 or visit [www.ncbowd.com](http://www.ncbowd.com) for full conference information.

## Platinum \$2500

- Logo placement on conference website and all conference materials
- Acknowledgement and comments at luncheon program
- One reserved table at luncheon program
- Premier placement in exhibit hall
- 1 full page ad in conference program
- Eight (8) conference registrations

## Gold \$1000

- Logo placement on conference website and all conference materials
- One reserved table at luncheon program
- Premier placement in exhibit hall
- 1 full page ad in conference program
- Six (6) conference registrations

## Silver \$500

- Preferred placement in exhibit hall
- 1/2 page ad in conference program
- Four (4) conference registrations

## Bronze \$250

- Exhibit hall space
- 1/4 page ad in conference program
- Three (3) conference registrations

Partner Registration deadline is **Thursday, January 27, 2011.**

# Conference Registration

Conference registration is available online at [www.ncbowd.com](http://www.ncbowd.com)

If you have any questions regarding Partnership Opportunities please call 919-508-1804.

Or contact Rodney Renix at [rdrenix@ncdot.gov](mailto:rdrenix@ncdot.gov)

Mail or fax forms to:  
NCDOT-BOWD  
Mail Service Center 1511  
Raleigh, NC 27699-1511  
919-508-1814 (fax)

Make checks payable to:  
NCDOT-BOWD

Partner Registration deadline:  
**Thursday, January 27, 2011**

General Registration deadline:  
**Friday, February 4, 2011**

Partnership Level:		Please Select One	
Platinum	\$2,500	<input type="checkbox"/>	
Gold	\$1,000	<input type="checkbox"/>	
Silver	\$500	<input type="checkbox"/>	
Bronze	\$250	<input type="checkbox"/>	
Private Exhibitor	\$250	<input type="checkbox"/>	
Non-Profit Exhibitor	\$125	<input type="checkbox"/>	
Conference Registration Fee	\$30	All Registrants	
Are you interested in the Matchmaking Sessions? <input type="checkbox"/> Yes <input type="checkbox"/> No. If yes, you will be contacted with more details.			
First Name		MI	
Last Name			
Company			
Title			
Address			
City	State:	Zip Code	
Work Phone	Fax Number		
Email Address			
Additional Guest Names			
Special Requirements for Exhibit Hall:			

**Print-Ready Ad Requirements:** All submissions must be print-ready, saved at a minimum resolution of 300 dpi using CMYK color mode to ensure quality. Please include an 1/8" bleed in your document. Your ad must be submitted in one of the following file types: .eps; .pdf; .tif; .jpeg. Any submissions that do not meet these requirements will not be accepted.

**BEYOND THE LIMITS**



[www.ncbowd.com](http://www.ncbowd.com)