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Subject: Heritage: VIP Boeing Dinner with Ernie Els
Location: Palmetto Bluff Inn, 1 Village Park Square, Bluffton, S.C.
When: 4/14/2015 7:30:00 PM - 9:15:00 PM

Advance: Dean Johnson, (803)608-2103

MH Attending

EVENT: Boeing VIP Customer Dinner with Ernie Els
Private Meeting with Simon Fraser and Jim McNerney

DATE: Tuesday, April 14, 2015

TIME: 7:30PM – 9:15PM

LOCATION: Palmetto Bluff Inn, 1 Village Park Square, Bluffton, S.C.

SCHEDULING CONTACT: Lindsay Leonard, cell 843-817-9233 **text 5 mins out – she will meet yall outside.*

ATTIRE: Business

STAFF: Ashton Lee

PURPOSE: Boeing customers/suppliers Appreciation Dinner with Airlines and suppliers

PRESS: No

PUBLIC: No

INTRODUCED BY: Ray Connor, Vice Chairman of The Boeing Company and President & CEO
of Boeing Commercial Airplanes

LENGTH OF SPEAKING: 5 minutes

ATTENDEES: 40-50

TABLE SEATING:

Governor Nikki Haley

Michael Haley

Jim McNerney, Chairman of the Board and Chief Executive Officer

Ernie Els, Golf Pro

Ray Connor, Vice Chairman and President and CEO of Boeing Commercial

Simon Fraser, Chairman of the Heritage Classic Foundation

Marilyn Fraser, Spouse of Simon Fraser

EVENT PROGRAM:

7:00 pm *Cocktail Reception – Verandah*

7:30PM – 7:45PM Private Meeting with Simon Fraser and Jim McNerney, Jack Jones, and Larry
Dickenson

LOCATION: TBD by Boeing

Purpose:

To ask Boeing to continue as the **presenting sponsor**.

Background:

- Heritage Classic Foundation (HCF) currently doesn't know the intentions of RBC regarding renewal.
- HCF has received feedback from RBC that they may want to extend the tournament agreement by one year while they assess their golf strategy.
- HCF doesn't want to throw out RBC, however, if they don't commit sometime soon, HCF may be willing to move forward with Boeing as the title.
- The current agreements with RBC and Boeing expire after the 2016 tournament.

Sensitivities:

- The most sensitive matter is HCF's relationship with RBC.
- The PGA Tour and RBC have a close relationship. RBC being the title sponsor of two events – RBC Heritage Presented by Boeing & the RBC Canadian Open.

7:45 pm	Dinner – Ballroom Welcome Remarks by John Wojick - introduce Jim McNerney
7:50 pm	Welcome and Toast by Jim McNerney
8:00 pm	First Course (Salad)
8:30 pm	Second Course (Duet) Ernie Els and John Wojick present 1st place awards from customer golf tournament
9:00 pm	Third Course (Dessert) Ray Conner introduces Governor Haley
9:05 pm	Governor Haley remarks
9:10 pm	Ray then introduces Simon Fraser and Simon presents tartan jackets to John Wojick and Bev Wyse and a trophy to Jack Jones
9:15 pm	John Wojick makes closing remarks and thanks everyone for attending
9:20 pm	Event concludes

SUGGESTED TALKING POINTS:

- Welcome to the Great state of South Carolina!
- Thank you for coming to South Carolina for this exciting event. We urge you to return often!
- I want to personally thank Boeing their support of this tournament and especially their commitment to SC.
- Thank the customers/suppliers for their support in Boeing!!

AUDIENCE:

Company	First	Last Name	Title
Atlas Air	John	Dietrich	Executive Vice President and Chief Operating Officer
Atlas Air	Angie	Dietrich	Spouse of John Dietrich
Atlas Air	Michael	Steen	Executive Vice President and Chief Commercial Officer
Atlas Air	Maria	Steen	Spouse of Michael Steen
Callaway	Roger	Cleveland	Chief of Golf Club Design
Callaway	Yoshiko	Cleveland	Spouse of Roger Cleveland

CASC	Li	Hai	President and Chief Executive Officer
CASC	Guo	Rui	Director of Administration
COPA Airlines	Alvaro	Heilbron	Board Advisor
COPA Airlines	Tanya	Heilbron	Spouse of Alvaro Heilbron
FedEx	Rush	O'Keefe	Senior Vice President Legal and General Council
FedEx	Julia	O'Keefe	Spouse of Rush O'Keefe
FedEx	Jim	Parker	Executive Vice President Air Operations
GOL Airlines	Alberto	Fajerman	Alliances Director
Golf Pro	Ernie	Els	Golf Pro
Heritage Foundation	Simon	Fraser	Heritage Foundation
Heritage Foundation	Marilyn	Fraser	Spouse of Simon Fraser
Hexcel Corporation	Dave	Berges	Retired Chief Executive Officer
Icelandair	Bjorgolfur	Johansson	Chief Executive Officer
Icelandair	Mala	Palsdottir	Spouse of Bjorgolfur Johansson
Icelandair	Bogi Nils	Bogason	Chief Financial Officer
Icelandair	Bjork	Unnarsdottir	Spouse of Bogi Nils Bogason
Norwegian Air Shuttle	Lars	Ola Kjos	Chief Commercial Officer, Asset Aviation Assets
Sea Island Golf Club	Jack	Lumpkin	Director of Instruction
Southwest Airlines	Dave	Ridley	Senior Vice President Business Development
Spirit Airlines	Scott	Haralson	Vice President, Financial Planning & Analysis
Spirit Airlines	Kim	Haralson	Spouse of Scott Haralson
The Boeing Classic	Larry	Dickenson	Tournament Chief Executive
The Boeing Company	Ray	Conner	Vice Chairman and President and CEO of Boeing Commercial
The Boeing Company	Tom	Downey	Senior Vice President, Communications
The Boeing Company	Kelsey	Dunn	Customer Relations
The Boeing Company	Dawn	Foster	Sales Director, Boeing Commercial Airplanes
The Boeing Company	Bruce	Foster	Spouse of Dawn Foster
The Boeing Company	Jack	Jones	Vice President & General Manager, Boeing South Carolina
The Boeing Company	Karen	Jones	Spouse of Jack Jones
The Boeing Company	Leslie	Kunde	Director, Customer Relations
The Boeing Company	Lindsay	Leonard	State & Local Government Operations, Boeing South Carolina
The Boeing Company	Brad	McMullen	Vice President North America Sales
The Boeing Company	Jim	McNerney	Chairman of the Board and Chief Executive Officer
The Boeing Company	Ihssane	Mounir	Vice President, Northeast Asia Sales
The Boeing Company	John	Moloney	Director, Transportation Policy
The Boeing Company	Kathy	Moloney	Spouse of John Moloney
The Boeing Company	Mark	Norris	Sales Director, Boeing Commercial Airplanes
The Boeing Company	Tracy	Norris	Spouse of Mark Norris
The Boeing Company	Tony	Parasida	Senior Vice President, HR and Administration
The Boeing Company	Rob	Pasterick	President, Shared Services Group
The Boeing Company	Rachel	Pasterick	Spouse of Rob Pasterick
The Boeing Company	Kevin	Schemm	Chief Financial Officer
The Boeing Company	Linda	Schemm	Spouse of Kevin Schemm
The Boeing Company	Jose	Sicilia	Sales Director, Boeing Commercial Airplanes
The Boeing Company	Greg	Smith	Executive Vice President and Chief Financial Officer
The Boeing Company	Rick	Westmoreland	Sales Director, Boeing Commercial Airplanes
The Boeing Company	Mike	Wilson	Sales Director, Boeing Commercial Airplanes
The Boeing Company	Beth	Wojick	Spouse of John Wojick
The Boeing Company	John	Wojick	Senior Vice President, Global Sales & Marketing
The Boeing Company	Chris	Zavada	Spouse of Mike Zavada

The Boeing Company	Mike	Zavada	Director, Business Operations, Boeing South Carolina
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