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**Subject:** Economic Development Groundbreaking: LPL Financial  
**Location:** York County  
**When:** 2/26/2015 1:30:00 PM - 2:30:00 PM

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Advance: Jeremy Weis  
(803)260-0848

**APPROVED BY:** NH on 12/9

**EVENT:** LPL Financial Groundbreaking  
**DATE:** February 26, 2015

**TIME:** 1:30 PM

**LOCATION:** 1410 Highway 160 West, Fort Mill, SC 29715 (Carolina's Campus construction site) directions below.

**From Columbia:**

Take I-77 north to exit 85, Hwy. 160.

Go right/east.

The site is immediately on your left.

The event set will be set up under a tent about a 1/4 mile down the road on the right hand side.

**PARKING:** There will be a reserved spot for the governor's car parallel to the tent, but on the left hand side of the road. When Governor Haley arrives, Lauren Hoyt-William, LPL PR, David Bergers, General Counsel and Managing Director, and John Cronin, LPL VP Government Relations, will be there to greet her and will introduce her to Mark Casady, LPL CEO and chairman, and Sallie Larsen, LPL chief human capital officer. Also, Morgan Crapps will greet the Governor's car when she arrives and take the gift from Ashton and put it in the Governor's chair.

**PURPOSE:** For the Governor to thank LPL Financial for their investment in the state. They are moving their regional headquarters from Charlotte to York County.

**LOCATION SET-UP:** The event will take place rain or shine, under a large event tent with gravel as ground cover. There will be a podium for remarks but no stage. Chairs will be provided for speakers to be seated before and after their remarks. There will be side walls near the front of the tent with some heat provided. Diagram attached.

Governor Haley will step out from under the tent to a prepared dirt pile for photos. They will provide a shovel and hard hat.

**ON-SITE LOCATION CONTACT:** Event day contact - Lauren Hoyt-Williams, LPL Sr. PR consultant, 704-763-1688 and Security contact - Kevin Cliff, VP, Security, 704-733-3860.

**PROJECT NAME:** Project Disney

**COMPANY NAME:** LPL Financial

**PROJECT MANAGER:** Tony Allen (Tony will not be attending the event)

**CITY AND COUNTY:** Fort Mill/ York County

**JOBS NUMBER AND INVESTMENT NUMBER:** 3,000 jobs announced and the investment was \$150 million. LPL Financial cannot provide exact numbers for hires since the announcement, but their growth is an ongoing process. LPL currently has more than 1,000 employees based at its Carolinas headquarters.

**SEATED ON STAGE/AT TABLE:**

- Mrs. Close, Family owns 2,100 acres in the area
- Dehler Hart, Close family representative
- Danny Funderburk. Town of Fort Mill mayor
- Britt Blackwell, chairman, York County Council
- Sallie Larsen, managing director and Chief Human Capital Officer
- Mark Casady, CEO and chairman
- Governor Haley

**KEY COMPANY PERSONS:**

- Mark Casady, CEO and chairman
- Sallie Larsen, managing director and Chief Human Capital Officer
- Victor Fetter, managing director and Chief Information Officer
- Michelle Oroschakoff, managing director and Chief Risk Officer
- Andy Kalbaugh, managing director, Institution Services
- Mimi Bock, managing director, Client Experience and Training
- Sara Nomellini, Senior Vice President, Corporate Real Estate
- John Cronin, Vice President, Government Relations
- Nicole Petrosino, Vice President, Government Relations

**NOTABLE CONFIRMED ATTENDEES:**

- Representative Raye Felder
- Britt Blackwell, chairman, York County Council
- Michael Johnson, councilmember, York County Council
- Danny Funderburk. Town of Fort Mill mayor
- Dehler Hart, Close family representative
- Anne Springs Close
- Dan Mummy, Clear Springs Development
- James Traynor, Clear Springs Development
- William Taylor, Springs Company

**YORK COUNTY LEGISLATIVE DELEGATION:**

Senate Delegation  
Creighton Coleman  
Greg Gregory  
Wes Hayes  
Harvey Peeler

House Delegation  
Greg Delleney  
Raye Felder  
John King  
Deborah Long  
Dennis Moss  
Steve Moss  
Ralph Norman  
Tommy Pope

Gary Simrill

**GIFT:** State flag to be given to Mark Casady, CEO after the Governor's remarks.

**PRESS:** Yes

**PUBLIC:** Yes

**ACCESS TO EMPLOYEES:** Other than the executives listed, LPL Financial employees will be at a dessert reception back at their offices.

**INTRODUCED BY:** Sallie Larson, Managing Director and Chief Human Capital Officer

**LENGTH OF SPEAKING:** 5 minutes

**LINE-BY-LINE:**

1:30 p.m. Arrive at site, park vehicle in reserved spot  
1:31 p.m. Governor welcomed by LPL's Lauren Hoyt-Williams and John Cronin  
1:32 p.m. Escort Governor Haley to the tent  
1:33 p.m. Introduce Governor Haley to Mark Casady and Sallie Larsen, LPL execs  
1:35 p.m. Welcome and introductions to the other speakers  
(Mayor Funderburk, Dehler Hart, Britt Blackwell, Anne Springs Close)  
1:38 p.m. Program start time, speakers take their seats  
1:39 p.m. Sallie Larsen, welcome remarks  
1:41 p.m. Sallie introduces Governor Haley, shake hands  
Remarks from Governor Haley  
1:46 p.m. Sallie returns to introduce Mark Casady, shake hands  
Remarks from Mark  
1:49 p.m. Sallie returns to introduce Britt Blackwell, shake hands  
Remarks from Britt Blackwell  
1:52 p.m. Sallie returns to introduce Mayor Funderburk, shake hands  
Remarks from Mayor Funderburk  
1:55 p.m. Sallie returns to introduce Dehler Hart, shake hands  
Remarks from Dehler Hart  
1:58 p.m. Sallie returns to assemble those for photo #1  
Governor Nikki Haley  
Mark Casady, LPL  
Sallie Larsen, LPL  
Britt Blackwell, chairman, York County Council  
Fort Mill mayor, Danny Funderburk  
Dehler Hart on behalf of the Close family  
Anne Springs Close  
2:03 p.m. Sallie Larsen returns to assemble those for photo #2  
Project partners  
Sara Nomellini, LPL  
Elise Rainville, LPL  
2:05 p.m. Media interviews  
Facilitated on site by Lauren Hoyt-Williams and Katie Hallaway  
2:30 p.m. Governor Haley departs

**HISTORY OF COMMUNICATION:** The Governor has spoken on the phone with Mark Casady, Chairman and CEO of LPL Financial on April 4, 2014. Also the Governor attended the LPL Financial announcement on June 16, 2014 where she met,

- Mark Casady - Chairman and CEO
- Sallie Larsen - Managing Director, Chief Human Capital Officer
- Victor Fetter, LPL
- Sara Nomellini, LPL

- York County Council, Britt Blackwell
- Mayor Funderburk

**COMPANY OVERVIEW:** LPL Financial was formed in 1989 through the merger of two small brokerage firms, Linsco and Private Ledger. LPL Financial is one of the largest brokerage firms in the country supporting approximately 17,500 financial professionals. LPL Financial has offices in Boston, San Diego, and Charlotte.

- Nation's largest independent broker/dealer firm
- 4.3 million funded accounts
- Over 13,000 financial advisors supported
- Approximately 4,500 technology, custody, and clearing service subscribers
- Approximately 700 financial institution partners
- \$438 billion in advisory and brokerage assets

LPL Financial helps entrepreneurial financial advisors establish successful businesses offering independent financial guidance and advice. The company offers technology, training, infrastructure, and research, as well as stocks, bonds, mutual funds, annuities, insurance, and other investment products and services. LPL Financial also uses an open-architecture platform, providing customers with access to thousands of commission, fee-based, cash, and money market products manufactured by hundreds of third-party product sponsors.

- Company Bragging Points: Through the LPL Financial Charitable Foundation, the company creates partnerships through volunteer and financial support that enhance access to educational, career, and financial literacy resources, fostering economic empowerment for at-risk individuals and families in the LPL Financial communities.

### **SUGGESTED TALKING POINTS:**

- Last June, LPL Financial announced that it would build its regional headquarters here in York County.
- Today, I am pleased to be here for the much anticipated groundbreaking for a company that I know will be a successful business partner here in the Palmetto State.
- We enthusiastically welcome LPL Financial to South Carolina!
- This \$150 million investment will create a record-breaking 3,000 new jobs!
- That is the largest single jobs announcement ever in York County, and one of the largest in our state's history!
- For over 40 years, LPL has proven itself to be a leading financial services firm and a critical support system to start-up financial firms across our country.
- The name of their game is growing business and creating jobs, and they could not have found a more willing and able partner than York County and the State of South Carolina!
- Much as LPL facilitates growth for their clients, all of us here in the state are committed to supporting our business partners to grow to their potential and create jobs.
- That's why we are proud to say that LPL Financial has designated this region as its primary destination for job growth over the next five years.
- Out of anywhere in the country, this region will be the home and primary focus of one of the nation's premier financial advisor firms.

- And that is by no mistake. We are firmly in the customer service business, and world-class companies – like LPL Financial – have taken notice.
- The people of South Carolina have built an exceptional workforce of bright, talented, and hardworking people that make up the backbone of our business community.
- And one thing I want to express is that our commitment to you is unwavering. Today, we celebrate this milestone with you. But it doesn't end there – we will be with you and have your back every step of the way.
- Thank you for placing your faith in us, and we look forward to your future in this great state that is Just Right for business!