



## Fall 2011 IT Conference



800 Cox Creek Parkway South  
Florence, AL 35630

**HOSTED BY:**  
**Florence Utilities**

In the ever-changing world we live in, where technology is changing faster than the speed of sound, it is crucial that we stay current on what is going on around us and what works for others. This is a perfect opportunity to join forces with others in the utility business facing the same issues you do everyday.

We welcome you to Florence and look forward to entertaining you. Florence is southern living at its best. From the houses on the bluff overlooking the Tennessee River to the beautiful and historic homes in the city's downtown area, life in Florence is full of beauty. We have an excellent climate, with four gentle and distinct seasons; terrific recreation opportunities with boating and fishing on the beautiful Tennessee River and golf courses for every skill level. Shopping opportunities are available in Historic Downtown or in the Mall. Located in the northwest corner of Alabama, you are only a short drive from the big cities. Florence has an estimated population of 36,721. Florence Utilities has electric, gas, water and waste water services for its citizens. The Electric department services the entire county of Lauderdale with approximately 80,000 customers and 750 square miles of service area. The Gas Department resells natural gas to 15,375 customers. Our Information Technology department provides support to not only the utilities, but to all of the city departments.

Inspired by Southern hospitality, discover a Florence, Alabama hotel where conservative elegance and the beauty of nature combine for a memorable experience at the Marriott Shoals Hotel & Spa. Set in the Tennessee River Valley, the golf resort invites you to experience a new level of refinement and charm among hotels in Alabama while the spa resort allows you to refresh your body, mind, and spirit at the 6,000 square foot European spa, delivering the pinnacle of rejuvenation.

Look over the attached agenda for two and a half days packed full of useful information, great networking, good food and friends. If the topics in this conference do not directly deal with the job duties you perform at your company please pass this information packet on to someone who will benefit from this type of information.

Please visit our website for information about UTA, our current members, past conference information and much more.  
[www.utilitytechnology.org](http://www.utilitytechnology.org)

## REGISTRATION

Conference Fee: \$100 for utility members - \$150 for vendors - \$150 for vendors' booths.

Note: Lunch on Wednesday and Thursday and the evening meal on Thursday are included with your paid registration. Please register before the September 12<sup>th</sup> deadline.

You can send your registration fee in (preferred) or you may bring your fees with you to the meeting, there will be a registration table set up to accept your fees and provide you with a receipt. Regardless of how you send in your fees please pre-register so we will know ahead of time how many attendees to expect. Any questions or concerns about this conference please contact the host John Moody at 256-740-6017 [jmoody@florenceal.org](mailto:jmoody@florenceal.org) If you wish to bring a guest to the evening meal there will be an additional \$25 fee for each guest.

\*\*\*All conference attendees are asked to bring a door prize (1 per company at least a \$25.00 value). \*\*\*\*

## Hotel Accommodations



800 Cox Creek Parkway South  
Florence, AL 35630  
800-228-9290

<http://www.marriott.com/hotels/travel/mslmc-marriott-shoals-hotel-and-spa/>

Rooms are being held in the group name of UTA. Prices available for rooms for this event are \$139.00 per day plus taxes. These rates will be honored until September 12<sup>th</sup> at which time their regular rates will apply. You can get this room price for the weekend following the conference as long as you reserve it by the **September 12<sup>th</sup> deadline**. After this date the rooms will be \$169 per night.

In case this hotel is booked you can also reserve rooms at the following hotels:

- Hampton Inn Florence - Midtown, 2281 Florence Blvd. 256-764-8888
- Hampton Inn Florence – Downtown, 505 S. Court Street 256-767-8282
- Comfort Inn - 150 Etta Gray Drive, 256-740-0444

Note: We do not have a special room rate reserved at these hotels.

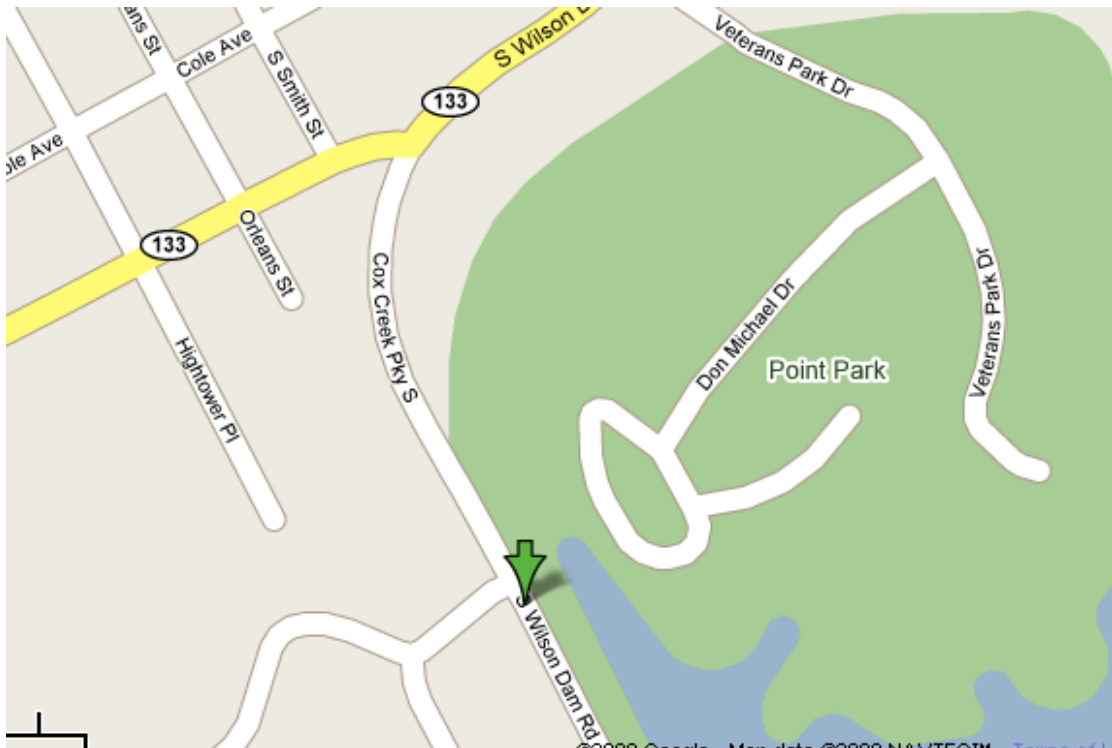
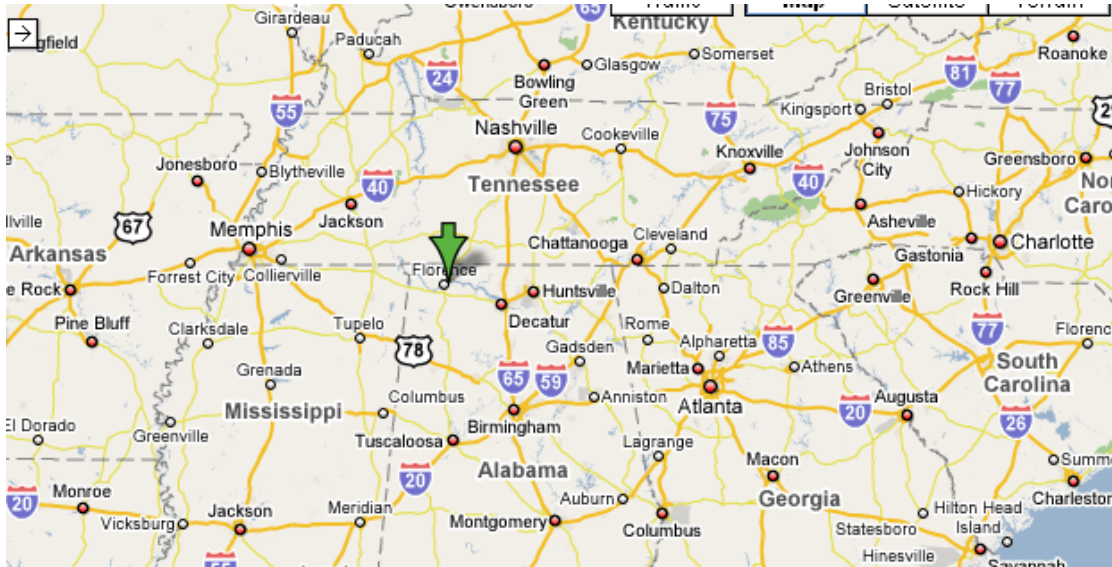
**We look forward to seeing you at the UTA Conference in Florence, Alabama!**

## Airport Information

- Northwest Alabama Regional Airport, 1729 T. Ed Campbell Drive, Suite A, Muscle Shoals, AL 256-381-2869
- Huntsville International Airport, 1000 Glenn Hearn Blvd. SW, Huntsville, Alabama 35824, 256-772-9395 (50 Miles from Florence)

# Directions

From Interstate 65 take the Athens exit (highway 72 West) to Florence. Travel about 44 miles and take highway 133 south for about 1.5 miles to the Shoals Marriott.



If you have any questions please call John Moody at 256-740-6017 or Cell – 256-248-5016 or you can email him at [JMoody@florenceal.org](mailto:JMoody@florenceal.org) .

## Other Things to Do:



If you are arriving early or staying the weekend you may want to take advantage of the Marriott Shoals golf courses or spa facilities.

**GOLF** If you are interested in playing golf before the conference begins please contact John Moody.

JMoody@florenceal.org. Office - 256-740-6017 Cell – 256-248-5016

**SPA** – Or you can relax in the Shoals wonderful spa with a massage, a manicure and pedicure, or melt away the stress in their luxurious steam room. For more information concerning spa packages and prices visit their website at:

<http://www.marriott.com/hotels/hotel-information/fitness-spa-services/mslmc-marriott-shoals-hotel-and-spa/>