



Thirsting For
HIGHER SUCCESS



Steve Reinemund
Former
Chairman
& CEO

PepsiCo



Frank Harrison
Current
Chairman & CEO

Coca-Cola
Bottling Co.
Consolidated

What
legacy
will
you
leave
behind?

One Event...Two Recipes for Success

Thirsting for Higher Success

a business leadership event

Thursday, March 29, 2012 | 11:30am

Bentonville, AR | John Q. Hammons Convention Center

Speakers: Steve Reinemund and Frank Harrison



EVENT DESCRIPTION

Former beverage rivals will sidestep brand loyalty and challenge business leaders in the Bentonville, AR community on March 29 as they share secret recipes for personal success and the pivotal role faith has played in both their professional and personal lives. All proceeds from this event will benefit With Open Eyes, a 501(c) 3 non-profit global missions organization.

EVENT SPEAKERS

Steven S. Reinemund

Steve Reinemund is former Chairman and CEO of PepsiCo and currently serves as Dean of the Schools of Business at Wake Forest University. A 23 year veteran of PepsiCo, Steve's leadership from 2001 to 2006 increased revenues by more than \$9 billion, net income by 70 percent and earnings per share by 80 percent. PepsiCo's annual dividend doubled and the company's market capitalization surpassed \$100 billion. Steve's legacy includes a commitment to health and wellness, diversity and inclusion, and values-based leadership. He currently serves on the Wal-Mart Board of Directors and as Dean of the Wake Forest University Schools of Business.

Frank Harrison

As the fourth generation leader of what has become the nation's largest independent Coca-Cola bottler, Frank Harrison's roots in the Coca-Cola system date back to 1902 when his great-grandfather started one of the first Coca-Cola bottling operations in the country. Today, with operations in parts of 11 states and annual sales of \$1.5 billion, Frank is building a lasting legacy focused on creating a culture of servant leaders whose values and actions honor God. In 2008, Frank and his son, James Harrison, co-founded With Open Eyes Foundation, Inc.

EVENT LOCATION

John Q. Hammons Convention Center

Embassy Suites Hotel, Spa & Convention Center

3201 Pinnacle Hills Parkway | Rogers, AR 72758 | 479-271-2365

Directions: Take I-540 to exit #83, go West on New Hope and South on Pinnacle Hills Parkway. 1/4 mile on left.

EVENT REGISTRATION

Table Sponsorship	Admission and seating for 10 participants	\$ 1,000
½ Table Sponsorship	Admission and seating for 5 participants	\$ 550
Single Tickets	Individual admission and seating	\$ 125

Registration includes full luncheon meal. Purchase online starting January 9, 2012 through the With Open Eyes Foundation website www.withopeneyes.net or mail registration form and check to:

With Open Eyes Foundation, 4100 Coca-Cola Plaza, Charlotte, NC 28211.
Contact Christina Hogan at 704.442.7117 for further assistance.

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EVENT SPONSORSHIP LEVELS

PRESENTING SPONSOR (\$25,000) - 2 available

- Logo/Branding in all print materials for the event
- Link from home page of With Open Eyes Foundation website
- Opportunity of branding materials at seats
- On-site display opportunities
- Special name tag recognizing sponsorship
- Verbal recognition during event
- Premier table seating at event (2 tables for 20 people)

FEATURE SPONSOR (\$3,000) - 3 available

- On-site display opportunities
- Special name tag recognizing sponsorship
- Feature table seating at event (1/2 table for 5)

TABLE SPONSOR (\$1,000)

- Admission and seating for table of 10

1/2 TABLE SPONSOR (\$550)

- Admission and seating for 1/2 table of 5

INDIVIDUAL TICKET (\$125)

- Admission and seating for one

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Yes! I would like to sponsor or register to attend the
**THIRSTING FOR HIGHER SUCCESS
BUSINESS LUNCHEON
MARCH 29, 2012 | 11:30 AM**



Register online at www.withopeneyes.net or by mail using this form.

Sponsorship Levels	Please mark (X)
Presenting Sponsor (\$25,000)	<input type="checkbox"/>
Feature Sponsor (\$3,000)	<input type="checkbox"/>
Table Sponsor (\$1,000)	<input type="checkbox"/>
1/2 Table Sponsor (\$550)	<input type="checkbox"/>
Individual (\$125)	<input type="checkbox"/>

We would like to sponsor or register to attend the THIRSTING FOR HIGHER SUCCESS BUSINESS LUNCHEON in the amount of \$_____.

Name or Organization _____

Address: _____

E-mail _____

Phone: _____

Cardholder/Organization Name: _____

Billing Address: _____

Card Number: _____ Exp. _____ CVV: _____

Check # _____

Make check payable to:

WITH OPEN EYES

4100 COCA-COLA PLAZA

CHARLOTTE, NC 28211

704.442.7117

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