

OUR MEMPHIS

Memphis: "Place of Good Abode"

Memphis, known as the birthplace of the blues and rock-and-roll, is the music epicenter of the universe. With Elvis Presley's Graceland, world-famous Beale Street, the Smithsonian Rock 'N Soul Museum, Sun Studios, Gibson Guitar Factory, and, of course, the Stax Museum of American Soul Music, Memphis offers visitors attractions that no other city in the world can claim.

Every city has its own unique tale. Deep in Memphis' DNA is a cross-stitch of music, cotton, blues and barbecue. Sure the southern politeness is still there, but today Memphis has hit a new stride. New generations are looking to put their own stamp on the city -- with new bands, fresh takes on traditional cuisines, and a can-do culture.



THE PEABODY MEMPHIS



In the heart of "Blues City," you'll find The Peabody Memphis, a magnificent Forbes Four-Star, AAA Four-Diamond historic Downtown Memphis hotel. Its convenient downtown location is just blocks from attractions like Beale Street, the Memphis Rock N Soul Museum, Gibson Guitar Factory, Fed-Ex Forum, National Civil Rights Museum, Sun Studio, Orpheum Theatre, and the Memphis Cook Convention Center. The Peabody itself is also one of Memphis' most popular

attractions. The Peabody Ducks march to and from the Grand Lobby daily at 11 am and 5 pm in a time-honored tradition dating back to 1933.

- Mention the group "IEEE Transformers"
- For room reservations, use the link on committee's website (www.transformerscommittee.org)
- Standard room rate: US\$159/night, single or double
- Memphis International Airport (MEM) is located approximately 15 minutes from The Peabody
- Hotel does not provide shuttle service to/from airport
- Estimated taxi fare: US\$30 (one-way)

The Peabody Memphis

149 Union Avenue
Memphis, Tennessee 38103
(901) 529-4000
www.peabodymemphis.com



IEEE/PES Transformers Committee Fall 2015 Meeting

NOVEMBER 1-5, 2015 | www.transformerscommittee.org

Hosted by Mitsubishi Electric Power Products, Inc.



MEMPHIS, TENNESSEE

EARLY BIRD EVENT

Saturday Evening, October 31:

Arrive early and experience a heart-pounding Grizzlies NBA basketball game! Awaiting the June release of the game schedule, the tentative plan includes a premium suite offering exceptional comforts and an incredible view of the game. Alternatively, the legendary original B.B. King's Blues Club is ready to host our group for a lively and memorable night of live, local entertainment and mouth-watering Memphis cuisine.



TECHNICAL TOURS



Sunday: November 1

ABB Transformer Components Facility

Experience the largest bushing manufacturing facility in the world, supplying both traditional designs as well as the latest in oil-free, paper-free, resin impregnated synthetic technology. This is your one-stop shop for transformer components: bushings, on-load and off-load tap changers, sudden

pressure relays, nitrogen blanket systems, bushing potential devices, and more. Charter buses will depart the Peabody Hotel at 7:30 am to take you to the facility 1.5 hours east of Memphis. While traveling the Music Highway, the Blues will keep you entertained. Ol' fashion BBQ will be provided for lunch. Buses will return to the Peabody at ~3:00 pm. If necessary, earlier returns can be accommodated.

Monday Evening: November 2 Mitsubishi Electric Power Products, Inc. Transformer Manufacturing Facility

By invitation only. Join the Mitsubishi Electric Power Transformer Division for an opportunity to tour their new 350,000 sqft, state-of-the-art transformer manufacturing facility, located a brief 10-minute trip from downtown Memphis. Transportation and dinner will be provided as part of the tour. Invitations will be sent out by September, directly from Mitsubishi Electric, so you have plenty of time to make your event plans.



Thursday Afternoon: November 5 Reinhausen Manufacturing Tap Changer Manufacturing Facility

Reinhausen Manufacturing invites you to their on-load tap changer manufacturing facility in Humboldt, Tennessee. The facility has undergone major changes in the last three years, and in 2014 alone, has shipped more than 1,000 OLTCs.

A charter bus will depart the Peabody at 1:00 pm to take you to the facility 1.5 hours east of Memphis. Box lunches will be provided on the bus. After a plant tour, buses will take you downtown to the Opera House – a historic downtown building that has been recently renovated into a beautiful event hall. Cocktails, dinner and entertainment will be provided. Buses will return to the Peabody at ~7:00 pm.

EVENING DINNER SOCIAL

Wednesday Evening, November 4

From 1959 – 1974, a tiny movie-theater-turned-recording-studio in Downtown Memphis produced a string of hits that still stirs souls today. Many of the artists and musicians who recorded at Stax were from the surrounding neighborhood, local churches and schools. In a time when racial tension was high, this studio never saw race but rather focused on producing its own sound – a Memphis sound – that would be heard around the world. Join fellow meeting attendees for a fabulous night of food, entertainment, and an amazing collection of more than 2,000 interactive exhibits, films, artifacts, items of memorabilia, galleries, and – of course – Isaac Hayes' gold-plated, peacock blue 1972 Superfly Cadillac El Dorado.



SPOUSE/COMPANION TOURS

Monday, November 2: MEMPHIS BEATS AND EATS



Come aboard the Music Bus! Get to know Memphis on this action-packed drive through the city complete with a professional Beale Street musician playing and singing some of Memphis' most legendary tunes! Filled with comedy, history, and behind-the-scenes stories of famous Memphis personalities and places, this tour is sure to entertain and delight. For lunch "*put some*

South in your mouth" at the renowned Blues City Cafe. Enjoy some of the best food Memphis has to offer from ribs and shrimp, to catfish and tamales. Then jump back on the Music Bus for a rockin' ride to Graceland where you'll tour the King's mansion and be immersed in Elvis facts and memorabilia to round out this fun-filled day of Memphis beats and eats!

Tuesday, November 3: CREATIVE EXPLORATIONS



Get ready to be inspired! Spend the morning exploring Dixon Gallery and Gardens, a fine art museum and 17-acre public garden (certified arboretum) located in the heart of Memphis. With a permanent collection of over 2,000 objects including important French Impressionist paintings from Claude Monet and Jean-Louis Forain this stop is a must-see! Then continue your explorations with a unique gourmet food

truck lunch experience on the beautiful grounds of The Dixon. Food trucks have been gaining popularity all over the United States and Memphis has some of the best! After lunch you'll continue on to one of Memphis' most unique locations, the National Ornamental Metal Museum. The Metal Museum is the only institution in the United States devoted exclusively to the art and craft of fine metalwork. Unlike conventional art museums, it isn't just a place where art is displayed; it's a place where art is made. Enjoy a hands-on opportunity to make your own metal art and don't miss the magnificent view of the mighty Mississippi River from the facility grounds!