



# TRANSFORMERS COMMITTEE



September 3, 2015

Dear Committee Members and Guests:

You and your companion are cordially invited to attend the upcoming Fall 2015 Meeting of the IEEE/PES Transformers Committee, to be held November 1-5 in Memphis, Tennessee. This is our second meeting in Memphis, and we are looking forward to showing off what has changed, as well as having a productive meeting in Blues City!

Our meeting will be held at the historic Memphis Peabody Hotel, located at 149 Union Avenue. Conveniently located just blocks from Memphis attractions such as Beale Street and the National Civil Rights Museum, The Peabody is considered one of the finest downtown Memphis hotels and is home to the world-famous Peabody Ducks.

**HOTEL INFORMATION:** Discounted guestroom rate at the Peabody is US\$159, including complimentary internet in the guest rooms. Just mention "IEEE Transformers" to receive the group rate, or visit the Committee's website for a link to reserve a room. The cut-off date for this group rate is Friday, October 2, but we expect the hotel to sell-out before this date.

Discounted overnight self-parking is \$10 per night; valet parking is also available at an additional cost. Instead of renting a car, there are plenty of places within walking distance to explore, and transportation will be provided for off-site events. If you do rent a car or drive, the parking entrance is located off 2nd Street; use this address for your GPS device: "118 - 2nd Street South, Memphis, TN".

**GETTING THERE:** The Peabody Hotel is located about 15 minutes from Memphis International Airport (MEM). Taxi fare to downtown Memphis is approximately US\$30 one-way. Taxis depart from Terminal B baggage claim area at the ground level. For additional ground transportation from MEM, visit [http://www.mscaa.com/directions/ground\\_transportation](http://www.mscaa.com/directions/ground_transportation).

**MEETING REGISTRATION:** Register on-line at [www.transformerscommittee.org](http://www.transformerscommittee.org) for social events, tours and the meeting. Register by Friday, October 2 to receive a \$50 early registration discount. The on-line registration system will be disabled on Wednesday, October 28 to print namebadges and finalize counts. The cost to register on-site is substantially higher than the advance registration price.

**WEATHER:** We are glad you will visit Memphis in the fall where you will miss our hot and humid temperatures; however, our fall weather can be unpredictable. For this time of year, you can expect average highs of 68°F/20°C with average lows of 48°F/9°C. Best advice is to dress in layers and bring a jacket, just in case! Most of our events are indoors, and we are hoping for great weather during your visit!

**SATURDAY EARLY BIRD EVENT:** Join us for a unique experience at a venue with amazing energy! Cheer on the Memphis Grizzlies NBA basketball team from our own party suite at FedExForum, located in the heart of downtown, next to the famed Beale Street. Attendance is limited, so register early for this outing! See flyer for more details.

**SUNDAY EVENING RECEPTION:** Renew old friendships and form new ones! We have the Skyway Room reserved at the Peabody, and, weather permitting, we will be able to venture out onto the rooftop to see the Royal Duck Palace, the Memphis skyline and views of the Mississippi River. A cash bar and TONS of fabulous food will be provided, along with entertainment by Memphis vocalist and harmonica player, Brandon Santini.

**WEDNESDAY DINNER SOCIAL:** We invite you to join us at the Stax Museum of American Soul Music for a night of exceptional food surrounded by an amazing collection of “Memphis Sound” memorabilia. Take home your own photo memorabilia next to Isaac Hayes’ gold-plated, peacock blue 1972 Superfly Cadillac El Dorado. This will be a party experience you will not want to miss! Shuttle buses will run between the Peabody and Stax for your convenience. See flyer for more details.

**SPOUSE/COMPANION TOURS:** Monday will be “Beats and Eats” with an action-packed bus tour through the city, complete with a Backbeat Tours’ **professional Beale Street musician** along for the ride, playing and singing some of Memphis’ most legendary tunes. Enjoy lunch at the renowned **Blues City Café** before jumping back on the Music Bus for a rockin’ ride to **Graceland**. Here you will tour the King’s mansion and be immersed in Elvis facts and memorabilia to round out this fun-filled day! Attendance is limited, so register early. See flyer for details.

Tuesday is our “Creative Explorations” day, where you will 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. Your explorations continue with a unique gourmet food truck lunch experience and then on to one of Memphis’ most unique locations, the **National Ornamental Metal Museum**. The Metal Museum is the only institution in the USA devoted exclusively to the art and craft of fine metalwork. Participate in a hands-on activity of creating your own cast-metal art while enjoying a magnificent view of the mighty Mississippi River.

**ADDITIONAL MEETING INFORMATION:** Along with this invitation letter, additional meeting information can be downloaded from the Committee’s website at [www.transformerscommittee.org](http://www.transformerscommittee.org):

- Meeting Registration Fee Summary. Use this as a guide to review the fees for each activity before you begin the on-line registration process. Instructions for individual event registrations and payment can be found on this page.
- Detailed Meeting Schedule and General Sessions Agenda. If any noteworthy changes are made, an updated schedule will be posted on the Committee’s website a few days prior to the meeting.
- Other informational flyers, including those for the Saturday Early Bird event, Wednesday Dinner Social, Spouse/Companion Tours and technical presentations.

We look forward to seeing you at the Fall 2015 Meeting and are certain you will enjoy a rockin’ good time in Memphis!

### ***Craig & Cheryl Swinderman***

Fall 2015 Meeting Host  
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