

To: Hupp, Sydney[hupp.sydney@epa.gov]
Cc: scheduling[scheduling@epa.gov]
From: Daren Coppock
Sent: Tue 5/30/2017 8:38:49 PM
Subject: RE: copy of invitation letter
EPA Administrator Pruitt Speaker Request Form.docx

Thanks for your quick response. Attached please find the completed speaker request form. Let me know if you have any questions!

--

Daren Coppock

President & CEO

Agricultural Retailers Association

Suppliers to America's Farmers

1156 15th Street, NW | Suite 500 | Washington, D.C. 20005

Direct: 202.595.1724 | Main: 202.457.0825 | Fax: 202.457.0864

dcoppock@aradc.org

www.aradc.org

Save the Date

*ARA Conference & Expo >> November 27-30, 2017
Arizona Biltmore: A Waldorf Astoria Resort >> Phoenix, Arizona.*

From: Hupp, Sydney [mailto:hupp.sydney@epa.gov]
Sent: Tuesday, May 30, 2017 3:05 PM
To: Daren Coppock <DCoppock@aradc.org>
Cc: Dickerson, Aaron <dickerson.aaron@epa.gov>
Subject: RE: copy of invitation letter

Thank you for reaching out! I'm glad to hear that you enjoyed his speech. We have you on our list of events to discuss for fall! At this time though we are only planning travel through August so it might be a bit before we can reach back to you. In the interim, would you kindly fill out the

attached so that we have all necessary info when we discuss?

Thank you!

Sydney Hupp

Executive Scheduler

Office of the Administrator

202.816.1659 (c)

From: Daren Coppock [<mailto:DCoppock@aradc.org>]

Sent: Friday, May 26, 2017 2:59 PM

To: Hupp, Sydney <hupp.sydney@epa.gov>

Subject: copy of invitation letter

Sydney,

Andrew Wheeler was kind enough to share your contact information. We sent an invitation via US mail for Administrator Pruitt to keynote our annual meeting in November. After hearing him on Wednesday of this week at the Faegre Baker Daniels meeting I'm even more keen on getting him to our meeting – his comments were outstanding and a breath of fresh air from EPA.

Attached is a copy of the letter for your reference. We'd love to hear from you as soon as you're able to provide a tentative indication.

Have a great Memorial Day weekend!

--

Daren Coppock

President & CEO

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ADMINISTRATOR PRUITT SPEAKER REQUEST FORM
U.S. Environmental Protection Agency

Deadline for Acceptance: September 1, 2017 to be included in printed materials. Promotional materials will begin to be circulated in June. We would take a "yes" anytime!

Event Title: Agricultural Retailers Association Annual Conference & Expo

Speech Date: Wednesday, November 29, 2017

Is the Above Date Flexible: Not really – there is a very short general session the following morning but it would be difficult to make the switch. Our Board of Directors meets Monday evening Nov 27 so that would be an opportunity with a much smaller crowd if Wednesday cannot work.

Speech Time & Duration: The slot we have reserved is in the early afternoon on Nov 29. We could swap speakers and place him in the late morning if necessary. We're looking for 30-45 minutes with an opportunity for a few questions.

Speaker Requested: Administrator Scott Pruitt

Would You Consider a Surrogate: Our strong preference is for the Administrator – his role, presentation style and personality would be a superb fit for our audience. We would *consider* a senior surrogate if he is absolutely not available.

Event Location: Arizona Biltmore (www.arizonabiltmore.com)
2400 East Missouri Avenue, Phoenix, Arizona, 85016
(855)689-2878
McArthur Ballroom

Open Press/Closed Press: Open to registered media (generally agribusiness trade press)

Is Event Webcast/Recorded/Transcribed: Video recorded with the permission of the speaker but not live streamed.

Purpose of the Event: Annual meeting of the Association

Speech Topic: A New Day at EPA – Returning to Foundations of Science and Law. We're very flexible on the actual title. Our members felt like they were under assault from the prior EPA with legal process fouls too numerous to mention; we could provide a briefing on that for his preparation if that would be helpful. We are very pleased to hear the Administrator's comments about focusing on the core mission, relying on science, and conforming to enabling statutes.

Requested Presentation Format: Keynote

Dress Code: Business. Most attendees will be in business or business casual and speakers will be in business attire.

Speech/Presentation Duration: 30-45 minutes

Teleprompter Available: We have a confidence monitor but not a teleprompter.

Microphone / Room Setup: Room setup is a mixture of classroom and theater seating for



ADMINISTRATOR PRUITT SPEAKER REQUEST FORM
U.S. Environmental Protection Agency

approximately 600. We can provide a podium, handheld or lavalier microphone – whatever he prefers. We frequently have international colleagues attend, particularly from Brazil, so there may be simultaneous interpretation for the non-English speakers.

Event Sponsor:

The Agricultural Retailers Association (ARA) is the convener of the event. There is a long list of event sponsors which will not be confirmed until later in the year. Sponsors typically include producers of fertilizer, crop protection chemicals, application equipment, and services that support agricultural retailers. For reference, a list of sponsors for the same event in 2016 is available at <http://www.aradc.org/ara2016/sponsors2016>.

Relationship to the EPA:

ARA retail member companies supply farm inputs and agronomy services to farmer customers, and the use of many of those inputs (pesticides, anhydrous ammonia) is regulated by EPA. ARA has worked with EPA on joint projects in the past to communicate container recycling and fuel spill/storage requirements and we look forward to doing so again.

Event Agenda/Program:

The program starts Tuesday evening November 28 with a reception in the exhibit hall. General sessions run on Wednesday morning, early afternoon Wednesday and late morning Thursday. The conference closes at noon on Thursday though there is an optional agricultural tour that afternoon.

Confirmed keynoters at present include Jim Collins from DuPont, who is expected to run the agribusiness that emerges from the DuPont-Dow merger; global strategist Peter Zeihan; and a panel on alternative business models featuring Steve Watts (Farrell Growth Group) and Amol Deshpande (Farmers Business Network) moderated by Dr. Dave Downey (Purdue University).

ARA offers concurrent breakout sessions late afternoon Wednesday and early morning Thursday. We can provide information on these sessions if it would be helpful.

The 2017 conference marks the 25th Anniversary of the creation of ARA so we will be inviting past chairs and celebrating that landmark.

Honorable Guests Attending:

Our members!

Notable Federal, State or Local Appointed or Elected officials attending:

Agriculture Secretary Sonny Perdue has been invited but has not yet confirmed.

Individual Introducing Administrator:

Daren Coppock, ARA President & CEO

Person to contact for speechwriting purposes:

Daren Coppock, President & CEO
dcoppock@aradc.org
O: (202) 595-1724
M: (202) 997-4041

Person to contact for media purposes:

Brian Reuwee, Director of Communications and Marketing
brian@aradc.org



ADMINISTRATOR PRUITT SPEAKER REQUEST FORM
U.S. Environmental Protection Agency

O: (202) 595-1712
M: (636) 579-0290

Origin of Invitation:

Daren Coppock, President & CEO
dcoppock@aradc.org
O: (202) 595-1724
M: (202) 997-4041

Day of Event Point of Contact:

Daren Coppock, President & CEO
dcoppock@aradc.org
O: (202) 595-1724
M: (202) 997-4041

Security Contact:

Brian Reuwee, Director of Communications and Marketing
brian@aradc.org
O: (202) 595-1712
M: (636) 579-0290

Is the organization or host of the event a registered 501(c)(3), (4), or has a 527 Political Action Committee (PAC):	ARA is a 501(c)6 trade association and does have a PAC. The only PAC event at the conference requires a separate purchased ticket by eligible participants and is scheduled for Wednesday evening.
Will there be a presentation of a "gift" to the Administrator?	We customarily provide a speaker gift but are not required to do so. If he prefers to not receive anything we can accommodate that request.
If so, what is the US currency value of the gift?	Speaker gifts have not been selected for 2017 but will not exceed \$35 in value.
Will a meal be provided, if so what is the US currency value?	He and his staff are welcome to join us for receptions, buffet lunch and/or breakfast in our trade show if their schedules and guidelines permit. Cost of these meals is included in the conference registration fee which is complementary for the Administrator and his staff. He would also be welcome Tuesday evening at our dinner for guest speakers. Participation in all meal events is entirely optional. Approximate values have not yet been determined.

Please return this form completed to scheduling@epa.gov and Sydney Hupp (hupp.sydney@epa.gov).