

# 2023 Electric Utility Fleet Managers Conference

CELEBRATING 70 YEARS

June 4–7

Williamsburg, Virginia

Activities

Newsletter

Spring 2023

[www.eufmc.com](http://www.eufmc.com)

## WELCOME

The EUFMC is celebrating 70 years as the leading educational event for fleets with utility equipment. While the conference experience is filled with learning and networking opportunities, part of the EUFMC tradition includes offering unique activities for attendees, spouses and social guests, and their families. Activities take place beginning Saturday night and continue throughout the conference. This newsletter is provided to help you plan and make the most of your EUFMC experience.

An EUFMC registration includes access to all EUFMC events including three meals a day Monday through Wednesday. Seats at dinner are reserved for all attendees each night; registered spouses/social guests are seated with the attendee.

Williamsburg is a leading vacation destination. The EUFMC takes place adjacent to Colonial Williamsburg, a living history museum. There are many “CW” programs available; complimentary CW admission tickets are provided for all EUFMC registrants courtesy of Caterpillar. Pick up your ticket at the EUFMC check-in desk at the conference center.

Monday is the day for equipment with a drive-through equipment showcase and afternoon show located adjacent to the CW Visitor Center. Spouses and families are welcome to attend the show.

James Lawrence, the “Iron Cowboy,” is an ultra-endurance athlete who raced 50 Ironman races in 50 consecutive days through all 50 US states. Lawrence will be the featured speaker at Tuesday dinner courtesy of International. International is also providing all utility fleet attendees a complimentary copy of Lawrence’s book, “Redefine Impossible.” Additional copies will be available for sale. Before and after dinner The Iron Cowboy will be available for photos and book signings.

Wednesday night features a return engagement from Shane Smith & The Saints. The Austin, Texas-based group last appeared at EUFMC in 2019. Recently their music was featured in Season Four and played live on the Season Five premiere of the series *Yellowstone*. The concert will include their newest recordings, “Hummingbird” and “Fire In the Ocean.” Shane Smith & The Saints concert is presented by Freightliner.

Many activities during EUFMC require advance registration. You will want to look into these activities on the following pages. A tentative schedule is included in this newsletter and up to date details will be posted in the EUFMC event app, available late May.

Welcome to the EUFMC!

## EUFMC 2023

**Williamsburg Lodge  
& Conference Center  
310 S. England Street  
Williamsburg, VA 23185**

**See the  
[Williamsburg Area Info](#)  
page for information on  
airports, shuttles and  
directions**



*“Iron Cowboy” Lawrence will  
speak at Tuesday Dinner and  
lead the Wednesday morning  
Guided Run*

### Do I need a ticket?

Badges are issued to those who have purchased a registration for the EUFMC. Because we do not issue tickets for meals, wearing a name badge serves as your admission to functions sponsored by EUFMC including Sunday Tea and Monday, Tuesday and Wednesday dinners.

The only tickets you will need are CW admission tickets for any touring in the historic area.

Thank you for wearing your badges in plain sight so that we can identify you and recognize you as part of our EUFMC group.



### What About Families?

Attendees are encouraged to bring their families to Williamsburg. Children are welcome on the Saturday evening activity and the Sunday Afternoon Walking Tour. Children may also accompany you on the shopping shuttle and at the Monday equipment events. Children do not attend events that require a name badge for admission including the Sunday Tea and evening banquet dinners. Since alcoholic beverages are served, children should not attend privately sponsored hospitality events.

**Need Childcare Assistance?** Williamsburg Nanny Agency 757-345-8449

## ACTIVITY REGISTRATION

To the many of you who registered for activities when you submitted your conference registration, thank you! To reserve your space for any of the activities offered, please register online using:

[EUFMC Activities](https://eufmc.com/register/2023/activities.html) ([eufmc.com/register/2023/activities.html](https://eufmc.com/register/2023/activities.html))

Advance registration is always best but if not, please check program availability at the EUFMC Conference Registration Desk on Saturday & Sunday, June 3 and 4. To confirm or change your activities registration, please email Ellen Sutton, EUFMC Asst. Conference Coordinator, [esutton@eufmc.com](mailto:esutton@eufmc.com).

## SATURDAY, SUNDAY AND MONDAY

- **Colonial Williamsburg Admission Tickets** are available for all registered attendees. Pick up your pass at the EUFMC Registration desk beginning Saturday afternoon. Tickets are good for the length of the conference. [Colonial Williamsburg's website](#) provides details on the schedule of programs.
- **Saturday 8:30 PM: Ghost Tour** for attendees and families
- **Sunday Golf Tournament** for fleet and supplier registrants
- **Sunday 1:00 PM Afternoon CW walking/orientation tour** for attendees & families
- **Sunday 3 PM "Sparkle and Shine"** tea for men and women registered spouses with door prizes and putting game
- **Monday Outlet Shopping Shuttle:** Meet the shuttle in the front drive of the Williamsburg Lodge beginning at **10 AM** to go to [Williamsburg Premium Outlets](#) and [Williamsburg Antique Mall](#). The shuttle will depart from the Lodge on the hour with last shuttle returning to the Lodge approximately **3:30 PM**.



## Kelly Sullivan FingerSmear Collaborative Painting

All EUFMC attendees are invited to contribute to a large scale commemorative painting under the direction of [Kelly Sullivan](#), artist. A unique painting will be created from the dabs painted by EUFMC attendees. Plan to add your dabs of paint at the Monday



equipment show in the Terex booth, and after dinner on Tuesday.

The big reveal of the final painting will happen at Wednesday dinner. Kelly Sullivan and the FingerSmear experience is provided by Terex.



## TUESDAY

### Moss Art Plaque Crafting 9:30

**AM—2 PM** Spouses are invited to a creative morning at the Lodge to craft a unique table or wall plaque using a variety of natural items such as moss, dried flowers and stones. We'll provide a padded envelope to take the plaque home, or if you prefer you can donate it to a local charity. We'll enjoy a special beverage during the crafting and lunch will follow at the Golden Horseshoe Green Course.



### Retiree/Men's Tour to The Mariners' Museum 9AM—2

**PM:** John Sutton will lead a trip to the Mariners' Museum in Newport News, one of the largest maritime museums in North America, sharing the knowledge of the sea-going history of the United States. Transportation, admission and lunch provided.

## WEDNESDAY

- **6 AM Guided Run and Walk** for all attendees led by Iron Cowboy Lawrence
- **10 AM All Levels Spouse Yoga Class**
- **1:00 PM Guided Meditation followed by Spa Break with optional Service**

**Activity:** The event begins with guided meditation then spa service, first come first served. We will have postcards to write notes for the local veterans hospital and material to make blankets for the animal shelter.

## Shane Smith & The Saints Concert



After dinner Wednesday, Freightliner invites you to a concert by Shane Smith & The Saints. Shane Smith & The Saints released their first album, *Coast*, in 2013. Two years later came *Geronimo*, followed by *Hail Mary* in 2019. The band's newest studio recordings are *Hummingbird* and *Fire In the Ocean*. Recently, their music has been featured in Season Four and then played live on the Season Five premiere of *Yellowstone*.

## WHAT TO WEAR

Williamsburg in the late spring means prepare for hot and humid days or cooler mornings and evenings.

**Daytime:** Casual dress is appropriate for EUFMC daytime activities. If EUFMC had a uniform it would be golf shirts and khakis!

**Evenings:** For evenings and dinners, the dress code for men is jackets preferred, ties optional; women dress at a similar level in dresses or pants outfits.

**Extras to pack:** A light jacket is helpful for cool mornings or rainy weather; if it is very hot outdoors, meeting rooms may be cool at first to compensate for high temperatures and the volume of attendees expected. **Sunscreen** for tours, golf, and the Monday equipment events. **Comfortable shoes** as many outdoor walkways are brick or gravel.

# EUFMC SCHEDULE

## FRIDAY, JUNE 2

**2:00 PM - 5:00 PM** EUFMC Vendors: Equipment Show Booth Set Up

## SATURDAY, JUNE 3

**6:00 AM - 8:30 AM** Morning Coffee & Tea, Williamsburg Lodge Conference Center Arrival Hall

**9:00 AM - 5:00 PM** EUFMC Vendors: Equipment Show Booth Set Up

**1:00 PM - 6:00 PM** Conference Registration, Williamsburg Lodge Conference Center Registration Area

**8:30 PM - 10:00 PM** Ghost Tour for EUFMC Attendees & Families, depart from Williamsburg Lodge Conference Ctr Arrival Hall

## SUNDAY, JUNE 4

**6:00 AM - 10:00 AM** Morning Coffee & Tea, Williamsburg Lodge Conference Center Arrival Hall

**6:30 AM** Golf Tournament Continental Breakfast, Golden Horseshoe Clubhouse

**6:45—7:15 AM** Golf Tournament Check-In, Golden Horseshoe Clubhouse. Greens fees must be paid in advance

**7:45 AM - 1:30 PM** Golf Tournament, Golden Horseshoe Gold Course

**9:00 AM - 5:00 PM** EUFMC Vendors: Equipment Show Booth Set Up

**10:00 AM - 7:00 PM** Conference Registration, Williamsburg Lodge Conference Center Registration Area

**1:00 PM - 2:30 PM** Colonial Williamsburg Walking Tour, EUFMC Attendees & Families, Conference Ctr Arrival Hall

**3:00 PM - 4:00 PM** "Sparkle and Shine", Spouses Tea, Colony Room (casual dress)

**4:30 PM - 5:30 PM** Fleet Attendee Reception & New Member Orientation, Piedmont Room

**5:15 PM - 5:30 PM** Equipment Show Suppliers Meeting, Tidewater Room

**5:30 PM - 7:00 PM** Opening Reception, Virginia Room (jackets preferred, ties optional for gentlemen, spouses welcome)

## MONDAY, JUNE 5

**6:00 AM - 10:00 AM** Morning Coffee & Tea, Williamsburg Lodge Conference Center Arrival Hall

**7:00 AM - 10:30 AM** Conference Registration, Williamsburg Lodge Conference Center Registration Area

**7:30 AM** Continental Breakfast, Visitor Center Equipment Show Site (shuttle from Williamsburg Lodge begins at 6:00 AM)

**8:00 AM - Noon** Drive-Thru Demonstration, Visitor Center lot adjacent to Woodlands Conference Center, shuttle buses provided

**10:00 AM - 3:30 PM** Shopping Shuttle to Williamsburg Premium Outlets & Antique Mall - shuttles depart the Williamsburg Lodge

**11:30 AM or TBA** Lunch, Woodlands Conference Center, immediately following the Drive-Thru (spouses welcome)

**1:00 PM - 4:00 PM** Equipment Show, Visitor Center Lot adjacent to Woodlands Conference Center

**5:00 PM** Last shuttle departs from the equipment show to return to the Williamsburg Lodge

**6:00 PM** Cocktails, Virginia Room Foyer

**6:00 PM - 6:45 PM** Photos by Murawski Photography

**7:00 PM** Sponsorship Recognition Dinner, Virginia Room (jackets preferred, ties optional for gentlemen)

**After Dinner** Hospitality Events, Williamsburg Lodge Conference Center

## TUESDAY, JUNE 6

**6:00 AM - 9:00 AM** Morning Coffee & Tea, Virginia Room Foyer

**7:00 AM - 8:30 AM** Buffet Breakfast, Colony Room (casual dress, spouses welcome)

**7:00 AM - 7:45 AM** Women in Utility Fleet Breakfast, Allegheny Room

**8:00 AM - Noon** Driving Safety, Sustainability & Technical Expertise, General Session, Virginia Room

**9:00 AM - 2:30 PM** Retiree and Men's Tour of The Mariner's Museum

**9:30 AM - 2:00 PM** Moss Art Plaque Crafting for Spouses followed by lunch at the Golden Horseshoe Green Course

**Noon - 1:15 PM** Lunch, Colony Room (spouses welcome if they are not attending the spouse luncheon)

**Noon - 1:15 PM** New Member Lunch, Piedmont Room

**1:15 PM - 4:00 PM** General Session continues in the Virginia Room

**5:30 PM** Cocktails, Virginia Room Foyer

**5:30 PM - 6:30 PM** Photos with Dinner Speaker, Piedmont Room

**6:30 PM** Dinner, Virginia Room (jackets preferred, ties optional for gentlemen)

**After Dinner** Hospitality Event, "Boogie, Brandy and Boat Drinks" Virginia Room Foyer - Live Music & Dancing, Piedmont Room

## WEDNESDAY, JUNE 7

**6:00 AM - 7:30 AM** Guided Run & Guided Walk, depart from Williamsburg Lodge Conference Center Arrival Hall

**6:30 AM - 9:00 AM** Morning Coffee & Tea, Virginia Room Foyer

**7:00 AM - 8:30 AM** Buffet Breakfast, Colony Room (spouses welcome)

**8:00 AM - 11:30 AM** Driving Safety, Sustainability & Technical Expertise, General Session, Virginia Room

**10:00 AM - 11:00 AM** Yoga Class for EUFMC spouses at The Spa at Colonial Williamsburg

**11:30 AM** Fleet Representative Group Photo, Virginia Room Foyer

**11:45 AM - 1:00 PM** Buffet Luncheon, Colony Room (casual dress, spouses welcome)

**1:00 PM - 4:00 PM** General Session continues in the Virginia Room

**1:30 PM - 3:30 PM** Afternoon Spa Break for EUFMC Spouses, Guided meditation, spa service and service project, Allegheny Room

**5:30 PM** Cocktails, Virginia Room Foyer; photos by Murawski Photography

**6:30 PM** "Celebrating 70 Years" Dinner, Virginia Room (jackets preferred, ties optional for gentlemen)

**After Dinner** Dessert Buffet, Virginia Room & Foyer

**9:00 PM** Concert by Shane Smith & The Saints, Virginia Room

## THURSDAY, JUNE 8

**6:30 AM - 9:00 AM** Morning Coffee & Tea, Williamsburg Lodge Conference Center Arrival Hall

*Events, times and locations noted are subject to change. The EUFMC event app will have the most accurate information for EUFMC.*