

HERSHEY, PENNSYLVANIA



Southeastern Electric Exchange

ANNUAL CONFERENCE
and TRADE SHOW

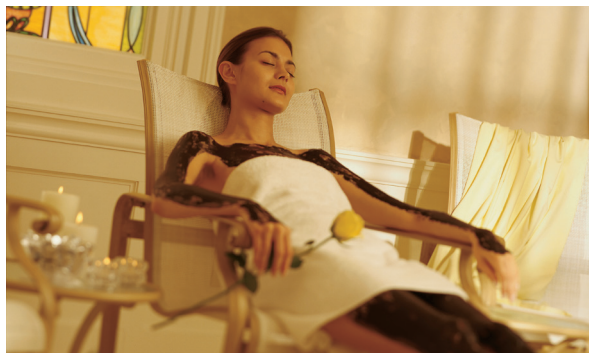
June 24-26, 2015

GE Golf Tournament - June 23
East Course at *Hershey® Country Club*



ANNUAL CONFERENCE AND TRADE SHOW

SUGGESTED ACTIVITIES



A visit to Hershey would not be complete without experiencing chocolate-themed treatments at *The Spa At The Hotel Hershey*®.

For reservations, call 1-800-HERSHEY (437-7439).

Below is a sample of signature services.

Whipped Cocoa Bath™*, 15 minutes

Settle into our foaming chocolate milk bath for a soothing and softening signature Hershey treatment. Milk will soften and renew the skin while you indulge in this chocolate experience.

Cocoa Massage, 50 minutes

Only in Hershey, Pennsylvania, are you able to relax and enjoy chocolate without a single calorie. Our signature chocolate-scented massage oil along with a classic Swedish massage will soothe your senses.

Hershey Refresher Facial, 30 minutes

Perfect for those who are on the run and want a refreshing facial.

After a cleansing of the skin, enjoy a personalized mask and finishing moisturizer.

*Chocolate Fondue Wrap**, 60 minutes

Our exclusive formula of warmed moor mud and essence of cocoa revitalizes and nourishes the skin as it relaxes the body. A luxurious body brushing is followed by the fondue application. The body is then wrapped in a soft warm blanket to enhance the total effect. A Vichy shower rinse culminates the effect.

Sweet Hands & Feet

*Hands**, 50 minutes; *Feet*, 60 minutes

The ultimate chocolate experience for your hands and feet! Enjoy either a classic manicure or pedicure with a chocolate sugar exfoliation, chocolate mask for the feet, paraffin dip, and chocolate moisturizing massage.

ChocolateSpa.com

For your convenience, a 20% service charge will be added to your bill.

**This spa service is not recommended for guests who are pregnant.*



There's more than one way to play golf in Hershey, where the smell of chocolate actually fills the air! Guests of *Hershey*® Resorts have access to our three distinctive courses. Experience the legendary Maurice McCarthy-designed West course, built in 1930, and the George Fazio-designed par-71 East course built in 1969 at *Hershey*® Country Club. Or visit Spring Creek Golf Course, a Maurice McCarthy-designed 9-hole public course perfect for junior players and families.

Call 1-800-HERSHEY(437-7439) for more information and tee time reservations.



HersheyCountryClub.com

SUGGESTED ACTIVITIES



At *Hersheypark*, experience shared family moments, thrilling roller coasters, rides and entertainment for all ages. We offer fun for all ages with lots of kiddie rides throughout the Park, live entertainment, strolling *Hershey's™ Characters* and *ZooAmerica® North American Wildlife Park* – all included in your one-price admission! Enjoy the fun of *Hersheypark* throughout the year with our seasonal *Hersheypark In The Dark™*, *Hersheypark® Christmas Candylane*, and *Springtime In The Park™* celebrations.



Hersheypark.com



ZooAmerica® North American Wildlife Park is an 11-acre, year-round, walk-through zoo that is home to more than 200 animals representing more than 60 North American species. Open daily, *ZooAmerica* is one of only eight zoos in Pennsylvania accredited by the Association of Zoos and Aquariums (AZA) and prides itself on following its mission of conservation. For more information, visit ZooAmerica.com.



ZooAmerica.com

SUGGESTED ACTIVITIES

THE HERSHEY STORY THE MUSEUM ON CHOCOLATE AVENUE



Museum Experience

The Museum Experience is an inspirational journey through Milton S. Hershey's lifetime and beyond, a tale spanning more than 150 years of trials and triumphs, philanthropic endeavors, and one man's unwavering confidence. The Hershey Story's Museum Experience is complimentary for guests of *The Hotel Hershey* and *Hershey® Lodge*.

Chocolate Lab

(offering various classes, accommodates 32 people)

Inspired by Milton S. Hershey's own candy-making apprenticeship and his flair for experimentation, the Chocolate Lab explores the unique qualities of chocolate through playful, hands-on experiences and interactive demonstrations. Guaranteed to bring out the kid in you, the Chocolate Lab offers participatory classes such as tempering, molding, dipping, and even making chocolate from scratch.



Café Zooka Countries of Origin Tasting

Countries of Origin Chocolate Tasting (located in Café Zooka) gives visitors the chance to enjoy six warm drinking chocolate samples.

From fruity African chocolate flavors to Indonesian chocolate with caramel overtones, guests can hone their skills as cocoa connoisseurs – or simply enjoy a taste of indulgence from around the world. It is recommended to share the flight of six samples (3 or 4 people per flight).

HersheyStory.org



Visit the official visitor's center of Hershey – where there is more chocolate than you can imagine! While there, explore on your own and take the *Hershey's* Great American Chocolate Tour ride to learn how *Hershey's* chocolate is made or enjoy one of their attractions. Then, stock up on your favorite *Hershey's* brand confections and candies or try their decadent homemade fudge and freshly baked cookies. You will also find sweet gifts and souvenirs, including toys, apparel, collectables, and special gifts that you can create! Visitor's Center and Great American Chocolate Tour are complimentary.



Hershey's Create Your Own Candy Bar

If you could create your ultimate candy bar, what would it be? Now let your imagination run wild at our attraction! Experience what it's like to work in an authentic *Hershey's* factory. Imagine and then produce your own custom candy bar using pure *Hershey's* milk chocolate with a selection of ingredients and toppings. Design the package for your unique creation! It doesn't get more hands-on than this. Don't miss this new and exciting, one-of-a-kind experience that you'll find only at *Hershey's® Chocolate World®* Attraction.

Hershey's Great Chocolate Factory Mystery!

Enjoy the first of its kind, new 4D attraction at *Hershey's Chocolate World* Attraction! An all-new story featuring the *Hershey's™ Characters* will enthrall you with its digital animation and special effects - and you help determine the course of the show from hundreds of possibilities so you will never see the same show twice!



HersheysChocolateWorld.com

SUGGESTED ACTIVITIES

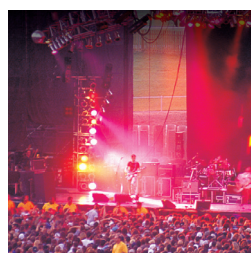
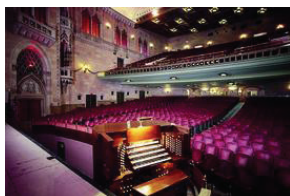


Hershey Gardens

Enjoy 23 acres of spectacular seasonal displays and amazing theme gardens. The whole family will love the Children's Garden – teaching the young and young-at-heart about nature and plants (complimentary for guests of *Hershey Lodge and The Hotel Hershey*). For more information, visit HersheyGardens.org.

Spotlight Tour at Hershey Theatre

Experience the tour that takes you behind the scenes of "The Most Impressive Theatre in Pennsylvania." From balcony to basement, Hershey Theatre has undergone a three-year, three-million dollar dazzling restoration - bringing back the opulence of opening night in 1933. Learn the details of this historic project and the inside story of Milton S. Hershey's Entertainment Showplace. For reservations or more information about shows available during your stay, visit HersheyTheatre.com.



Concerts and Shows

Some of the biggest names in the music industry head to Hershey each year. From Rascal Flatts to Bon Jovi to Rihanna, *Hersheypark® Stadium* and *Giant Center™* host a sensational line-up of concerts and shows each year. Visit HersheyEntertainment.com for events happening during your visit.

Hershey® Bears

Reigning champions of the American Hockey League, the *Hershey Bears* have won more league championships than any other franchise! Catch them in action on the ice at *Giant Center!* Visit HersheyBears.com for more information and game dates.



Segway of Hershey

Experience the Segway Personal Transporter during this high-tech tour. Glide along secluded wooded paths, enjoying beautiful vistas and serene nature. With a breeze in your face and the smell of chocolate in the air, this tour is a unique way to experience the historic *Hotel Hershey*. For more information visit SegwayAtHershey.com.

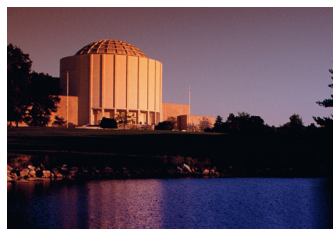
The Falconry Experience by The Hotel Hershey

Join a Master Falconer for magnificent free-flight demonstrations including a simulated hunt and a chance to hold these majestic birds of prey. For reservations, call 1-800-HERSHEY (437-7439).



Hershey Trolley Works

All aboard for a truly memorable excursion on the Hershey Trolley! The journey begins in front of *Hershey's® Chocolate World®* Attraction, and from there, trolley conductors take you on a fascinating, sentimental journey that is engaging for all ages. For more information, visit HersheyTrolleyWorks.com.



The Visitors Center at Milton Hershey School

Visit Founders Hall to learn more about our residential program to nurture and educate children in financial and social need in keeping with Milton & Catherine Hershey's Deed of Trust. Enjoy a

60-minute tour and video which is shown depicting the many programs and opportunities available to students. For more information, call 717-520-2000. The **Dearden House** depicts the lifestyle of student home life in the 1950s at the Milton Hershey School. Displays include memorabilia, historical photos, and video clips featuring current students, houseparents, and alumni. For more information, call 717-520-2030.

Antique Auto Museum

The Antique Auto Museum at Hershey is a place where you can stroll from New York to San Francisco and discover what's happened to the automobile (and to America) during the past eighty years. The museum displays over 90 historic cars, from Henry Ford's Model T to elegant road cars crafted by Packard, Pierce, Lincoln, and Cord. For more information, visit AACAMuseum.org.

Team Building

Enhance team spirit with a variety of indoor and outdoor activities. You'll foster group rapport while strengthening management and leadership skills in a unique and fun environment. Hershey can match you with unique team building events that will meet both your goals and objectives. Activities include Odyssey ropes course, paintball challenge, photo scavenger hunt, gender workshops, and community service activities like Habitat for Humanity. Call HDS for more details at 1-866-726-3387.

Sweet Hershey Shopping

Begin your adventure at *The Shops At The Hotel Hershey®* which includes sweet boutiques offering a one-of-a-kind shopping experience. The shops feature a decadent assortment of items ranging from Le Vian® Chocolate Diamonds™ and elegant home décor to unique Hershey apparel and cupcakes.

Drop your bags in your room and continue to Tanger Outlets in Hershey, offering 60 fabulous outlet stores with the brands you love at prices you won't believe.

DINING IN HERSHEY



harvest

GENUINE AMERICAN CUISINE

Harvest

(Private dining room accommodates up to 35 people)

Located at *The Hotel Hershey*, Harvest offers genuine American cuisine made from the freshest local and regional ingredients. The menu features an innovative selection of both classic and traditional American fare served during lunch and dinner, with daily specials. Harvest offers a friendly, casual, and inviting ambiance where everyone can relax and enjoy the breathtaking views.

Harvest features a bar, and adjoining adult game room with two pool tables and shuffleboard, and offers a variety of beverages including micro-brews, hand-crafted cocktails, and an American wine list.



The Circular

(2 Private dining rooms: Alcove accommodates up to 12 people, Wine Room accommodates up to 10 people)

This newly opened restaurant features the fresh, new flavors of an iconic American dining experience, reimagined. The new atmosphere, menu and service provide a versatility of dining experiences, from small plates and drinks at the bar with friends to an intimate meal for two overlooking the beautiful formal gardens.



Trevi 5

(Private dining room accommodates up to 12 people)

Visit Trevi 5, a fresh, authentically modern Italian dining experience. Trevi 5 offers a contemporary twist on traditional Italian cuisine featuring a parade of small dish appetizers, an inviting Mediterranean décor, and authentic five-flavor combinations reflecting the inspired vision of our award-winning culinary team. Enjoy a unique dining experience personalized with a delicious selection of antipastos before moving on to fresh pastas and grilled entrées, an extensive wine list, and classic Italian desserts alongside our signature chocolate creations!



Hershey Grill

(Alcove accommodates up to 8 people)

This welcoming kitchen and bar feature a new menu and atmosphere with a fresh focus on culinary details and creative flavor combinations. Serving breakfast, lunch and dinner, and featuring house-made sauces and specialties. In food, and in life, sometimes it's the little things that make all the difference.



The Forebay

Located at *Hershey Lodge*, The Forebay offers an upscale casual and cozy loft setting with signature dishes including premium steaks, seafood, and pasta. This is a great option for clients when "dinner on your own" is applicable. The Forebay also offers patio dining seasonally, an extensive wine list, specialty drinks, and chocolate stout and bourbons.



The Bears' Den

(Private dining room accommodates up to 20 people)

Located at *Hershey Lodge*, *The Bears' Den*SM offers a family-friendly sports-themed restaurant featuring an enormous 9' by 12' HD video wall and 28 additional HDTV screens that are sure to keep you up-to-date on all the games! You can enjoy an array of appetizers, sandwiches, entrées, and delicious desserts for lunch and dinner in the fun, hockey-rink atmosphere modeled after the *Hershey Bears*[®].

The Bears' Den features a video game room, private parking with easy outside entrance, and a full bar.



Lebbie Lebkicher's

(Private lunch or dinner parties accommodate up to 180 people)

Located at *Hershey Lodge*, *Lebbie Lebkicher's*[®] offers classic and specialty breakfast items, including fresh fruits, prepared to order in a family-friendly, casual setting. *Lebbie's* is named after a longtime friend of Milton S. Hershey.



Cocoa Beanery

Located at *Hershey Lodge*, *The Hotel Hershey*, and the *Hershey Center for Applied Research* campus, *Cocoa Beanery*[®] offers a delicious selection of specialty coffees, pastries, salads, signature soups, paninis, and sandwiches in a cozy coffee shop atmosphere. Relax with family and friends next to the fireplace during any of your meeting breaks or as an informal, quick start to the day.



Devon Seafood Grill

(2 Private dining rooms: Atlantic accommodates up to 14 people, Pacific accommodates up to 40 people)

Known for upscale casual dining with imagination and style, *Devon Seafood Grill* offers the freshest premium seafood and an impressive selection of wines and handcrafted cocktails. The service is seamless and the atmosphere offers a unique blend of the upscale and casual chic.



Houlihan's Restaurant + Bar

(Private dining room accommodates up to 35 people)

Enjoy an inviting atmosphere, eclectic menu and energetic bar with creative, hand-crafted drink offerings including mini martinis, wine flights, and specialty cocktails made with premium spirits. Inspired by fare around the globe, *Houlihan's* crafts dishes made from scratch with assertive flavors, offering a unique culinary experience. The menu features options for every appetite, from fresh salads, sandwiches, and burgers to chicken and steak dishes.