Life Adventure In Memphis



Life Adventure In Memphis

It's time for the biggest adventure of all: living here.

If Memphis isn't on your radar, then you may not be as in tune as you thought. From a thriving arts and music scene to a booming health care industry, this riverfront locale is causing quite a stir. We caught up with some of its savviest locals—from CEOs to small-business owners and even Priscilla Presley—to find out what makes living, working, and kicking back here so grand. Their insight, mixed with must-know facts on Memphis' culture, workforce, and events, sing the song of life in this friendly city.



Play in Memphis

"Memphis is a feeling that penetrates your soul, primarily due to our diverse musical heritage. When you're the home of the blues, the birthplace of rock 'n' roll, and the cradle of soul, you have a unique ability to appeal to people on an emotional level. We're seeing an increase in the number of international visitors, and our residents, who are some of our greatest assets, have a way of making them feel welcome. We constantly hear how pleasantly surprised people are with how friendly our residents tend to be and how much there is to do. Memphis is a destination so rich in offerings that there's something for everyone."

—Kevin Kane President and CEO Memphis Convention & Visitors Bureau

"Charlie Vergos' Rendezvous is a family-owned business started by my father in 1948. He invented



visit Charlie Vergos' Rendezvous annually.

what people now call dry ribs. We've catered to Air Force One, American embassies around the world, and have also hosted presidents, rock stars, and royalty. There's good barbecue all over Memphis. However, if you have just one night to eat barbecue here, it should be at our restaurant. It's truly one of the country's most unique restaurants." -John C. Vergos

Co-owner

Charlie Vergos' Rendezvous

Facts of Play in Memphis

• More than 10 million people visit each year. In January,

National Geographic Traveler named Memphis among its 20 best trips of 2013.

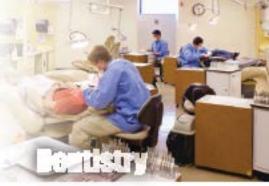
• In September, readers of 10Best.com.a division of USA Today Travel, ranked Graceland No. 1 and the National **Civil Rights** Museum No. 3 on its list of "Best **Iconic American** Attractions."

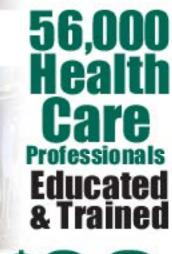
CONTRIBUTING

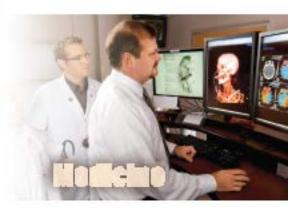


21,000 Jobs











to the State

Right Here in Memphis.

THE UNIVERSITY of TENNESSEE 57 HEALTH SCIENCE CENTER "They say 'if music were a religion, then Memphis would be Jerusalem, and Sun Studio, its most sacred shrine.' That's a tenet we've taken seriously since Sam Phillips established Sun Studio in 1952. We've played host to the greatest names in rock 'n' roll: legends like B.B. King, Johnny Cash, Jerry Lee Lewis, and, of course, Elvis Presley. These days we also play host to visitors from all over the world while continuing to offer a full service recording experience after regular business hours. It's an honor to be part of Memphis' rich musical history."

> —John Schorr CEO & President Sun Studio



BANG-UP JOB In the evenings, Sun Studio opens its doors to recording artists.

"The artists and artistic innovations that have come from Memphis have changed the world. The vibe is one of enormous possibilities: There are very few obstacles here for artists. If you have an idea, there is a community that will do everything it can to help. For 50 years, ArtsMemphis has supported our cultural community by providing annual support, financial oversight, advocacy, and mentoring to many diverse organizations. In the last 10 years, due to the generous support of residents, ArtsMemphis has allocated more than \$40 million to fund projects, which include a new facility for Playhouse on the Square, the city's only professional resident theater



company, and Ballet Memphis' River Project, which commissions choreographers to create new works based on the Mississippi River. In addition, organizations like the Memphis Symphony Orchestra the largest employer of musicians in the tri-state area—contribute greatly to our community by employing artists from around the world that come to Memphis to become members of our creative class and work tirelessly to engage the community. We're a culture of innovators, and we are making things happen in Memphis."

—Susan Schadt President & CEO ArtsMemphis Facts of Play in Memphis • In September, the NBA's Memphis Grizzlies were named "Best Sports Franchise in North America" by ESPN The Magazine. • In May, Travel + Leisure ranked Memphis No. 5 on its list of the

on its list of the "Best U.S. Cities for Affordable Getaways."













The Arts Make Memphis Happen. Grit. Grind. And Grace.

1. Artali empiris antenenginis.org

2. Bei bit Mamphis belleimenyhisory (901) 737-7322

3. Hamphis Brooks

braskanuseum.org

Basemu of Art.

(901) 544-6200

4. Increased areas

SPACeeb.com

(901) 751-7500

5. IEIE Dirchweise Inkonciestra.org

(901) 751-7500

Performing Arts Center

(901) 579-2787

'n' Soul Human raciasailang (901) 205-2533

 Herephia Gyruph ony Erc bestra Mempilisympiony.org (901) 537-2500

6. Mersehis Hoe

memphising.com

(901) 577-5467

7. Norsphis Eack

9. Playhourn on the Square playhournetherapore.org (901) 725-4656

20. Saint Blocs Ruitar Worksho sainiblues.com (901) 578-3588







"Somebody asked me this morning what I missed about Memphis, and I said everything."

—Elvis Presley March 1960 press conference at Graceland after returning from service in the U.S. Army

"It was a difficult decision to open Graceland for tours, inviting the public into our private family home. Since that first tour, we have now welcomed more than 18 million people through the front door and helped give birth to a new industry in Memphis—tourism."

—Priscilla Presley

"Elvis Presley took great pride in his hometown of Memphis. Wherever he went throughout his career whether it was on tour around the country, filming movies in Hollywood, traveling to Hawaii, or performing in Las Vegas—he always came home to Graceland in the city he loved the most, Memphis. Elvis



HOME STRETCH Elvis purchased the Graceland estate in 1957 for his parents, grandmother, and himself.

and this city gave birth to a genre of music that moved the world, influenced generations of musical artists and fans, and forever changed entertainment and pop culture. In 2014— 60 years after the birth of rock 'n' roll, we'll celebrate this important milestone with a year of special events at Graceland and throughout Memphis."

> —Jack Soden President & CEO Elvis Presley Enterprises



PRESLEY ENTERP

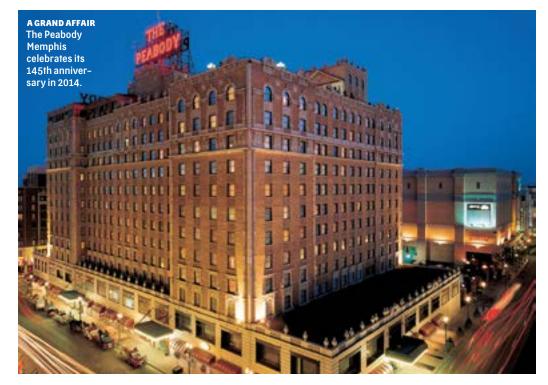
PHOT

Now you can stop trying to be in two places at once.

Don't let deliveries stop you from going on vacation. With FedEx Delivery Manager,[™] you can view your residential deliveries and request a date and time that works for you. You can even place your deliveries on hold until you come back.

Sign up at fedex.com/delivery

Terms, restrictions and fees apply, © 2013 FedEx. All rights reserved.



Facts of Play in Memphis

• Each year, more than 50,000 people visit the house in Tupelo, Mississippi, where Elvis was born. Between 200 and 1.000 guests attend each twice-daily **Duck March at** The Peabody Memphis hotel, wherein a parade of mallards makes its way to and from the lobby fountain.

"The Peabody Duck March is one of Memphis' top three visitor attractions. The tradition dates back to 1933, when the general manager, Frank Schutt, and his friend, Chip Barwick, put ducks in the lobby fountain in the middle of the night as a practical joke. When they returned the next morning, the ducks were still there, along with a crowd of delighted onlookers. And so they stayed. Eighty years later, crowds continue to flock to see them."

—Douglas Browne General Manager The Peabody Memphis

"What makes the National Civil Rights Museum so powerful is the poignancy of place. The experience one receives when going through the museum is transformational, powerful, and emotional. It's visceral; it transcends most museum experiences. When you walk in the door you never know what you'll receive,



IN GOOD HANDS Gladys Presley bought her son his first guitar here, in 1945.

but when you come out, your life is changed forever." —Beverly Robertson

President National Civil Rights Museum

"Located about 100 miles south of Memphis, Tupelo is a must-stop for music lovers. Guests can visit the house that Elvis was born in to see the humble beginnings that gave rise to the greatest entertainer the world has ever known."

> —Neal McCoy Executive Director Tupelo Convention & Visitors Bureau

SERVICEMASTER[®] IS SO SOUTHWEST AIRLINES[®] IS IN MEMPHIS



Serving Our Customers And Our City For Over 30 Years



"I love being in a city that's so deeply rooted in history and music, and that's also known for great food like we serve at Genghis Grill. We're the largest build-your-own stir fry concept in America and have three locations around Memphis. We can cater to every diet in the world, whether you're a protein lover, vegetarian, or if you prefer gluten-friendly options. We have it all!"

> —Fayaz Abdul Operating Partner (Memphis, Jackson, and Murfreesboro) Genghis Grill

"Madison Hotel is Memphis' hip boutique hotel, boasting luxurious decor with a modern, artful vibe. Our rooftop, Twilight Sky Terrace, delights guests with craft cocktails and astounding views of the Mississippi River. And Eighty3, recently named a best new restaurant by readers of our city magazine, specializes in global cuisine with southern sensibilities. All three make for an amazing Memphis experience. The juxtaposition of our hotel's traditional Southern hospitality in an environment that's more urban cool and contemporary always surprises and delights guests. Memphis is a city of cultural diversity. We're a small town with a big heart, and residents love to share every aspect of the city." —Angie Hines

General Manager Madison Hotel 15 U.S. cities with emerging downtowns.
Memphis is home to more than 30 public and private golf courses. The annual St. Jude Classic, held each June, is the only PGA event held in Tennessee.

in Memphis

• In March, Forbes

Memphis on its

list of the top

included



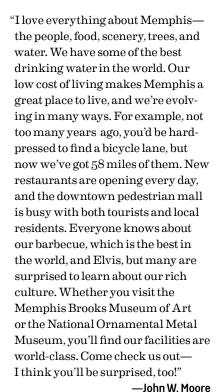


Our Store Support Center Is Proud To Call Memphis Home.



Live in Memphis





President and CEO Greater Memphis Chamber



TIME TO SPARE The average commute to work is 23.8 minutes.

"Memphis International Airport is unique in that we're the secondlargest air cargo airport in the world, and we're close to top attractions like Graceland, which is only a few miles away. We have great facilities without the crowds of people you see in some airports, and a beautiful terminal that allows travelers to get in and out quickly and efficiently. Firsttime visitors to the city are often surprised at how friendly our residents are. Everyone here has a smile and a greeting, and they want to help visitors to our community."

—Larry D. Cox President & CEO, Memphis-Shelby County Airport Authority

Facts of Life in Memphis • According to the U.S. Census

Bureau, the population in 2012 was 646,889. • The average November high temperature is 62 degrees. • In March, Memphis was

Memphis was ranked No. 6 on *Travel + Leisure*'s list of "America's Most Charming Accents." • As of August, the average home price in Memphis was \$142,363.

SWA'MEM STATUS RIGHT ON TIME

Arrival

First Tennessee is proud to welcome Southwest Airlines® to Memphis

We've had the honor of calling Memphis home for 150 years. It's a place we love, with people we love serving. So it is with great civic pride that we offer our warmest welcome as Southwest Airlines[®] arrives in Memphis. With a strong reputation for customer satisfaction, we know Southwest will help keep our city moving in the right direction.





Work in Memphis

"Memphis has grit and an edginess that makes it a top destination for businesses, visitors, and families. Our region benefits from a terrific higher education community and a strong talent pool, and AutoZone is proud to call Memphis home to our headquarters. Our company has a rich culture, characterized by tradition, recognition, and a companywide commitment to customer service. This city has built an ecosystem very favorable to entrepreneurs: From logistics and mentorship to incubators and launch events, we've created a home for individuals to develop, launch, and advance their businesses. And the opportunities continue to grow."

> -Bill Rhodes Chairman, President & CEO **Customer Satisfaction** AutoZone. Inc.



"Memphis is a logistics and distribution mecca thanks to its central location and temperate climate. The city has an international airport, an active trucking corridor, a rail center and a river port, all of which play an important role in making Memphis a critical location for logistics. From Memphis, our customers have the fastest and broadest possible access to world markets for their products." -David J. Bronczek President and CEO

FedEx Express

Facts of Work in Memphis

 In August, Business Facilities magazine ranked Memphis the No. 1 logistics leader in the world among air cargo hubs, due largely to the presence of FedEx's global hub in the city. A study conducted in June by career information site Glassdoor named Memphis one

of the top cities

in the country

for employee

satisfaction.

STAY LIKE A ROCK STAR

Dessing with gool urben design and chill with high-and sophistication, the Madison Hotal is Memphis' four diamond Loury boutique hotal. And to asiabrate Southwast's arrival in Memphis, we've oustornized a Rockster Peokage just for your

Bosy two nights and receives*

10% bar decountar •2 complimentary drinks at Twilight Sky Terrece 2 \$10 diving certificates at eighty3 food and drink. return starting at \$189.



artiul sconti 79 MADISON AVENUE MEMPHIS, TN 38103 901,333,1200 MADISON HOTELN EMPHIS, COM

On behalf of our crew, welcome to Memphis.



MADISON HOTEL

Baptist Memorial Health Care is happy to welcome Southwest Airlines® to Memphis International Airport. We appreciate your spirit of customer service and your commitment to making air travel better for all. Here's to your good health.

Get Better.

BAPTIST. baptistonline.org 800-4-BAPTIST

126 SPIRIT NOVEMBER 2013

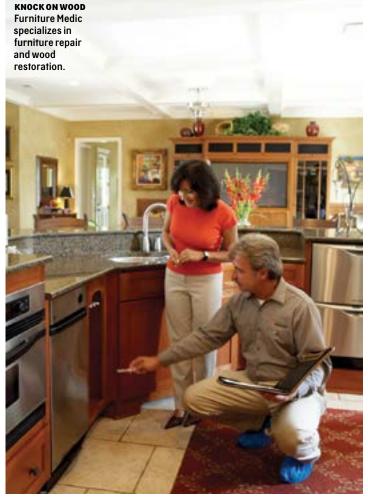
"Although ServiceMaster is 84 years old, it only moved its headquarters to Memphis in 2007. The move made it easier for our \$3.2 billion company's corporate leadership to work shoulder-to-shoulder with its seven business units and to hire the best and the brightest. Our greatest recruiting tool is getting people to visit Memphis, because once they do, they can't help but fall in love with the city. Memphis' historic, culturally diverse, and vibrant community really has something for everyone." —Robert Gillette

CEO

The ServiceMaster Company

"First Tennessee Bank was founded in downtown Memphis in 1864, and we're still here. That tells you that we consider Memphis a great place to work and live. We do business across the state, but our headquarters remains here. This is a very livable city with beautiful neighborhoods and parks, a low cost of living, a vibrant live music and sports scene, and family-oriented amenities. It's also a great place to do business, with a long line of entrepreneurs like B.B. King and Justin Timberlake. First Tennessee has deep roots here, and our foundation supports financial literacy, education, economic development, health care, and the arts. We share the dreams of our friends and neighbors for a healthy, prosperous community. As we plan for our 150th anniversary next year, First Tennessee is ready to serve our customers and community for the next 150 years."

> —Bryan Jordan Chairman, President & CEO First Horizon National Corporation (parent company of First Tennessee Bank)





locations in and around Memphis.

Facts of Work in Memphis • ServiceMaster is comprised of seven brands: American Home Shield, Ameri-Spec, Furniture Medic, Merry Maids, Service-Master Clean, Terminix, and TruGreen. There are stories of first kisses and last dates. Of proposals and promotions.

Good mornings and good-byes.

Celebrations and celebrity sightings Business

meetings and chance meetings.



GRAND HOTEL AS HAVING 13 STORIES. Actually, it has thousands.

SOME PEOPLE THINK OF THE SOUTH'S



The Peabody, the South's Grand Hotel, has been making memories since 1869.

It is unparalleled in its luxury, elegance and service. With 464 well-appointed, newly renovated guest rooms and a location in the middle of Memphis' finest attractions and restaurants, The Peabody remains the pinnacle of what glorious, historic hotels are all about.

Moments created, memories relived... the past and the present come to life here. Make your own memories and add another story to The Peabody.



149 Union Avenue | Memphis, Tennessee 38103 901.529.4000 | 1.800.42DUCKS www.peabodymemphis.com

The state



Heal in Memphis

"St. Jude is a national resource with a global mission. We focus on discovering new treatments that improve survival and quality of life for children with cancer. Since opening in 1962, we've helped push overall childhood cancer survival rates from 20 to 80 percent. Now, our efforts in genomic medicine are shaping the treatments of the future."

—Dr. William E. Evans CEO

St. Jude Children's Research Hospital

"Memphis was chosen by our founder, Danny Thomas, because of its central location within the U.S. and its strong medical community. Since opening 51 years ago, children from all 50 states and around the world have come to Memphis to receive treatment at St. Jude with no family ever receiving a bill from the hospital, thanks to our generous supporters."

---Richard Shadyac Jr. CEO ALSAC (the fundraising and awareness organization of St. Jude)

"The level of pediatric care available in Memphis has never been better. Le Bonheur Children's Hospital partners with the University of Tennessee Health Science Center as a teaching facility for residents and also has one of the busiest and most successful brain tumor programs in the country through a collaboration with St. Jude Children's Research Hospital. In 2010, Le Bonheur opened the doors of a \$340 million, state-of-the-art hospital funded in part by the city's largest ever fundraising campaign. The technology, physicians, facilities, and staff set Le Bonheur apart and provide top-tier pediatric care for all children in our community." -Meri Armour

President & CEO Le Bonheur Children's Hospital

in Memphis · Each year, the University of Tennessee **Health Science** Center contributes nearly \$2 billion to the local economy. • Le Bonheur Children's Hospital treats more than 250,000 kids annually. • In 2012, Baptist **Memorial Health** Care provided \$229 million in community benefits to the Mid-South region.

Facts of

Healing

Angiel's got stuff to do.

Big Dreamer

But at this moment, she's fighting cancer.

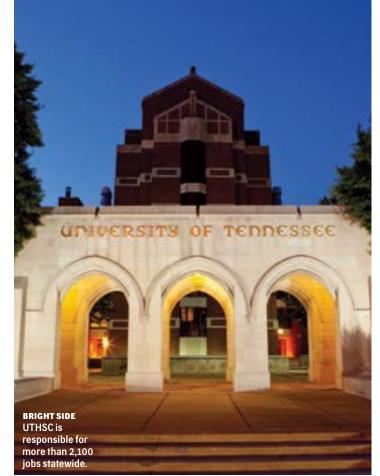
That's why St. Jude Children's Research Hospital' is leading the way the world understands, treats and defects childhood cancer. And families never receive a bill for treatment, travel, bousing or food, because all a family should worry about is helping their child live.

Join our mission at stjude.org



St. Jude patient Angiel:

130 SPIRIT NOVEMBER 2013



"Those who choose the health care profession possess an inherent desire to serve others. About 2,800 students are enrolled at University of Tennessee Health Science Center, and more than 1,000 residents and fellows are in training statewide. Our faculty provides clinical care to thousands of patients while also training generations of competent, caring health care professionals. Among the largest higher education institutions in Memphis, we're also one of the largest employers. Collaboration, passion, and a shared vision are driving innovation in our medical community. Our hospital affiliates and biotechnology and other health care partners recognize



employees gather for a photo op.

the long-term value of our academic institution. We're committed to employing our combined resources in research and clinical care to constantly improve the well-being of citizens in our city, state, region, and beyond."

> -Dr. Steve J. Schwab Chancellor University of Tennessee **Health Science Center**

"Baptist Memorial Health Care is one of the area's oldest and largest health care organizations. We've been a part of the Memphis community for 101 years, and during that time we've brought many firsts to the area. That tradition continues in our second century of providing health care in this region. We're building the community's first integrated cancer center, along with three new hospital facilities and a pediatric emergency department. We have one of the area's largest physician management practices, Baptist Medical Group, which has more than 400 doctors. The health care community in Memphis is very passionate and willing to invest hundreds of millions of dollars into providing the best care possible. We're also willing to collaborate in a number of areas for the good of the community."

-Stephen Reynolds President and CEO **Baptist Memorial Health Care**





AND BAPT

Triumph Sparked by Tragedy

The National Civil Rights Museum was born out tragedy. The assassination of Dr. Martin Luther King, Jr. while in Memphis to fight for wages and equity for the sanitation workers was the motivation for it's opening in 1991. Since then, the Museum has served as a tribute for civil and human rights efforts globally and is worldrenown for its exhibits, collections and education programs.

In 2014, we will unveil the most significant renovation with interactive exhibits, cuttingedge technology, external listening posts - a new look inside and out.

GBAND BEDPENING MARCH 1, 2014



450 Mulberry | Memphis, TN 28103 901.521.9699 | civilrightsmuseum.org

At Le Bonheur Children's Hospital, we often see children when they're feeling their worst. Our experts understand the challenges of caring for kids and encouraging them to take steps designed to help them feel better. Many times, all that's required is a playful imagination on their part - and ours.

We're completely dedicated to caring for kids. As one of the nation's best children's hospitals according to U.S. News & World Report, we know that if something matters to a child, it matters to us.





Where Every Child Matters



Happening in Memphis

Ν	ow-	

January 5 **Shared Vision: The Sondra Gilman and** Celso Gonzalez-**Falla Collection** of Photography brooksmuseum.

org

Now-February 28

Elvis: Live from Vegas Exhibit elvis.com

Now-

February 28 Elvis' Hawaii: **Concerts**, Movies

Memphis Grizzlies Season n November 2

> 2013 American Heart Association Heart Walk uthsc.edu November 2

Day of the Dead Fiesta brooks museum.org

November 2

Tech Camp tech campmemphis. com

& More elvis.com

Now-April 16	November 5-10	
Memphis	West Side Story	
Grizzlies Regular	orpheum-	
Season nba.com	memphis.com	

November 7 Memphis Rock 'n' Soul Museum's

Memphis Music Hall of Fame 2013 Induction **Ceremony &**

Celebrations memphis rocknsoul.org

November 8

Kathy Kosins ern Melodies presents Ladies of Cool, vocalist gpacweb.com gpacweb.com

November 10 November 22-**Shanghai Ballet** January 5 gpacweb.com Peter Pan playhouseonthe

square.org

November 22-

November 10 27th Annual **Outdoors Inc** Cvclocross

trail.org

November 16

IRIS Orches-

tra presents

Alexander Fiter-

January 8 Championship **Christmas at** mississippiriver Graceland elvis.com

> November 23-December 30 **Memphis Zoo on** Ice memphiszoo.

stein – Eastern orgDances. North-December 1

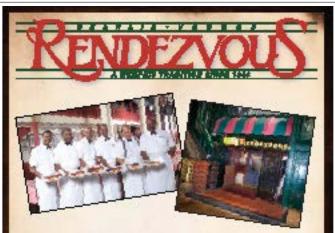
The Christmas Spectacular 2013 lindenwoodcc. com

NO NEED FOR YOUR PASSPORT JUST YOUR TASTE BUDS!

Visit one of our 100+ locations! Alabama + Artzona + Arkansas + California + Colorado Florida • Georgia • Ilinois • Iowa • Kansas • Kentucky Louisiana • Maryland • Minnesota • Mississippi • Missouri North Carolina • New Mexico • Nevada • Oklahoma South Carolina • Tennessee • Texas • Virginia

GENGHIS GR TOBE OWN STIE

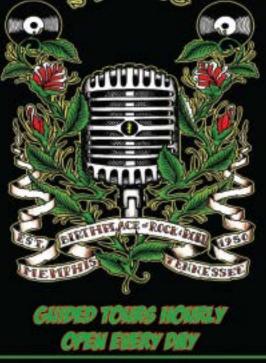
Charge into Genahis Grill today, You'l choose from our delicious, fresh ingredients, then watch as our Grill Masters cook your creations in a blaze of perfection. GENGHISGRILL.COM P



If you've got a night in Memphis, we invite you to spend it with our family at the Rendezvous. From dad's world famous charcoal ribs to mama's Greek salad, we've got something special on the menu for everyone. -The Vergos Family







Life Adventure In Memphis

December 3-8

Sister Act the **Musical** orpheummemphis.com

December 7

St. Jude Memphis **Marathon Weekend** stjudemarathon.org

December 13-15 Nutcracker

balletmemphis.org

December 31 **AutoZone Liberty**

Bowl libertybowl.org

January 8-11 **Elvis Presley Birth-**

day Celebration elvis.com

January 19 February 23 **Martin Luther King Memphis Symphony** Jr. Celebrations Orchestra: German civilrightsmuseum.org **Requiem** *memphis*

January 21-25

Challenge

January 29-

February 16

memphis.com

January 31

Opus One

memphis

symphony.org

February 15

Memphis Symphony

Orchestra: Wicked

Divas memphis symphony.org

Wicked orpheum-

blues.org

symphony.org International Blues March 14-30

Diary of Anne Frank playhouseonthe square.org

March 25-30 War Horse orpheum-

memphis.com March 29-30

Streb gpacweb.com

April 3-13 **Midtown Opera** Festival operamemphis.org

May 18

April 26

May 2-4

may.org

May 2-24

Memphis in May

memphisinmay.org

International

Festival 2014

May 15-17

may.org

Memphis in May

Southern Hot Wing

wingfestival.com

Memphis in May

Beale Street Music

Festival memphisin

Festival southernhot

32nd Annual **Memphis in Mav** Triathlon mimtri. racesonline.com

May 24

Memphis in May AutoZone Sunset Symphony memphis inmay.org

June 2-8

FedEx St. Jude Classic stjudeclassic. com

June 12-14

Memphis Film World Championship Festival memphis **Barbecue Cooking** filmfestival.com **Contest** *memphisin*

пп Graceland

a Four-Night Memphis Travel Package for Two!

Enter to WN



PACKAGE INCLUDES:

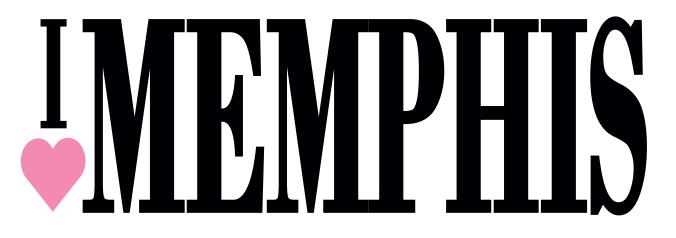
• Two (2) round-trip tickets on Southwest Airlines. · A welcome package of Memphis items courtesy of the Memphis Convention & Visitors Bureau and the Greater Memphis Chamber. MADISON HOTEL

• Two (2)-night stay in a King Suite at the Madison Hotel, a \$25 Gift card to eightv3 and two (2) \$10 drink cards for cocktails at Twilight Sky Terrace. • Two (2)-night stay at The Peabody Hotel with dinner for two (2) at Chez Philippe. • Four (4) VIP Tours of Graceland and a \$250 shopping spree on ShopElvis.com compliments of **Elvis Presley Enterprises**.

APPROXIMATE RETAIL VALUE OF PRIZE: \$2,930

To enter, go to SOUTHWEST.COM/SPIRITMAGMEM and register by November 30, 2013. (ONLY ONE ENTRY PER PERSON.)

NO PURCHASE OR OBLIGATION NECESSARY to enter or win this sweepstakes. Void in Puerto Rico. Hawaii. Alaska. Rhode Island. and where prohibited. Sweepstakes begins on November 1. 2013 and ends November 30, 2013. For Official Rules and to enter go to http://www.southwest.com/spiritmag/MEM. Must be legal U.S. resident and 21 years or older.





Things to do Places to eat Bands to see in Memphis

ILOVENEMPHISBLOG.COM





2. Scan the code.



1. Get your phone