

# STEM

Talent Acquisition Strategies

July 29-30, 2014

Andaz Hotel \ San Diego, CA



## Talent Acquisition Strategies to Fill STEM Roles with Top Talent

According to a recent survey of talent recruiters for Fortune 1000 companies conducted by Bayer Corporation, science, technology, engineering and mathematics (**STEM**) **workers are still in short supply and high demand** with eighty-nine percent reporting that competition is fierce to fill open STEM jobs with four-year STEM degree holders. In addition, at both traditional and non-traditional STEM companies, job creation is on the rise while the talent pool available remains stagnant. However, some talent acquisition leaders have a different belief: **That there is not a talent shortage at all.** A report from the Economic Policy Institute in DC concludes that the US has more than enough people to fill most STEM positions, but because of the current state of the recruiting industry, open positions still aren't being filled due to competition from non-STEM companies where STEM skills are increasingly attractive, and are offering more competitive pay and benefits than their STEM counterparts.

### **Whether You Agree or Disagree That There is a STEM Talent Shortage, the STEM Talent Landscape Looks Like This:**

A shortage of degree holders, a growing trend of STEM graduates securing jobs outside the field, and job creation on the rise.

### **The Answer is Employing New Talent Acquisition Strategies Internally and Externally and Take Back Talent**

For STEM and non-STEM companies alike, vacant STEM positions result in lower productivity, limited business growth, decreased revenue and ultimately, a hindered competitive edge. STEM recruiting is an increasingly critical factor for the overall health of our nation and its companies.

### **How Can We Collectively Overcome the Daunting Challenges Presented by the State of STEM Talent?**

This year's STEM Talent Recruitment event will focus on the entire talent acquisition lifecycle starting with the development of a robust talent pipeline, creating a winning employer brand, capitalizing on strategic sourcing practices and continuing through STEM-centered engagement and retention best practices. We will discuss the current and future talent landscape, and talent acquisition's role in strategic workforce planning to predict and plan for the STEM talent supply and demand challenges of tomorrow.

#### **We will discuss:**

##### **Talent Acquisition Strategy & Recruiting:**

- » Workforce planning to determine trends and talent demands
- » Compensation and benefit trends: Knowledge is power
- » Stop the poaching cycle, remain competitive, and take talent back from non-STEM companies
- » Learn what retains experienced and new employees and develop retention programs
- » New campus recruiting strategies to stand out in the crowd
- » Find HiPos and recruit from the internal talent pool

##### **Attraction and Branding:**

- » What attracts entry-level hires to one company vs. another
- » How to attract passive candidates
- » Use branding to make STEM jobs attractive with differentiation and authenticity
- » Diversity recruitment
- » Attract Candidates with Mobility and Growth Opportunities

##### **Education Partnerships:**

- » Create an employer and educator relationship
- » Create secondary education engagement for early candidate identification and create a talent pipeline

# EVENT SPEAKERS

- » Steve Levy, *Recruiting Lead*, **Kaltura**
- » David Williams, *Global Manager Talent Acquisition*, **FMC Technologies**
- » Rodney Smoczyk, *Director, Talent Acquisition & HR Group*, **EDG Inc.**
- » Shahbaz Alibaig, *Recruitment Technology Manager, Talent Acquisition, Global HR Operations*, **GE**
- » Alex Putman, *Former Director of Employer Branding*, **YP**
- » Susan Wheeler, *Workforce Planning and Education Relations Strategist, Organization and Workforce Development*, **SMUD**
- » Bradford Wilkins, *Director, Talent Management and HR Services*, **Adcap Network Systems**
- » Dr. J. Michael Hardin, *Dean of the Culverhouse College of Commerce*, **The University of Alabama**
- » Dave Mendoza, *Consultant, Global Talent Sourcing Function & Innovation Strategist*, **Blizzard Entertainment**
- » JJ DiGeronimo, *Leadership Expert & Author for Professional Women; President*, **Purposeful Woman & Tech Savvy Women**
- » George Ramirez, *Executive Vice President and Chief Diversity Executive*, **Union Bank**
- » Derina Adamczak, *Global Recruitment Marketing & Technology Manager*, **CH2M HILL**
- » John Oberkor, **Undergraduate: Chemical Engineering; Hometown: Montgomery, AL; Internship: Process Engineering Intern International Paper**
- » Kaylie Crosby, **Undergraduate: Mechanical Engineering; Hometown: Katy, TX; Internship(s): Technip, USA Inc. - Subsea Engineering Technical Aide**
- » Melissa Jenkins, **Undergraduate: Computer Science and Mathematics; Hometown: Kingsport, TN; Internship(s): 2014 Eastman Chemical Intern; 2013 UA Venture Development Intern, 2012 Synaptian, Inc. Intern**
- » Joseph Wolfe, **Undergraduate: Electrical Engineering; Hometown: Tazana, CA; Internship: Adtran, Inc. total of 10 months**
- » Kevin Rutherford, *Chief Talent Strategist*, **Talent Management Alliance**

# CONFERENCE DAY ONE - JULY 29, 2014

7:00-8:00	<b>Registration and Breakfast</b>
8:00-8:15	<b>Chairman's Welcome</b> Kevin Rutherford, <i>Chief Talent Strategist, Talent Management Alliance</i>
8:15-9:15	<b>Employee Financial Wellness as a Talent Attraction and Retention Tool</b> Shawn Gilfedder, <i>President &amp; CEO, McGraw-Hill Federal Credit Union</i> <p>A growing number of companies have discovered that they can build employees' loyalty, increase their productivity and improve their job satisfaction by providing programs that help them achieve financial wellness. In the never-ending quest to improve employee engagement and maintain high levels of productivity, many U.S. companies have recognized the effect employees' financial health has on their performance and morale. Simply, employees who are financially sound and without significant money worries at home are happier and more focused on the job.</p> <p>Many have discovered new, no-cost and easy-to-implement options for companies to help employees develop healthier relationships with money. These programs can deliver significant value for both businesses and their workers. In fact, businesses have an opportunity to introduce new benefits that will improve employee attraction, retention and productivity. In this session, we will discuss what employers can do to offer financial education and long-term planning as an employee benefit, how to gain buy-in to implement these programs, and how talent acquisition can capitalize on this as an incentive to candidates.</p>
9:15-10:00	<b>Use Social Media for STEM Recruitment and Engagement</b> Derina Adamczak, <i>Global Recruitment Marketing &amp; Technology Manager, CH2M HILL</i> <p>One of the fastest ways to reach talent is social media. It not only gives recruiters direct access to candidates, but allows for candidates to have real-time conversations and interaction with recruiters. For the savvy employer, using social media to create a community of potential hires to engage can give them the edge they need to attract their next best employee.</p> <p>In this session we will discuss how to utilize the tools social media provides to create a talent pipeline, how to amplify your employer branding, which tools lead to more success depending on your goal, and capitalize on referrals to fill open roles.</p>
10:00-10:30	<b>Networking Break</b>

## NETWORKING OPPORTUNITIES



Network with speaker faculty and event participants including C-Suite executive, VPs and Directors responsible for:

Talent acquisition and recruitment, engagement and retention, human resources, diversity and inclusion, employer branding, and educational partnerships.

# CONFERENCE DAY ONE - JULY 29, 2014

10:30-11:15	<p><b>Campus Recruiting: Prepare and Strategize to Stand Out and Be Remembered</b></p> <p><b>Panelists:</b> Alex Putman, <i>Former Director, Employment Branding, YP</i></p> <p>Susan Wheeler, <i>Workforce Planning and Education Relations Strategist, Organization and Workforce Development, SMUD</i></p> <p>Bradford Wilkins, <i>Director, Talent Management and HR Services, Adcap Network Systems</i></p> <p>Shahbaz Alibaig, <i>Recruitment Technology Manager, Talent Acquisition, Global HR Operations, GE</i></p> <p>According to the National Math + Science Initiative, in 2013, 38 percent of students who started with a STEM major did not graduate with one. Students either don't graduate with a degree or they switch to a non-stem related one. Programs, internships, and other initiatives are built to sustain interest in STEM degrees and jobs for college students – how can campus recruiting help organizations find top talent, but also re-instill passion for the field in students?</p> <p>This session will discuss out-of-the-box strategies such as gamification, sharing your culture in a real way, and virtual on-site interviewing to make your organization stand out from the crowd while recruiting on campus. All the while creating fans of your company that will remember you when it's time to secure employment.</p>
11:15-12:00	<p><b>Panel Discussion: A University and Student Perspective: What Successful Companies are Doing and How Students Respond</b></p> <p><b>Moderated by:</b> Dr. J. Michael Hardin, <i>Dean of the Culverhouse College of Commerce, The University of Alabama</i></p> <p><b>Panelists:</b></p> <p>John Oberkor, <b>Undergraduate:</b> <i>Chemical Engineering</i> <b>Hometown:</b> <i>Montgomery, AL; Internship:</i> <i>Process Engineering Intern International Paper</i></p> <p>Kaylie Crosby, <b>Undergraduate:</b> <i>Mechanical Engineering</i> <b>Hometown:</b> <i>Katy, TX; Internship(s):</i> <i>Technip, USA Inc. - Subsea Engineering Technical Aide</i></p> <p>Melissa Jenkins, <b>Undergraduate:</b> <i>Computer Science and Mathematics</i> <b>Hometown:</b> <i>Kingsport, TN; Internship(s):</i> <i>2014 Eastman Chemical Intern, 2013 UA Venture Development Intern, 2012 Synaptian, Inc. Intern</i></p> <p>Joseph Wolfe, <b>Undergraduate:</b> <i>Electrical Engineering</i> <b>Hometown:</b> <i>Tazana, CA; Internship:</i> <i>Adtran, Inc. total of 10 months</i></p> <p>At the University of Alabama, STEM degree holders have an opportunity to accelerate their MBA in business through their "STEM Pathways" program. These students also have an opportunity to intern at leading STEM organizations to increase their business communication skills. In this session, Dr. J. Michael Hardin will share what the companies with the biggest recruiting success are doing with the University, and how they get involved.</p> <p>Dean Hardin will also lead a panel of graduate students/interns, who will discuss why they chose to work for their current organization. They will talk about what motivates them, what matters most to them (is it compensation, benefits, a sense of duty and giving back to society?), and how their company keeps them engaged and happy in their current roles. This session offers an insider view into the mind of people companies want to recruit and gives attendees a chance questions they've always wanted to ask.</p>
12:00 –1:00	<p><b>Lunch</b></p>

# CONFERENCE DAY ONE - JULY 29, 2014

1:00-1:45	<p><b>Debunking the Stereotype: Use Branding to Make STEM Jobs “cool” and Attract Talent with Differentiation and Authenticity</b></p> <p>Alex Putman, <i>Former Director, Employment Branding, YP</i></p> <p>There is a stereotype that if a student is interested in a STEM field of study, they must be a nerd. Hence, there are many that succumb to the pressure of society or even their peers and choose to study another field, even if their aptitude in a STEM related field is high. It’s our job as a society as a whole, and within organizations to kill this perception and change it. We are in a unique position and time to make this happen, especially with the varied technological advances and devices that are being created and adopted by our nation’s youth. For instance, was Steve Jobs cool? Was he always considered as such? Probably not, but with Apple devices in the hands of most Americans and Ashton Kutcher playing him in a movie about his life, he is now idolized.</p> <p>How can organizations help foster the idea that being a math or science geek is cool? Is it that a four-year degree in a STEM field can bring career success, job security, and a high salary (possibly even notoriety)? Is it better to choose an angle that shows how giving back to society, and developing technology to help others is the coolest thing you can do? This session will discuss how organizations can develop their brand to not only gain youth interest in STEM fields but also attract them to their organization.</p>
1:45-2:30	<p><b>Manage Your Internal Talent Pool: Engage and Retain Talent with Special Programs and Offers From Day One!</b></p> <p>David Williams, <i>Global Manager Talent Acquisition, FMC Technologies</i></p> <p>STEM talent, whether entry-level or experienced is difficult to recruit due to many factors, but one major factor is that experienced candidates are most likely already employed, and have their pick of employers. When top talent is found and hired, how can organizations keep their talent engaged, committed, and loyal?</p> <p>This session will discuss strategies to keep employees happy and how to retain them including which rewards and benefits are highly sought after, creating a greater purpose than meeting the bottom line to instill passion and loyalty within workers, and which retention strategies are best for each type of employee.</p>
2:30-3:00	<p><b>Networking Break</b></p>

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# CONFERENCE DAY ONE - JULY 29, 2014

3:00-3:45	<p><b>The Elusive Passive Candidate: Customizing Your Brand Strategy</b></p> <p>Charlotte Jones, <i>Recruitment Marketing Leader</i>, <b>Lockheed Martin</b></p> <p>The experienced, or “passive candidate” in the STEM industry world holds a lot of power. An experienced career holder can do anywhere he or she wants to, which can make them difficult to retain, since they are always in demand. Another option for them would be not to work as a full time employee at a company, but work for themselves as a contractor. For these reasons, it’s important to understand what is important to the passive STEM candidate, how to make your company more attractive to them than their current employer, and once you have hired them, keep them.</p>
3:45-4:30	<p><b>Recruiting for a Diverse Workforce</b></p> <p>George Ramirez, <i>Executive Vice President and Chief Diversity Executive</i>, <b>Union Bank</b></p> <p>There is a strong and growing focus on diversity in the workplace, unfortunately diversity recruiting poses a particular challenge for employers in STEM fields. Due to the demand of STEM majors being much more than the supply, the lack of diverse STEM candidates in the United States is significant. According to Monster Worldwide Inc., 93% of STEM employees are non-Hispanic whites. Since diversity recruiting is recognized as an important business strategy to maximize creativity and productivity, the lack of qualified diverse candidates is a huge problem facing STEM employers.</p> <p>The U.S Census reports that early 94% of students who show potential for STEM careers in 9th grade choose non-STEM occupations by the time they graduate college. Nearly every employer, from government agencies to engineering companies, is faced with the question of how to secure top diversity talent from such a small pool of candidates. This session will discuss how employers can be more attractive to diversity candidates, how to develop the right messaging, branding, and company culture.</p>
4:30-5:15	<p><b>Round Table Discussions</b></p> <p>Get to know your fellow attendees and start to build relationships that will last you throughout the conference and beyond!</p>
5:15-6:30	<p><b>Cocktail Reception</b></p> <p>Join us for a chance to mingle, connect, and enjoy refreshments.</p>

# CONFERENCE DAY TWO - JULY 30, 2014

7:15-8:15	<b>Coffee and Breakfast</b>
8:15-8:30	<b>Chairman's Welcome</b> Kevin Rutherford, <i>Chief Talent Strategist</i> , <b>Talent Management Alliance</b>
8:30-9:15	<b>Use Employee Referrals to Secure Top Talent</b> Steve Levy, <i>Recruiting Lead</i> , <b>Kaltura</b>  <p>When it comes to word of mouth people tend to trust those closest to them. According to Work4, 92% of people are likely to trust a recommendation from a friend or family member online. Candidates whose interest is triggered by seeing a job posting on a friend's news feed can end up being the most informed, prepared, and engaged of candidates. This is mostly due to their direct source of information: your employee, their friend, who can answer questions about the company and its culture, if not the job itself. Not to mention, employee referrals help increase recruiter productivity and candidates come with a reliable reference.</p> <p>Just as with employee referrals, tapping into passive candidates can help you find more fitting and better qualified new recruits. 84% of the population is considered to be passive (not actively looking for a job) yet 76% of people not actively looking will take a new job is the right opportunity is presented. Social media of course makes connecting with passive candidates much easier, especially if they are being reached through their friends. This session will discuss how the right sharing tools increase recruiter productivity, how sharing jobs on social networks can augment employer branding efforts, why social networks bring in quality employee referrals, and how to scale a recruiting strategy to attract candidates.</p>
9:15-10:00	<b>Global STEM Recruiting Challenges: Location Mismatch and Accessibility</b> Kevin Rutherford, <i>Chief Talent Strategist</i> , <b>Talent Management Alliance</b>  <p>Many business leaders fear shortages of STEM talent in the coming years. For example, countless studies contend that the lack of people with the right skills could hold back economic growth, especially in developed economies.</p> <p>Consider that India produces one of the largest pools of engineers each year, but software association NASSCOM says that only 25 percent of them are readily employable. In the UK, two-thirds of senior executives from science, high-tech and IT firms say they can't find the STEM talent that they need. However, Accenture research suggests that the problem is not one of shortages. Instead, the problem is one of location mismatch: talented people are available but not always in the places where they are needed. For example, there may be a shortage of chemical engineers in Germany but a large and growing supply in China. What we are witnessing is the emergence of a truly global labor market for STEM talent – but one that lacks essential mechanisms for matching demand and supply of critical skills across geographic boundaries.</p> <p>In this session we will discuss the challenges companies face as they seek to source talent globally: an "information problem" in which they often lack the information about where skills are located and an "access problem" in which they may know where skills exist but have difficulty getting access to it.</p>
10:00-10:30	<b>Networking Break</b>

# CONFERENCE DAY TWO - JULY 30, 2014

10:30-11:15	<p><b>Not Finding the Talent You Need Locally? Attract Candidates with Mobility and Growth Opportunities</b></p> <p>Shahbaz Alibaig, <i>Recruitment Technology Manager, Talent Acquisition, Global HR Operations, GE</i></p> <p>Whether there are enough qualified STEM workers as a whole or not, there is a shortage by geography and/or industry. Depending on where your organization is located, it may be harder to recruit for than an organization in a more robust or opportunistic area. Highlighting your area and organization's growth opportunities and upward mobility potential can attract skilled talent to your organization.</p> <p>In this session, we will discuss how to make growth and opportunity a primary differentiator for your company to attract top talent. We will also share how to identify, and attract candidates that are likely to be excited about mobility, and create a competitive local brand.</p>
11:15-12:00	<p><b>Expand Talent Acquisition's Role in Workforce Planning &amp; Help Grow the Bottom Line</b></p> <p>Rodney Smoczyk, PHR, CDR, <i>Global Director of Talent Acquisition and Development for EDG, Inc.</i></p> <p>Sometimes the only thing that is more competitive than finding top notch people is finding that next cornerstone project. When your company is vying for a particular project that requires extra talent, wouldn't it provide your company a competitive advantage if the client knew for a fact that you have a plan in place to secure it? Too often talent demands are an after-thought instead of being armed with a plan at the time of the sale. If you were asked what the talent demand and supply is now for a potential project, would you know? That's where workforce planning (WFP) comes into play. WFP tells you which jobs and projects you need full-time versus part-time and contract labor to accomplish. Information is key to success.</p> <p>Imagine the significant advantage of having talent acquisition show a potential client that there won't be any completion delays due to a shortage of talent. Of course WFP isn't only an advantage for sales. Internally, WFP is used to identify critical roles and model the internal and external flow of talent to project future skill supply and demand for your organization. In this session we will discuss:</p> <ul style="list-style-type: none"><li>» Why having a focused plan is important</li><li>» How to use WFP information to arm sales with a competitive edge</li><li>» What you can do to make WFP work for you</li><li>» The workforce metrics and data analysis needed to guide business decisions</li><li>» How to gain that ever important seat at the table when it comes to critical business decisions.</li></ul>
12:00 –1:00	<p><b>LUNCH</b></p>

# CONFERENCE DAY TWO - JULY 30, 2014

1:00-1:45	<p><b>How to Attract and Retain Women in STEM Roles</b></p> <p>JJ DiGeronimo, <i>Leadership Expert &amp; Author for Professional Women; President, Purposeful Woman &amp; Tech Savvy Women</i></p> <p>Women are vastly underrepresented in STEM jobs and among STEM degree holders despite making up nearly half of the U.S. workforce and half of the college-educated workforce. That leaves an untapped opportunity to expand STEM employment in the United States, even as there is wide agreement that the nation must do more to improve its competitiveness. According to the Department of Commerce, although women fill close to half of all jobs in the U.S. economy, they hold less than 25 percent of STEM jobs. This has been the case throughout the past decade, even as college-educated women have increased their share of the overall workforce. There are many possible factors contributing to the discrepancy of women and men in STEM jobs, including: a lack of female role models, gender stereotyping, and less family-friendly flexibility in the STEM fields</p> <p>This session will share how organizations can uncover more diverse STEM talent as-well-as showcasing techniques to retain and advance the female talent already on the payroll. This session will also highlight key barriers that companies face in retaining female talent while providing viable strategies for any size company.</p>
1:45-2:30	<p><b>How SMUD Trains, Educates and Instills Passion For Innovation and Technology to Create their Future Talent Pipeline</b></p> <p>Susan Wheeler, <i>Workforce Planning and Education Relations Strategist, Organization and Workforce Development, SMUD</i></p> <p>In order to build a strong pipeline of STEM-skilled talent to deliver innovation and the competitive edge tomorrow, a commitment to education and action must be the priority today.</p> <p>Advocates for STEM education like Susan Wheeler recognize that the path from education to employment is evolving and that the future workforce is reliant on our nation's current ability to train, educate and instill a passion for innovation and technology. In this session, Susan will discuss how SMUD helps to:</p> <ul style="list-style-type: none"><li>Empower educators with programs and tools to create interactive classrooms that engage and develop students' interest and skills</li><li>Communicate the STEM skills imperative to a broader audience- government, business, the education system, and beyond to achieve universal commitment</li><li>Leverage the power of inspiration to attract and motivate the future workforce into STEM careers by stimulating interest at a young age</li><li>Formulate structured STEM career pathways to illustrate the value and potential to both prospective experienced candidates and the up-and-coming workforce</li></ul>

# CONFERENCE DAY TWO - JULY 30, 2014

2:30-3:00	<b>Networking Break</b>
3:00-3:45	<p><b>No STEM Degree? No Problem! Create a Wider Talent Pool and Attract Talent From Non-STEM Organizations</b></p> <p>Bradford Wilkins, <i>Director, Talent Management and HR Services, Adcap Network Systems</i></p> <p>In 2014, recruiters across the country bemoan the dreaded “Skills Gap” – 3.8 million jobs companies across the country are unable to fill. Why? Employers claim these candidates don’t have the skills and experience necessary to succeed in these roles. How are these candidates expected to glean these skills and experiences if nobody will give them the opportunity and training? It takes a company willing to make a long-term commitment to the growth of their teams. How can a company build the business case to bring on less experienced talent? Through returning to our historical roots with the institution of apprenticeships, with a modern twist, of course, executed through an integrated acquisition, development and succession plan. This requires a unitization across multiple silos and compromise of expectation between the employer and employee. In this session, we will walk through how to perform a reverse osmosis on the negative-thinking “Why do people fail at a job?” into a forward thinking “Why are they successful?”</p> <p>One of the integrated strategies utilized is a formalized Apprentice program for both entry level and industry transition candidates. This high energy session promises to provide you the map to creating this successful program in your organization, large or small.</p>
3:45-4:30	<p><b>Interactive Discussion and Chairman’s Wrap Up</b></p> <p>Kevin Rutherford, <i>Chief Talent Strategist, Talent Management Alliance</i></p> <p>During this interactive session, attendees will have the opportunity to review key take-aways from the past two days and hear what other attendees will prioritize post-conference. Take this opportunity to ask any remaining questions to our chairman or the group.</p>

## SPONSORSHIP OPPORTUNITIES



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# CONFERENCE DETAILS

## PRICING INFORMATION

Options	Standard Pricing
2 Day Conference	\$1,695.00

## REGISTRATION INFORMATION

Fax form to 281-552-8914, Call 888-339-9599 or Email [info@the-tma.org](mailto:info@the-tma.org)

Attendee Name \_\_\_\_\_

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### Make Checks Payable in US Dollars to:

**Talent Management Alliance**  
re: STEM  
1504 Bay Road Suite #1418  
Miami Beach, FL 33139

### Reference:

Please fill out & include registration form with payment.

### Payment Policy:

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## VENUE INFORMATION



### Andaz San Diego

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Welcome to America's Finest City and the sophisticated, AAA Four Diamond Award winning Andaz San Diego, a boldly progressive addition to the city's historic Gaslamp Quarter. With its sleek style and fresh attitude, this chic destination flies in the face of typical hotel in downtown San Diego, California.