



2012 Southland Technology Conference

INNOVATING THROUGH TECHNOLOGY

October 26th-27th at the Long Beach Hilton

Industry Expert Keynote Speakers



Salesforce.com

"Possible, Inevitable, Essential: The Social and Mobile Cloud"

Peter Coffee, VP Head of Platform Research, Salesforce.com. 30 years of experience in guiding adoption of new technologies and practices as a developer, consultant, educator, author, and lecturer.



Fox Entertainment Group

"From My Desk to Yours – A CIO's Perspective"

Cindy McKenzie, SVP Enterprise Application Services, Fox Entertainment Group. 20 years experience in Information Technology in the financial and entertainment industries, honored as one of Computerworld's Premier 100 IT leaders in 2012, board member of the UCLA Anderson IS Associates.



Symantec

"Strategic Security Overview: Trends and Direction in Information Security"

Paul Tobia, CISSP Senior Principal Security Strategist, Symantec. Over 14 years of experience, Paul provides security strategy and direction from a world-class Security Business Practice organization directly supporting the business goals of a \$6 billion Fortune 500 software company.



Habitat for Humanity

"Project Management: Habitat for Humanity Style"

Mark VanLue, Chief Operating Officer, Habitat for Humanity of Greater Los Angeles. Mark has been in Construction Management for over 25 years. Habitat for Humanity completed over 500,000 homes world-wide, housing over 2.5 million people.

Register by **September 10, 2012** and **save \$50**

Member price (2 days): only \$199, After Sept 10th, \$249

Non-Member \$50 more

Corporate Discounts Available – Email ron.rizza@sotecconference.com

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Four Tracks:

Project Management / Business Analysis

Quality Assurance / ITIL

Personal Development / Social Networking

Strategic Technologies (Cloud, Mobile Computing, etc.)

Additional Benefits:

A Job Fair and Resume Reviews will be available

Earn up to 12 PDUs, 15 CPEs, 12 CDUs by attending both days

Two Chances to win an Apple iPad! (must be present to win)

SoTeC Inspiration Award – Nominations opened through July 30, 2012

Speakers & Panelists include

Executives from these companies:

Boeing, CareerBuilder, Cognizant, DIRECTV, Fox Entertainment Group, Frederick's of Hollywood, Habitat for Humanity, InfoWorld, International Rectifier, LA Times, Macsteel, Salesforce.com, Southern California Edison, Symantec, Thomas Reuters Elite, Xerox

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