



The LA Chapter of AITP brings you

Charting Your Future: Critical Skills that Will Make a Difference in 2012

What's going to matter most in 2012? The IT world is evolving! Knowing what skills are needed to add value to projects, and have management see you as a "keeper", is vital in today's IT landscape.

Mark your calendar for AITP LA's first event of 2012. Hear what hiring Managers from major companies and recruiting firms say about what sets the preferred candidates apart.

Thursday, Jan. 26, 2012 Courtyard by Marriott Westside
Networking @ 6:00 pm • Dinner & Program @ 6:30 to 9:00pm

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Panel Discussion: We've brought together a panel of hiring Managers from some of Southern California's leading companies to share which technical skills and soft skills they look for when interviewing and hiring (and planning for organizational change). Do they only look for tech skills and certifications? How important is development of soft skills? The world has changed! Knowing what skills are needed to add value to projects and have management see you as a "keeper" is vital in today's IT landscape. What's going to make you invaluable to your team (or the most attractive employer to a prospective new hire)?

- **Derek Cotton**, Manager of Talent Acquisition, Farmers Insurance
- **Raymond Ybarra**, Senior Vice President, JBA International
- **Andy Grinberg**, VP, Business Systems Mgmt, Loan Modification Division, Bank Of America
- **Carole Schlocker**, Queen of iSpace

Our panel includes experts from multiple industries, addressing questions such as:

1. What skills will be most critical in 2012?
2. Which skills/knowledge/experience are in demand? Which are scarce?
3. What knowledge/experience is obsolete/in low demand?
4. IT Outsourcing trends
5. What innovations in technology will drive employment trends?
6. What soft skills are employers looking for in their employees?

SPECIAL 6:30PM PRE-MEETING on Strategies for Career Advancement: Ray Ybarra, an expert on social media will share insights on Business Etiquette: The New Rules in a Digital Age.

SESSION ABSTRACT:

Social media, mobile devices and other technology tools have changed the rules for business communication. This presentation will provide tips to become a master of digital business etiquette, such as:

- Using Facebook, LinkedIn and Twitter with professional poise
- Protocol for email, instant messaging and mobile communication
- Conducting effective phone, video and web conferences
- Handling digital etiquette blunders

Join AITP-LA for this timely IT Employment Outlook event, including dinner and host bar, with ample opportunities to network with like-minded professionals.

This is *the* place to be to share ideas and develop new business opportunities. AITP events give you an opportunity to learn about state of the industry news, policy and events. Come meet our members, connect with local resources, and enjoy a fun and informative evening of conversation!

Bring your business cards, network with your peers at Courtyard by Marriott in Culver City

RESERVATIONS: use the link to preregister: <https://www.acteva.com/go/aitpla> Reservations are required!

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PRICE: Dinner & Program: \$25 Members in Advance, \$35 Non-members in Advance (\$40 at the Door). For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

LOCATION: Courtyard by Marriott LA Westside, 6333 Bristol Parkway, Culver City 90230 310.484.7000. Self Parking at hotel (\$6)

DIRECTIONS:

Going South on 405

Take 90 fwy East
Slight right at West Slauson Ave
First right onto Bristol Parkway

Going North on 405

Take exit 49B to merge onto Sepulveda toward Slauson Ave
Right at Green Valley Circle
First right onto Bristol Parkway

ABOUT OUR PRESENTERS

Derek Cotton

Manager of Talent Acquisition for Farmers Management Company

Derek has been Manager of Talent Acquisition at Farmers since joining the firm in 2010. In that role he oversees a team responsible for the nationwide recruitment of all the corporate functions for the firm. Previously Derek worked for Egon Zehnder International, a global retained search firm where he identified top candidates for some of the world's top firms.

Derek has an International MBA from Pepperdine University, which included a year of study at Mexico's Instituto Tecnológico y de Estudios Superiores de Monterrey. Derek is deeply involved in the Olympic sport of fencing, has sat on the Board of Directors, been the US referee to two Olympic games and currently sits on an International Commission overseeing referees. Derek is married and is the proud father of one son.

Raymond Ybarra

Senior Vice President, JBA International.

Mr. Ybarra is an accomplished management consulting professional specializing in technology, governance, risk management and business process improvement. He has worked for other firms such as Robert Half Technology, Shimasaki Consulting, and Jefferson Wells International where he was Director, Technology Risk Management. Prior to that, Mr. Ybarra worked at a number of world class organizations including Hewlett Packard, CGE&Y, Ernst & Young and Beatrice Foods.

In his career he has held Senior Management positions, CIO, COO, Senior Vice President of Marketing and Sales, Director of Operations, Engagement Manager, and Business Development Manager. Mr. Ybarra is the current VP of SGV Chapter of ITSMF (Information Technology Service Management Forum) and is a former member of the Board of Directors and past president of the American Production and Inventory Control Society (APICS).

Andy Grinberg
VP, Business Systems Management
Loan Modification Division, Bank Of America

Andy Grinberg oversees efforts of developing systems solutions for operations of the loan modification division of Bank of America, one of the fastest growing components of the corporation. He is also responsible for providing reporting and analytical tools. In his previous job, Andy Grinberg directed providing Business Intelligence solutions for bank and insurance division of Countrywide Financial Corporation. Prior to this assignment, Mr. Grinberg managed systems development and integration for the Insurance segment of Countrywide. Before joining Countrywide, Mr. Grinberg held IT management and staff positions in a variety of industries including Brokerage Services (Quotron Systems), Entertainment (CBS, New Line Cinema), Transportation (Arco, Rockwell International), delivering a wide array of information systems solutions. He holds an MBA degree from Pepperdine University and a Bachelor of Information and Computer Science from Moscow State University of Economics, Statistics, and Information Science.

Carole Schlocker
Queen of iSpace

Carole currently reigns as the Queen of iSpace. Her previous positions include Princess of Metro Information Services and Sr. Peddler at D.P Specialists. Prior to this she was actually somewhat technical --as Manager of West Coast Technical Support for Candle Corporation. Realizing that she could only bluff her way so far technically, she moved into sales. She has been in the IT staffing and solutions business for over 20 years. Never seen dressed uncoordinated she believes in building solid clients based on their proximity to Loehmann's. Carole firmly believes in building strong client relationships and selling on value, humor, trust and ethics and NOT price.

Carole is currently on the Board of the Westside Center of Independent Living, The National Association of Computer Consultant Business', The Association of IT Professionals (Los Angeles Chapter) and is Chair of the Speakers Committee for the annual Southland Technology Conference (SoTec). She is also a long time member of UCLA I.S. Associates and has served on their board. She was the Co-Director of the Los Angeles Chapter of Women in Technology and helped to build the chapter from the ground up. Carole holds a Bachelors Degree in Social Work from Temple University. She strongly believes that she is practicing social work every day in the IT staffing business.