



# 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.

## Sponsor Organization Member Price (2 days): \$249

Non-Member (2 days) \$299 In Transition/Student: \$135

Corporate discount for 5 or more employees: \$199 each  
Email [ron.rizza@sotecconference.com](mailto:ron.rizza@sotecconference.com)

### 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
- Free Friday Night Tweetup - at the Hilton Bar 5-7pm

### More Info @

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### Speakers & Panelists include

#### Executives from these companies:

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

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