



The LA Chapter of AITP brings you

Critical skills that Will Save Your Job (or get you one) in 2011

What's going to matter most next year? 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 2011. Hear what Hiring Managers from **Bank of America, DirecTV, Farmers Insurance** and other companies say about what they are looking for in a candidate that sets the person apart.

Thursday, Jan. 27, 2011 - Maria's Italian Kitchen, Downtown LA
Networking @ 6:00 pm • Dinner & Program @ 6:30 to 9:00pm

Join AITP-LA for this timely IT Career Development 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!

PROGRAM SPEAKER,

Ann Marie Griffin, Sr. IT Development Manager from DirecTV, will share what you need to know now to secure and enhance your career as an Information Technology professional and leader. Ann Marie Griffin has 19 years of corporate management and project leadership experience, with a focus in Information Technology software solutions. At DIRECTV, she manages the outsourced application development team. She is also a certified life coach, intent on helping smart, motivated professionals create the change they crave.

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)?

- **Beth Perkins**, HR Business Partner- Group Operations Office, Farmers Insurance
- **Andy Grinberg**, VP, Business Systems Management, Loan Modification Division, Bank Of America
- **Ann Marie Griffin**, Sr. IT Development Manager from DirecTV
- **Carole Schlocker**, Queen of iSpace

Our panel is hosted by leading experts from multiple industries, discussing the speaker's topic and addressing questions such as:

1. What skills will be most critical in 2011?
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?

Bring your business cards, network with your peers at Maria's in Downtown LA

RESERVATIONS: use the link to preregister. Reservations are required!

PRICE: Dinner & Program: Members \$25 in Advance, Non-members \$30 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: *Maria's Italian Kitchen, 615 Flower Street, Los Angeles CA, 90017* (Downtown, LA).

Self Parking: 616 Figueroa Street (4 p.m. to 3 a.m., \$5). **Valet Parking:** Available on Flower Street (\$7)

[Link to Map.](#)

<http://www.mapquest.com/maps?city=Los+Angeles&state=CA&address=615+S+Flower+St&zipcode=90017-2801&country=US&latitude=34.049717&longitude=-118.257813&geocode=ADDRESS>

OUR EVENT SPONSOR:



Technisource – provider of technology staffing and recruitment, turnkey technology solutions, and IT consulting including strategy, application management, infrastructure management, and IT outsourcing. Go to www.technisource.com for more information and a list of current open positions.

OUR NEXT MEETING: **March 24, 2011 – Mr Galen Gruman, Executive Editor, InfoWorld.com will speak about Emerging Trends in IT. MARK YOUR CALENDAR!**

DIRECTIONS:

From the 110 South: take the 6th ST/4th ST exit toward I-110 S/WILSHIRE BLVD/DOWNTOWN, take the ramp toward WILSHIRE BLVD, take the 6th ST ramp, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

From the 110 North: take the 4th ST/3rd ST exit, EXIT 22B, take the 6th ST exit, EXIT 23A, turn SLIGHT LEFT onto W 6th ST, turn RIGHT onto S FLOWER ST. 615 S FLOWER ST is on the RIGHT.

From the 5: take the 110 South (see the rest above).

From the 10: take the 110 North (see the rest above).

From the 101: take the 110 South (see the rest above).

ABOUT OUR PRESENTERS



Beth Perkins

Human Resources Business Partner- Group Operations Office, Farmers Insurance

Beth Perkins joined Farmers Insurance in June of 2007 and served as Human Resources Business Partner for several of Farmers Corporate functions. Most recently, Beth's focus was on Market Management, with added alignment to Farmers Eastern Markets Operations, helping to drive profitable growth through expansion into the Eastern Atlantic States. Currently, Beth is the HRBP for Group IT at Farmers. Beth has 17 years of experience in HR primarily in the Financial Services Industry with Liberty Mutual Insurance, and Citizen's Bank.



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.



Ann Marie Griffin

Sr. IT Development Manager from DirecTV

Ann Marie Griffin has 19 years of corporate management and project leadership experience, with a focus in Information Technology software solutions. At DIRECTV, she manages the outsourced application development team. She is also a certified life coach, intent on helping smart, motivated professionals create the change they crave.



Carole Schlocker

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.