



## Has your company earned the right to attract and retain the best talent?

Join forward-thinking HR leaders to discuss the hottest HR issues, share best practices and gain leading-edge strategies to strengthen your company's reputation as an employer of choice. Your company's success may depend on it.

# SANDIEGO, 2010 EMPLOYER OF CHOICE FORUM

*This will be the fourth year my HR managers and I participate in the Forum. If you're committed to being an employer of choice, you should definitely attend!*  
- Peggy Keers, VP HR Harrah's Rincon  
2007 Workplace Excellence Award Winner

*The best use of your professional development dollars. I highly recommend the Employer of Choice Forum!*  
- Maria Ostrowski, President SD SHRM

*The Forum is the best venue to network with HR leaders in the community and share best practices.*  
- John Schierer, VP HR Cobham  
2008 Workplace Excellence Award Winner

*The Forum helped me develop a list of actionable ideas to achieve employer of choice status.*  
- Chris Frank, Director HR Veridiam  
2009 Workplace Excellence Award Winner

**SESSION #1** March 12, 2010

### TO STAY OR TO GO? THAT'S THE QUESTION

The in's and out's of implementing a robust retention strategy to ensure your best employees stay.

*Hosted by: United Way*

Featuring an employee panel on what will persuade top performers to stay and what might entice them away

**SESSION #2** May 12, 2010

### WARM CHAIR ATTRITION

Out-of-the-box methods to overcome the psychological recession and re-engage your employees.

*Hosted by: National University*

Featuring best practices from 2009 SHRM Workplace Excellence Award winners

**SESSION #3** Sept. 17, 2010

### BRUISED BANANA? RESTORING YOUR E-BRAND

Proven methods to rebuild trust and loyalty in your employment brand so top performers choose to work for you and choose to stay.

*Hosted by: Cox Communications*

Featuring an executive panel discussing the new employer-employee 'promise'

**SESSION #4** Nov. 5, 2010

### THE WORLD IS WATCHING

The hottest ideas to use web 3.0 to optimize recruitment, e-branding and knowledge sharing.

*Hosted by: San Diego Zoo*

Featuring a web 3.0 expert speaker

*All sessions 8:30am - 12:30pm*

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**Registration Fee:**

By February 1, 2010: \$695      After February 1, 2010: \$795.00

**Participant Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# of participants registering: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Names and titles of additional participants:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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