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# SAN DIEGO, 2007 EMPLOYER OF CHOICE FORUM

The San Diego 2007 Employer of Choice Forum is a unique opportunity to join forces with peers from San Diego's best workplaces and learn what you can do to build your own employer of choice organization.

**BE INSPIRED** by past winners of SHRM Workplace Excellence awards and learn how putting people first has benefited their business.

**COLLABORATE** with colleagues to share challenges and identify practical solutions for creating or sustaining an employer of choice organization.

**DISCOVER** what it takes to transform a company into an employer of choice and how to overcome challenges on the path to transformation.

**UNDERSTAND** how becoming an employer of choice can impact your company's bottom line, employment brand, turnover, and innovation.

REGISTER NOW: [www.Uexcel.com](http://www.Uexcel.com)

# SAN DIEGO, 2007 EMPLOYER OF CHOICE FORUM



ALLIANCE FOR  
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EXCELLENCE LLC  
3830 Valley Centre Dr., Ste. 705-934  
San Diego, CA 92130

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## **SESSION #1** May 25, 2007 **GOT CULTURE?**

How to create and sustain  
a culture of excellence

*Hosted by Modern Postcard*

*Guest speaker: Sarai Rodgers, VP HR*

## **SESSION #2** July 27, 2007 **ENGAGE 'EM OR LOSE 'EM**

How to develop managers expert  
at engaging employees

*Hosted by Cox Communications*

*Guest speakers: Linda Kavanagh, Director People  
Services and Laurie Plachek, Director Training & OD*

## **SESSION #3** September 28, 2007 **PEOPLE ARE YOUR BUSINESS**

How to transform your people  
processes to best in class

*Hosted by the San Diego Zoo*

*Guest speaker: Tim Mulligan, Director HR*

## **SESSION #4** November 16, 2007 **BLAND TO BRAND**

How to build a branding strategy to  
attract, engage and retain 'A' talent

*Hosted by PETCO*

*Guest Speaker: Mardi Montague, Director  
Talent Acquisition*

**All sessions 8:30am - 12:00pm**

## **REGISTRATION INCLUDES:**

- Four half-day sessions (value: \$400)
- One-on-one consulting to help you  
develop a custom employer of  
choice strategy (value: \$500)
- PR to highlight Forum  
participants' activities and  
successes (value: priceless)
- Complimentary copy of Sandy  
Asch's new book published by WorldatWork
- Resources including leading-edge articles,  
tools and ideas
- MP3 recordings of each session



## **REGISTER BY MAY 1, 2007**

\$695.00 (After May 1, 2007: \$795.00)

## **REGISTER NOW:**

**[www.Uexcel.com](http://www.Uexcel.com)**

## **QUESTIONS?**

**Sandy Asch**

**e: [sandy@Uexcel.com](mailto:sandy@Uexcel.com)**

**p: 858.481.7742**

**ONE MORE  
REASON TO REGISTER!  
Session #2 Just added  
Biogen Idec**

*Guest Speaker:  
Steve Romano, Associate  
Director of Leadership  
Development*