

## Exhibit/Sponsor Information

Symposium exhibitors and sponsors are an integral part of the US DOL-ETA Region 5 Heartland Professional Development Symposium. This premier event offers the potential to increase product sales and to reach new segments of the workforce market in the Region 5 10-State Area (IA, IL, IN, KS, MI, MN, MO, NE, OH, and WI) and across the U.S. Additionally, the Symposium is an ideal venue to showcase new product offerings and to create a higher profile among the various partner agencies represented in the One Stop Career Centers. The Symposium affords the opportunity to visit with both those making purchasing decisions and those actually providing services.

**To reserve your space**, please visit <http://www.doleta.gov/regions/reg05/> for information and a link to the registration website <http://www.theeventconn.com/events/index.php> where you'll find a printable exhibitor/sponsor application form, or for additional information contact Rachel E. Ramirez at the address, phone number or e-mail address listed in the Contact Information.

## Registration Information **REGISTER NOW!**

**To Register on-line** and find a printable registration form visit [www.theeventconn.com/events/index.php](http://www.theeventconn.com/events/index.php) or visit <http://www.doleta.gov/regions/reg05/> for information and link to the registration page.

### Registration Fees:

Early Registration (until May 7th) - \$225.00

After May 7th - \$250.00

On-site (if not sold out) \$250.00

There will be no reimbursement of registration fees due to cancellation or no shows. Substitutions are allowed.

## Networking Opportunity

The Heartland Symposium offers a number of opportunities for you to network with other workforce professionals, renew acquaintances, and meet colleagues. Don't miss the US DOL-ETA Region 5 Networking Reception on Tuesday, June 8th. Come to the beautiful Rose Garden Room at the Adam's Mark St. Louis for hor d'oeuvres and enjoy!

## Hotel Information

### Adam's Mark Hotel St. Louis

4th and Chestnut Street  
St. Louis, MO 63102  
<http://www.adamsmark.com>

### Reservations

314 241-7400 or  
Toll-free 800 444-2326

### Rates:

Government Per Diem of \$102 single or double occupancy, plus tax.

The US DOL-ETA Region 5 Heartland Professional Development Symposium will be held at the Adam's Mark Hotel - St. Louis. A limited number of discounted rooms have been reserved at the special rate above.

Please make your reservation directly with the hotel by the cut-off date, May 17, 2004. Any reservation made after May 17th or after the room block is sold out is subject to rate and space availability.

When making room reservations, please reference the "US DOL/ETA Region 5 Heartland Symposium" to receive the special rate.

In the event that the hotel has sold out or does not have availability on your preferred dates, please do not hesitate to contact Denise Donnahoo at the address, phone number or e-mail address below.

## Contact Information

### Agenda and Content Questions?

Contact: Fred Homan  
US DOL-ETA Region 5  
816 502-9019  
e-mail: [homan.fred@dol.gov](mailto:homan.fred@dol.gov)

### Hotel and Logistics Questions?

Contact: Denise Donnahoo  
The Event Connection  
303 972-8372  
e-mail: [denisevdonnahoo@msn.com](mailto:denisevdonnahoo@msn.com)

### Exhibit and Sponsorship Questions?

Contact: Rachel E. Ramirez  
Performance Excellence Partners, Inc.  
714 374-1140  
e-mail: [Rachel.Ramirez@verizon.net](mailto:Rachel.Ramirez@verizon.net)

# 2004 Heartland Professional Development Symposium

June 7-10, 2004



**“Creating Thriving Communities -  
One Person at a Time”**

*Linking Economic and Workforce  
Development*

For more information and a link to the registration page visit: <http://www.doleta.gov/regions/reg05>  
To register visit: [www.theeventconn.com/events/index/php](http://www.theeventconn.com/events/index/php)

SPONSORED BY US DOL-ETA REGION 5 AND STATE AND LOCAL WORKFORCE SYSTEM PARTNERS

JUNE 7-10, 2004 ADAM'S MARK HOTEL ST. LOUIS, MO



Dear Workforce Development Professional:

I hope to see you at the 2004 Heartland Professional Development Symposium, "Creating Thriving Communities – One Person at a Time" Linking Economic and workforce Development. This year's venue at the Adam's Mark Hotel in St. Louis, June 7-10, 2004 is our best ever!

The Heartland Symposium, presented by Region 5 of the U.S. Department of Labor/Employment and Training Administration, in partnership with our state and local workforce system is a unique event specifically focused on your professional development. Since 1989, the Heartland has been ahead of the curve in bringing together the best minds from the private sector, human resource agencies, and the growing workforce investment system to share the latest in technology, products, management strategies and more.

Learn what our 10-state Workforce System has to offer with more than 800 of your peers attending the conference to focus on key topics such as: demand driven systems, linking economic and workforce development, and serving our changing customer. Be a 'Life-Long-Learner' - build your professional competencies.

Plan now to attend!

With Regards,  
 BYRON ZUIDEMA  
 REGIONAL ADMINISTRATOR

Monday/June 7	Agenda
10:00 am – 5:00 pm	Registration Open
1:00 pm – 5:00 pm	One Pre-Symposium Workshop
3:00 pm – 3:15 pm	PM Break
Tuesday/June 8	Agenda
7:30 am – 5:00 pm	Registration Open
7:30 am – 8:30 am	Continental Breakfast for Pre-Symposium Workshops
8:30 am – Noon	Three Pre-Symposium Workshops
10:15 am – 10:30 am	AM Break
1:00 pm – 3:00 pm	Opening Plenary
1:00 pm – 7:00 pm	Exhibit Hall Open
3:00 pm – 3:30 pm	PM Break
3:30 pm – 5:00 pm	Eight Session Workshops
5:00 pm – 7:00 pm	Networking Reception
Wednesday/June 9	Agenda
7:30 am – 5:00 pm	Registration Open
7:30 am – 8:30 am	Continental Breakfast
7:30 am – Noon	Exhibit Hall Open
8:00 am – 10:00 am	Super Session – Demand Driven Systems
8:30 am – 10:00 am	Four Session Workshops
10:00 am – 10:15 am	AM Break
10:15 am – 11:45 am	Eight Session Workshops
10:15 am – 11:45 am	Exhibitor Demo Sessions
Noon – 1:30 pm	Plenary Luncheon
1:30 pm – 5:30 pm	Exhibit Hall Open
1:45 pm – 3:15 pm	Four Session Workshops
1:45 pm – 3:15 pm	Exhibitor Demo Sessions
2:00 pm – 4:00 pm	Super Session – Linking Economic and Workforce Development
3:15 pm – 3:30 pm	PM Break
3:30 pm – 5:00 pm	Four Session Workshops
Thursday/June 10	Agenda
7:30 am – 10:00 am	Registration Open
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 10:00 am	Eight Session Workshops
10:00 am – 10:15 am	AM Break
10:15 am – 11:45 am	Closing Plenary Session
11:45 pm	Adjourn

A variety of formats will enable private sector companies, symposium presenters, attendees and exhibitors to interact and learn from each other. Choose to be part of one or several of these:

**3 Challenging Keynote Plenary Sessions:**

- Join a panel of top executives from leading industries in the Heartland—manufacturing, health care, communications---discussing the role of workforce development in our economy. You need to hear what they're saying about our business!
- Don't miss this update---the latest on what's happening and what may be coming from our nation's capitol--facts and insights that will change your work life.
- Get Bill Karlson's "Infectious Passion" for Workforce Development--and for life in general! His twist on investing in the value of human capital in these times of globalization and economic turmoil and his tips to help you help your customers thrive make this a "must see" presentation.

**2 Super Sessions Set the Stage:**

- Leaders with successful Demand Driven Systems lay out their approach, sharing the foundation and building blocks you can use in your community.
- Top practitioners take a look at the state of the economy in the region, discuss aligning your workforce system with your economy, and give a glimpse of what the future may bring.

**32 Dynamic Concurrent Break-out Sessions Featuring:**

- Many ways to build a Demand Driven System
- Creating Effective Partnerships
- Lessons on Growing the Economy
- Creating Careers in a No-Growth Market
- One Stop Services to Serve All Customers
- Rapid Response
- WIA Reauthorization
- Common Measures
- LMI Tools
- Community Assessments
- The Case Management Game

And much, much more....

*Visit the websites listed for complete workshop information. Workshops will start on time and be considered full once all seats are occupied.*