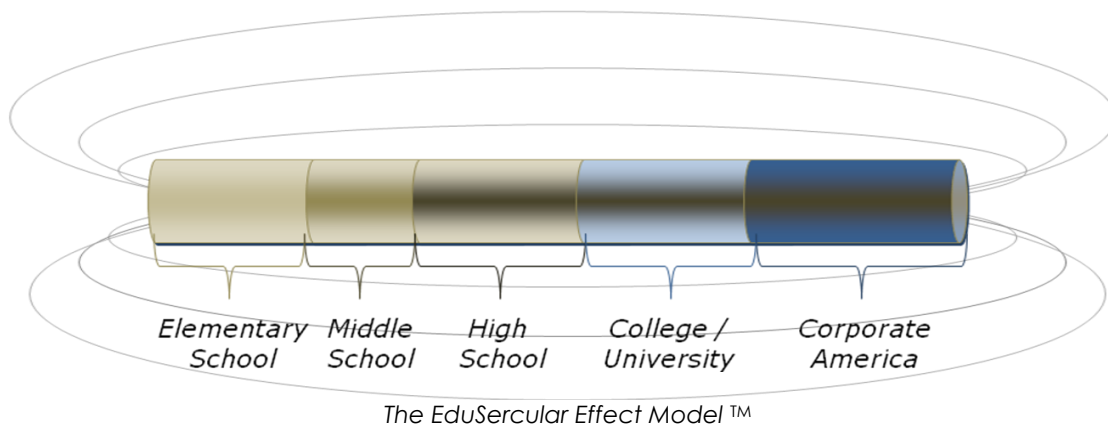


# ANNUAL CAREER, PROFESSIONAL & WORKFORCE DEVELOPMENT CONFERENCE

Friday & Saturday, April 15 - 16, 2011  
Baltimore Convention Center

*THEME: DEVELOPING A PIPELINE OF INNOVATORS*



## Conference Packet

### Contents

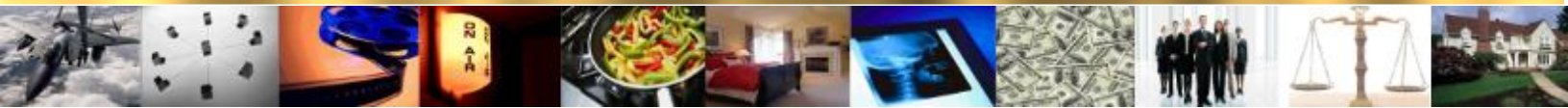
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Overview .....	2
Career & Professional Development.....	3
Tentative Agenda .....	6
Exhibit Hall / Convention Layout.....	7
General Sponsorship Opportunities.....	8
Detailed Sponsorship Opportunities .....	9
Young Innovators Industry Competitions.....	12
Conference Marketing <b>Error! Bookmark not defined.</b>	
Conference Registration Forms .....	14

Presented by

**EDUSERC**

EDUCATORS SERVING THE COMMUNITY



## Overview

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In response to the number of concerns in our country related to job readiness amongst youth, career development and professional development issues with various companies, it has become a priority of EduSerc to organize a conference to target those members of the community ensure they are adequate ready for the future.

Therefore, the **Annual Career, Professional and Workforce Development Conference** was designed to develop a robust mechanism for community organizations and corporations to train our future industry professionals for their opportunities and engage others that may be interested in those opportunities. It is vital that organizations work together in one setting to prepare our families, schools, and collegiate environments. This event is designed to bring adults, youth, and many others interested in their own development to a place where they can get all of their questions answered.

As a result, this conference will focus on the following industries (at a minimum):

- Culinary & Hospitality
- Engineering / STEM
- Medicine
- Legal / Law
- Finance / Accounting
- Information Technology
- Business / Entrepreneurship
- Property Management
- Media / Communications

**PLEASE NOTE:** If you are interested in seeing your industry represented at this event, this is more of a reason to become an EduSerc partner and/or sponsor of the Annual Career, Professional and Workforce Development Conference.

## Objectives and Goals

The overall objective of this event is to train members of the community on the value behind each industry and what it takes to become successful in each. In addition, to provide professional training and exposure to professional development skills that will help individuals receive the opportunities they are looking to gain.

The overall goal is to develop a simple solution for the community to interact with as many organizations concerned about their future career and professional development.

## Who should sponsor this event?

Companies that have a specific interest or stake in the following areas:

- Career opportunities to promote to the general community
- Companies looking for candidates for open positions
- Organizations looking to provide career and professional development training or opportunities
- Organizations looking to host series of workshops, forums or sessions to train adults, employees or youth.
- Organizations interested in marketing to schools, colleges, youth, adults / parents and others in the general community.
- Companies / Colleges looking to recruit future candidates.

## Target Audience

- Industry Professionals
- Schools (middle, high)
- Internship Programs
- Small & Large Businesses
- Colleges
- Non Profit Organizations
- School System Leaders
- Educators / Teachers
- Parents / Adults

## Expected Attendance (as of Jan 2011)

Over 150+ are expected to attend this event from the Baltimore – Washington DC area at a minimum. This event is promoted nationally, therefore, there is a potential a large number of participants in attendance.



# THEME: Building a Community of Innovators

The theme this year is one related to not only EduSerc's core programs in the community, but coincidentally our President's message about innovation: **Building a Community of Innovators!**

## Young Innovators

Started in 2004, EduSerc's core initiative to impact youth, called **Young Innovators**, is the main thrust for preparing students for a future career in the workforce and to contribute to our overall economy.

With over seven (7) states in the country and 400 students participating in Young Innovators programs, this conference is design to educate the community how to grow innovative solutions for youth and schools through industry-focused programs.

**Target Audience:** Elementary, Middle, High School



**Young Innovators™**

## Workforce Innovators

Started in 2010, EduSerc began to link the Young Innovators initiatives to college and adult concerns to ensure we were keeping our community focus with corporate support.

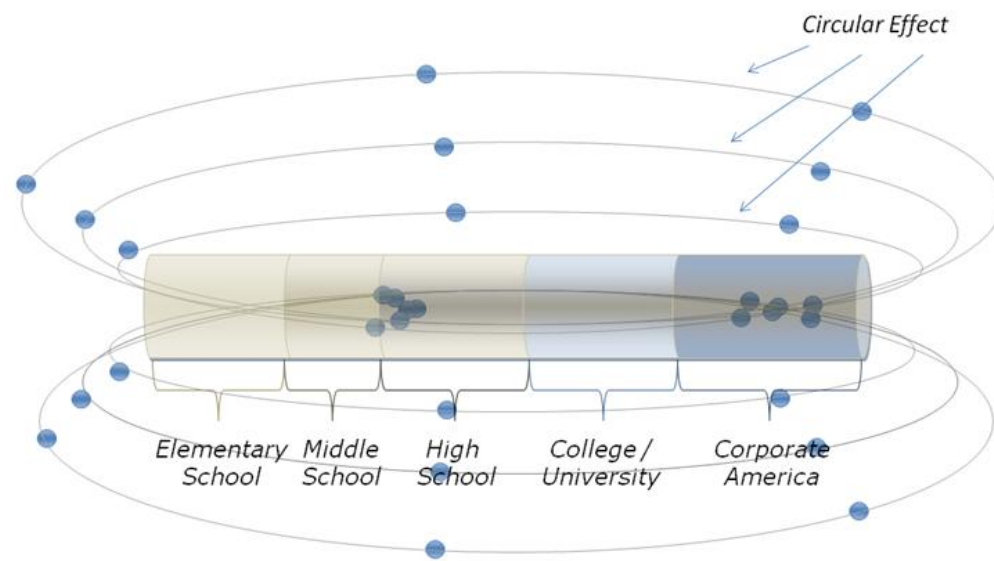
Although Young Innovators is a moderate to long term investment, our corporations have a challenge finding quality talent today with the skills to perform the jobs they need in this hard economy. This is what **Workforce Innovators** is all about.



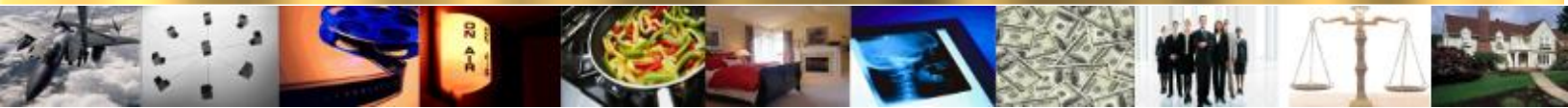
**Workforce Innovators**

Workforce Innovators is a workforce development pipeline initiative to allow individuals to train, test and demonstrate their skills on simulated industry projects for direct placement in employment opportunities with sponsoring corporations. This conference will help corporations train and find those quality professionals!

**Target Audience:** Adults (College age and above)



**The EduSercular Effect Model™**



## **Workforce Development Solutions for Corporations and Schools**

EduSerc is hosting a number of workshops and trainings to help companies and schools in this down economy. Also, we have other trainings available to help individuals gain employment through a number of opportunities through EduSerc and other entities.

**Target Audience:** Middle / High School Youth, Teachers, General Public

### **Workforce Development Workshops (Friday, April 15, 2011)**

#### **How To Sustain Corporate Community Service Efforts In A Down Economy**

In this workshop, companies will learn how to save money while increasing its support to the community in the area of workforce development. A new innovative approach to workforce development will be discussed and partnerships formed as a result.

#### **How To Give More To The Community Within Your Budget**

This session will education companies on how to leverage internal resources and activities to fund important community programs.

#### **How To Sustain Educational Programs During Budget Cuts**

This workshop is dedicated to schools and nonprofit organizations who want to make their programs more profitable and attractive to funding possibilities.

#### **How To Implement a More Innovative Way To Recruit Talent**

In this session, companies and other organizations will learn about a new innovative technique to hire the best and right talent the first time and save money in the process.

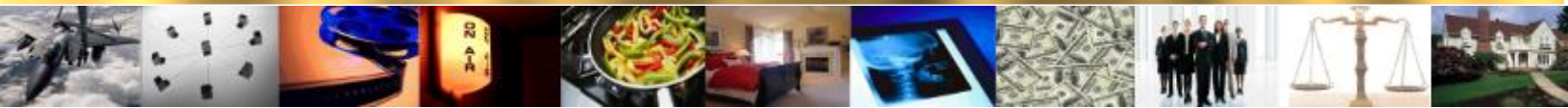
### **WORKFORCE INNOVATORS CAREER OPPORTUNITIES**

#### **(Saturday, April 16, 2011)**

Through EduSerc's Workforce Innovators Program, the following jobs are available for those interested in applying. Interested candidates will receive an opportunity to apply for these positions on Saturday, April 16, 2011. Also, they will be required to engage in hands-on competitions and activities to demonstrate their abilities for the position on the spot. All candidates will receive a Workforce Innovators Classification Code (WIC Rating) to place on their resume and will be prequalified for future opportunities through EduSerc.

**Summer STEM Instructors**  
**Microsoft .NET Instructor**  
**Photographer**  
**Academic Trainer**

**Administrative Assistants**  
**Videographer**  
**Media Specialist / Video Editor**  
**Event Planner / Manager**



## **Career & Professional Development for Youth, Teachers & Schools**

EduSerc provides an opportunity for schools, educators, youth and many others to learn about the exciting opportunities in various careers and receive professional development training.

**Target Audience:** Middle / High School Youth, Teachers, General Public

### **Career Workshop Sessions**

Engineering / STEM  
Finance / Entrepreneurship  
Culinary Arts  
Media / Entertainment  
Law / Legal  
Medicine

### **Professional Development Sessions**

Resume Writing (Effective Strategies)  
Interview Skills Development  
Presentation Skills  
Effective Communication Skills

### **Teacher Development Sessions (April 15, 2011)**

Since 2006, teachers and schools from the Baltimore and Washington DC area have been attending this event to learn how to enhance themselves in a variety of career areas for themselves and for their students. This event serves as a brief orientation for schools interested in starting new industry-based programs in their schools.



Highlighted workshops include the following:

- Developing Effective Industry Curriculums
- Building Your Own Externship Experiences
- Summer Teaching Opportunities
- Proposal Writing Techniques for Teachers

### **Follow-up: New School Year Preparation (August 8 – 11, 2011 9am – 4pm)**

This event is also followed by more intense training in August for four (4) days on classroom management skills, technical curriculum development, innovative classroom strategies and teaching vs. educating training. This is the best event to ensure teachers are prepared for the new school year with effective strategies:

Highlighted workshops include the following:

- Technical Training (Microsoft, Apple )
- Classroom Management Techniques
- Partnership Development for your School
- Leadership Development (teaching vs. educating)

Registration: \$500 / person (lunch included)

Visit <http://www.eduserc.org> to register

### **School Field Trip & Opportunities (Middle & High School)**

Schools in the metropolitan area use this event as a learning, cultural and application-based program to help teach students how to dress for a professional activity and interview with employers. In addition, this serves as an easy method to educate students about careers and train them for one low fee.

It is recommended that each school send one bus of students to attend this event at a minimum with four (4) teachers attending (1 counselor and 3 teachers) at least to experience this activity.

### **Exhibiting for Schools (FREE)**

Schools have a free opportunity to showcase their school to businesses and local organizations interested in learning more about what they have to offer the future workforce and parents. Schools are encouraged to showcase on Friday and Saturday during the conference to the general public.



## Important Dates, Schedules & Deadlines

**Conference Dates:**  
 Fri & Sat, April 15-16, 2011  
 8:00 a.m. – 3:00 p.m.

**Conference Website:**  
<http://www.eduserc.org/acpdc>

**Conference Location:**  
 Baltimore Convention Center  
 One West Pratt Street  
 Baltimore, MD 21201

**General Conference Email:** [acpdc@eduserc.org](mailto:acpdc@eduserc.org)    **Early Bird Utility Price Deadline:**  
 Mar 14, 2011

**Registration Deadlines:**  
 Exhibit /Sponsor Deadline: Apr 1, 2011 (received by 5pm)  
 Early General Registration: Apr 8, 2011 (received by 5pm)

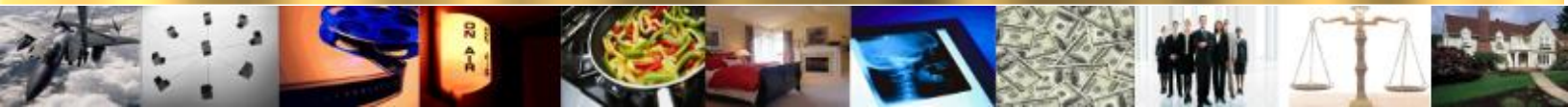


## Tentative Agenda

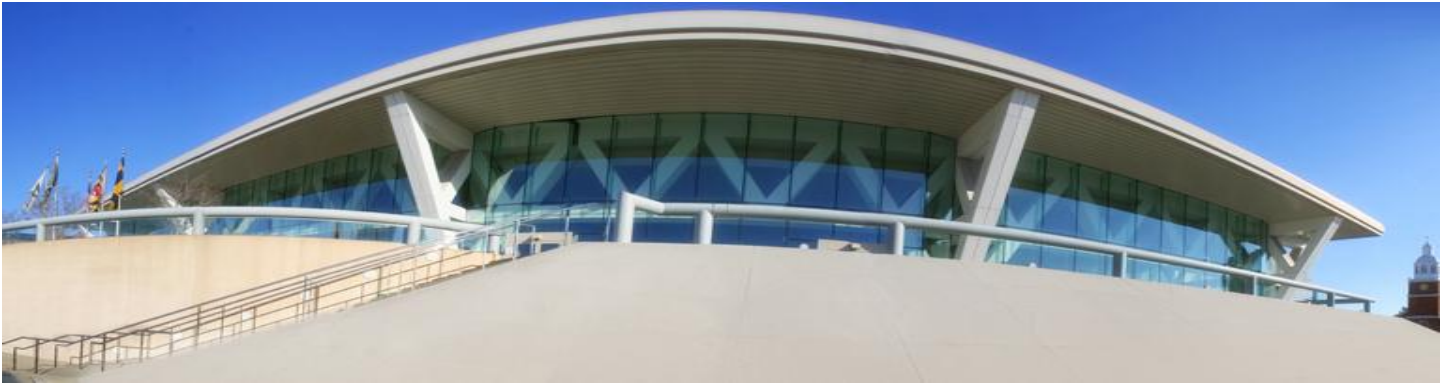
	<u>Friday, Apr 15</u>		<u>Saturday, Apr 16</u>
	<b>Workforce Track</b>	<b>Career/Prof. Track</b>	<b>Innovators Competitions</b>
Theme ->	Adults / Corporate / Schools	General/Youth/Adults	General / Youth / Adults
8:00 a.m. – 9:00 a.m.	Registration	Registration	Registration
9:00 a.m. – 9:20 a.m.	Opening Session	Opening Session	Opening Session
9:30 a.m. – 10:20 a.m.	Workforce Solutions Forum I	Career Workshops I	Community/Mentor Training
10:30 a.m. - 11:20 a.m.	Workforce Solutions Forum II	Career Workshops II	Competitions Round 1
11:30 a.m. – 12:30 p.m.	Lunch / General Session	Lunch / General Session	Young Innovators Lunch
	<b>Workforce &amp; Economic</b>	<b>Community Scholars Lunch</b>	(invitation only)
11:30 a.m. – 3:00 pm.	Workforce / Diversity Fair	Career & Resource Fair	Community Fair / Expo
1:00 p.m. – 1:50 p.m.	Technical Training Session I	Prof. Development Session I	Competitions Round 2
2:00 p.m. – 2:50 p.m.	Technical Training Session II	Prof. Development Session II	Competitions Round 3

## EduSerc Conference Contact

<b>Mail/Fax Registration To:</b>	<b>Contact:</b>
<b>EduSerc, Inc.</b>	<b>Yvette Smith</b>
P.O. Box 2536	EduSerc Conference Development
Laurel, MD 20707	(301) 498-2899 ext. 105
(301) 498-2899	Yvette.Smith@eduserc.org
(301) 362-4360 (fax)	

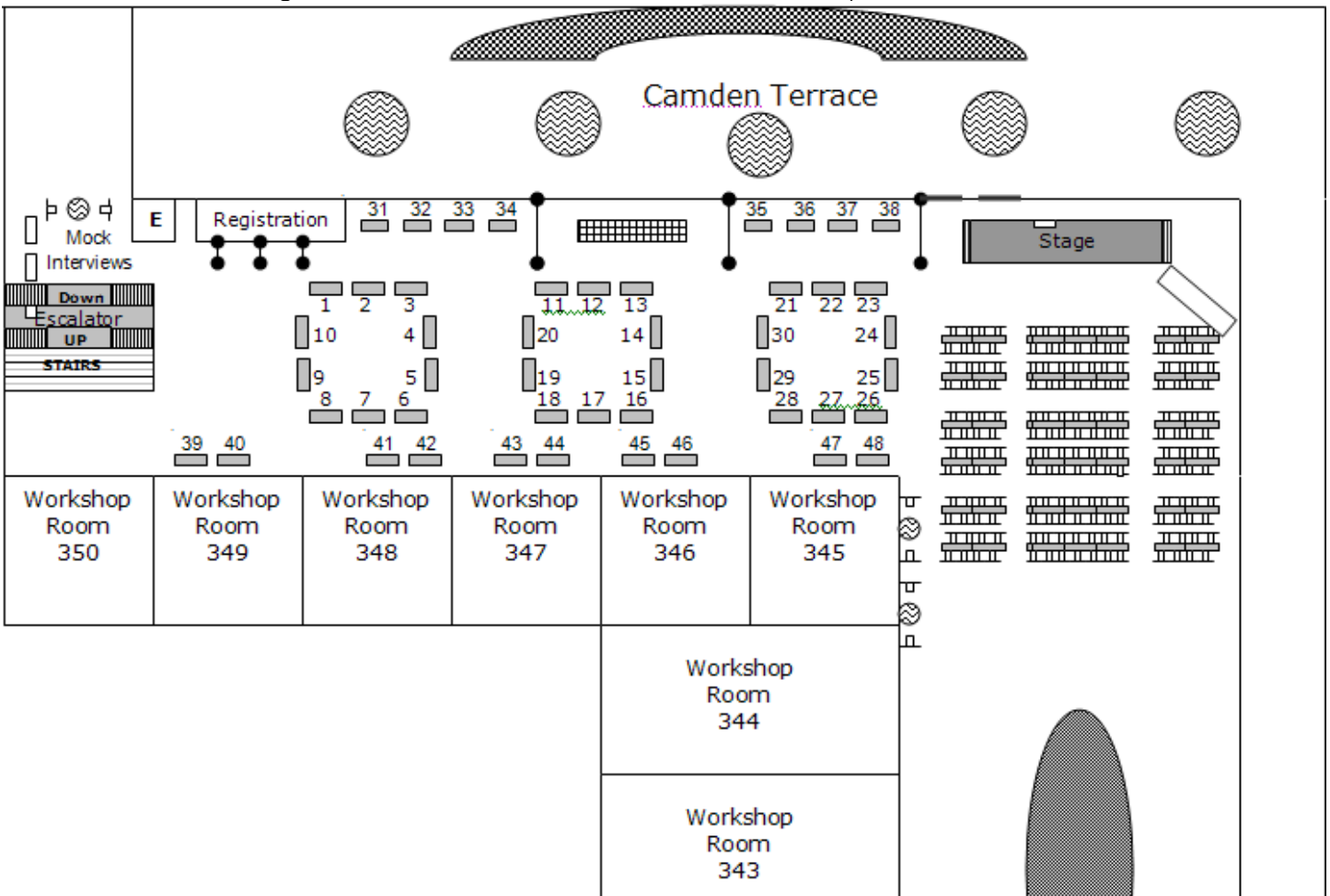


# Exhibit Hall / Convention Layout



Baltimore Convention Center  
Camden Lobby Side

Below is a tentative diagram of the exhibit hall area. The "numbered" spots are exhibit table locations.





## General Sponsorship Opportunities

There are various sponsorship opportunities to help you market your products, services, vision, initiatives or employment opportunities with the ACPDC. When you participate as a sponsor of the conference, you are eligible to participate in a number of other activities being hosted at the event.

## Overall Conference Sponsorship Levels



General Conference Sponsorship Levels	Contribution tax-deductible	Web & Magazine Recognition & Banner at Event	Benefits					
			National Magazine & Program Booklet Advertisement (color)	# of Exhibit Booth Spaces (includes 2 registrants)	Continental Breakfast Sponsorship	Speaking Opportunity & Product Inserts in Conference bags	Additional Convention Admissions (one day / full)	Training Scholarship Contribution Amount <small>* indicates company-named scholarship</small>
Ultimate	\$20,000	✓	(2) Two-page spread	5	✓	✓	50 / 25	\$5,000
Diamond	\$15,000	✓	Two-page spread	4	✓	✓	40 / 20	\$3,500
Platinum	\$10,000	✓	1 full pg	3	✓	✓	30 / 15	\$2,000
Gold	\$5,000	✓	½ pg	2	-	✓	20 / 10	\$1,000
Silver	\$2,500	✓	¼ pg	1	-	-	10 / 5	-
Bronze	\$1,000	✓	Business Card Size	1	-	-	5 / 2	-



## Detailed Sponsorship Opportunities

You have the option of selecting only one or other types of sponsorship opportunities as well. Please review all specific ways on how you can sponsor the conference.

**NOTE:** Nonprofits include colleges, military/government agencies, community-based organizations and federal recognized 501 (c) (3) organizations

### Conference Magazine Advertisement

One of the long lasting impressions you can make is by sponsoring an advertisement in our national magazine. This magazine serves as our conference brochure where every participant will receive this publication with other important community based information. Over 2000 recipients of this publication nationwide receive viable information related to their careers, professional development and other opportunities.



Page Size	1X		Viewable Dimensions
	Color	B/W	
Two-Page Spread	\$5200	\$4800	16-3/4" W x 10-7/8" H
Inside Front Cover	\$3180	\$3020	8-3/8" W x 10-7/8" H
Inside Back Cover	\$3140	\$2980	8-3/8" W x 10-7/8" H
Full	\$2000	\$1600	8-3/8" W x 10-7/8" H
Half (1/2)	\$1000	\$800	See Dimensions Below
Quarter (1/4)	\$500	\$400	4-3/16" W x 5-3/8" H
Business Card (1/8)	\$250	\$150	4-3/16" W x 2-11/16" H

\* Specific viewable dimensions are found on the sponsorship form

### Conference Exhibitor

companies will receive adequate exposure by setting up an exhibit table. Attract conference participants by stating your presence at the conference. This is one of the best ways to get your name out to convention registrants.



Rate	Business	Non Profit	High Schools
► 1 Day Rate (Apr 15, or 16)	\$250	\$150	Free
► 2 Day Rate	\$450	\$250	Free

\* Includes 2 registrations, 10'x10' space, 6' x 30" table, 2 chairs

### Individual Training / Networking Sessions

Host your own session in conjunction with the conference theme. You'll gain more exposure and interaction with participants all in one. In addition, share in marketing expenses with EduSerc. Best deal overall!!!



Rental Rate per Room *	Business	Non Profit
► 1 Day Rate (Apr 15 or 16)	\$500	\$300
► 2 Day Rate (Any two consecutive days)	\$700	\$500

Rooms include: screen, LCD projector, head table, podium, mic, staging (optional). Food catering is separate and is handled by Aramark (<http://www.aramarkconventions.com/baltimore>)

### Registration / Workshop Sponsor

Become an integral part of the conference by registration computers, booths, surveys, speaker honorariums, LCD projectors, screens, lanyards, pens, signs, banners and other items for the conference. Your contribution helps keep the event professional.



Registration / Workshop Sponsor	Sponsorship
<b>Workshop Sponsor</b> - includes surveys, honorariums, signage, LCD projector, screens	\$1000
<b>Registration Sponsor</b> - includes computers, booths, lanyards, pens, and banners	\$2000
<b>Complete Registration / Workshop Sponsor</b>	\$2750

### Luncheon Sponsor

Sponsor the conference luncheon to receive premier recognition and speaking opportunities. Or better yet, sponsor your own for your own target audience and host your own agenda! For hosting your own luncheon, contact, Yvette Smith at (301) 498-2899 ext. 105



Conference Luncheons	
<b>Apr 15 – Career, Professional and Workforce Development Lunch</b> <b>Target Audience:</b> professionals, colleges, schools, youth	\$10,000
<b>Apr 16 – Young Innovators Mentor / Mentee Lunch</b> <b>Target Audience:</b> professionals, youth	\$10,000
<b>Corporate Sponsored Luncheon</b> <b>Room Rates:</b> Please see "Individual Training / Networking Sessions" Rates <b>Food/Beverage:</b> All food is handled by Aramark ( <a href="http://www.aramarkconventions.com/baltimore">http://www.aramarkconventions.com/baltimore</a> )	





**Workforce Innovators Sponsor**



**As the ultimate form of sponsorship**, your workforce development initiatives should not be limited by a conference. EduSerc will develop a customized industry based program to recruit, train and promote

professionals to excel in the industry of your choice. With the conference serving as a key starting point, EduSerc's Training & Learning Institute (ETLI) will serve as a subunit of your organization to develop monthly training programs at our headquarters and local community jurisdictions. In partnership with your support, we do all of the work and have the technology to training the community. EduSerc is nationwide, so we can identify, train and prepare the community for your career opportunities!

**EduSerc Training & Learning Institute (headquarters)**

1040 West Street  
 Laurel, MD 20707  
 (301) 498-2899  
<http://www.eduserc.org>

**How does it work?**

1. Sponsor EduSerc as your Workforce Development Partner, and
2. EduSerc will identify, recruit, register and train participants weekly throughout the year toward excellence in your particular field (or we will train a target population you have identified)
3. EduSerc will provide access to our training facility and can jointly host technical training courses with your company
4. EduSerc will provide adequate professional development courses on a weekly basis for your target group
5. EduSerc will provide a dedicated community relations team and technical trainer toward your efforts in marketing and delivering the workforce development agenda.

**NOTE:** All courses will be made **FREE** to the public for any number of participants or participants you select. Trainings can reside onsite at your location in addition.

**Workforce Development Sponsorship**

Up to 5 courses/quarter-> 3 technical & 2 professional development

3 month sponsorship (5 courses)	\$25,000
6 month sponsorship (10 courses)	\$45,000
1 year sponsorship (20 courses)	\$85,000



**Volunteer Sponsor**

Your organization can volunteer and serve as a workshop monitor, help at registration or even market the conference. Your help is greatly appreciated



**For more details, contact:**

Yvette Smith  
 EduSerc Conference Development  
 (301) 498-2899 ext. 105  
[Yvette.Smith@eduserc.org](mailto:Yvette.Smith@eduserc.org)

**Marketing Sponsor**

Don't have money to financially sponsor? You can become a marketing sponsor! By marketing the event and encouraging others to register, you can receive a booth, advertising space, and other benefits that financial sponsors receive! Sign-up as a marketing sponsor and start receiving benefits of financial sponsors!

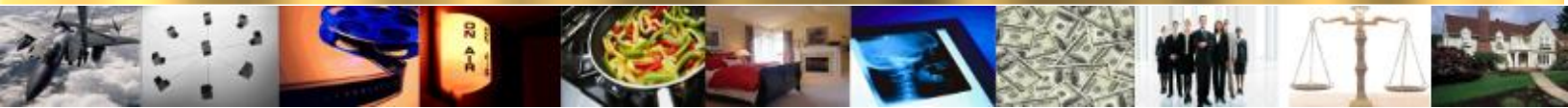


**Marketing Sponsorship Table**

	# of Registrants	20	40	60	80	100+
<b>Benefits</b>						
(1) Free Individual Registration		✓	✓	✓	✓	✓
(1) Exhibit Table		-	✓	✓	✓	✓
¼ Page Advertisement		-	-	✓	✓	✓
Corporate Logo on Conference Big Screen		-	-	-	✓	✓
(1) EduSerc Awards Table		-	-	-	-	✓

**How does this work?**

1. Sign up as a marketing sponsor to receive a marketing sponsor code.
2. Attached our sponsored by logo on your website and/or send marketing emails to your friends through our interface
3. When registrants use your sponsor code, you get credit and can receive additional benefits for you!



# Young Innovators Industry Competitions

Saturday, April 16, 2011  
Baltimore Convention Center

9:30 a.m. – 10:20 a.m. Mentor/Mentee Community Training  
10:30 a.m. – 3:00 p.m. Young Innovators Games (Industry Competitions)

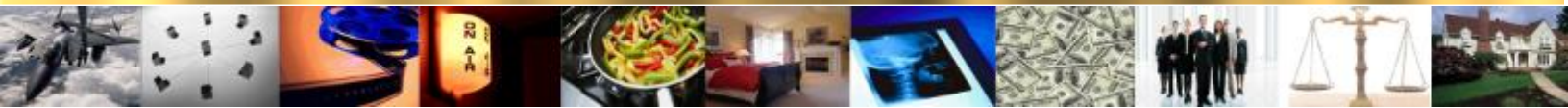
On Saturday as a part of the Annual Career, Professional and Workforce Development Conference segment, EduSerc will be hosting Industry Competitions with young students (middle – college) to showcase their talents in a variety of areas.

We are asking for your support in sponsoring some of these competitions or adding your own competition. We plan to have over 100+ students participating with their mentors in these competitions in some form or fashion.

## TENTATIVE COMPETITIONS

Please review to <http://www.eduserc.org/conference> for updated competitions list

Competition	Description	Bring Your Own Supplies?	# of Team Members
<b>Engineering</b>			
Roller Coaster Design	Using Knex pieces, students must build the best roller coaster. Coasters must be stable, creative and actually work without breaking.	No	3 - 4
Flight Simulation	Participant must successfully fly and land a helicopter or airplane using a simulation program.	No	1
<b>Information Technology</b>			
Computer Performance	Students must work together to fix a hardware or software problem on a given desktop or laptop	Yes	2 - 3
Database Design	Students must design a database and interface using Microsoft Access for a given purpose at the conference.	No	1 - 3
<b>Media &amp; Entertainment</b>			
Singing	Like American Idol, participants must compete to see who is the better singer & performer in front of various recording artists.	No	1
Making Commercials	Participants must make & direct their own commercial for a given product or service. Video editing software will be provided.	No	3 - 4
<b>Communications &amp; Journalism</b>			
Voice Over	Participants must develop and record the best radio advertisement for a given product or service.	No	1 - 4
Radio Interviews	Participant must give the best interesting radio interview with a special guest at the conference. Guest will be various recording artists or personalities.	No	1
Photography	During the conference, participants must take and submit the best photo for an advertisement given a particular theme. Must use digital cameras	Yes	1
<b>Culinary</b>			
Food Presentation	Participants compete to make various meals and dishes for presentation alone. Categories range from desserts to appetizers.	Yes	1
Shake, Shake, Shake	Participants must compete to see who can make the best shake. Items may involve fruit, milk or other natural ingredients.	Yes	1 - 2
<b>Hospitality</b>			
Branding	Teams must develop their own brand, logo, style and brochure for a new style of hotel property for a major hotel chain.	No	2 - 4
<b>Business / Entrepreneurship</b>			
Edu-Preneur	Like the TV show Apprentice, students must form teams to accomplish a particular task at the conference. Students must wear business attire.	No	3 - 4
<b>Property Management / Real Estate</b>			
Marketing / Advertising	Teams must develop a creative print advertisement & give a 5 minute marketing presentation to sell a given property (ie. home, business, etc..)	No	3 - 4
<b>Personal / Professional Development</b>			
Dining Etiquette	Participants must develop the best creative table arrangement of flowers, silverware and decorations after being given a particular meal choice & occasion.	Yes	2 - 3



## **Conference Marketing**

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Since 2003, EduSerc has hosted this conference at the Baltimore Convention Center in conjunction with the previous Mayor Martin O'Malley's Administration and many other corporate sponsors. The conference attracts over 400 participants from a variety of sources within the Washington D.C. and Baltimore metropolitan area, where the primary participants have been middle and high school students.

### **Comcast Newsmaker Edition – CNN Headline News**

Comcast provides media in-kind sponsorship on the Comcast Newsmaker Edition, an local extended news segment of CNN Headline News. Every year before the awards, the Executive Director is interviewed on Comcast about the awards ceremony and all activities that are sponsored. Sponsorship covers all Comcast customers over 5 counties in the state of Maryland.

### **Radio One Advertisement**

Advertisements and promotion to over 1,006,700 listeners in the national capitol region over several radio stations: Praise 104.1 (Home of Yolanda Adams Morning Show); WKYS 93.9 (Home of Russ Parr Show); Majic 102.3 (Home of the Tom Joyner Morning Show)

### **School System Partnerships**

EduSerc maintains partnerships with several schools and school systems in the Washington D.C. and Baltimore metropolitan area as well as relationships with schools in the Central Georgia area. With EduSerc's strongest partnership residing with the Baltimore City Public School System, we are able to effectively coordinate the advertising and marketing of resources related to the conference to all principals, counselors and students.

Other school systems targeted are as follows:

- Howard County Public School System
- Anne Arundel County Public Schools
- Prince George's County Public Schools
- Washington D.C. Public Schools
- Baltimore County Public Schools

### **Email / Fax Blast**

EduSerc sends monthly emails to over 2500 schools, business, programs and individuals across the country about the award ceremony. EduSerc sends quarterly faxes to principals, counselors, colleges and businesses all around the country about the conference.

### **Mail Distribution**

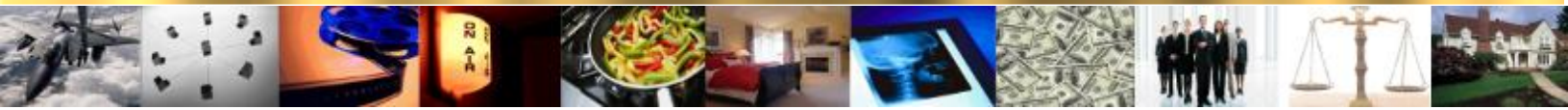
EduSerc sends quarterly mailings to schools, counselors, members and a variety of other groups.

### **Young Innovators Magazine**

EduSerc distributes 2000 copies of the Young Innovators Magazine, which entails information about the conference, to many states in the country. The following states are as follows: Maryland, Virginia, Pennsylvania, Washington D.C., South Carolina, North Carolina, Georgia, Texas, Missouri, Wisconsin, Kansas, Ohio, and Oregon.

### **Quarterly Networking Receptions**

In collaboration with the Governor's Office of community initiatives, EduSerc hosts quarterly receptions inviting local business owners, school principals, counselors, and college representatives to learn about partnership options related to the conference. As a result, the majority of attendees become partners that attend this reception.



## Conference Registration Forms

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Attached are registration forms for you to print and use for sponsorship, advertising or volunteering as a part of the conference.

**Instructions:** Complete this form in its entirety and mail the form to EduSerc, Inc. 1040 West Street Laurel MD 20707 or **fax the form** to 301-362-4360

**NOTE:** All information is used to identify potential scholarship opportunities, internships, programs and other career related resources for the participant

<b>1) Individual Information</b>		<b>2) School Information</b> (provide general information about your school)	
1a Full name		2a School Name	
1b Mailing Address (room, apt, suite no, P.O. box)		2b Type <input type="checkbox"/> Public <input type="checkbox"/> Private <input type="checkbox"/> Charter <input type="checkbox"/> Home School	
1c City, State, Zip Code		2c Mailing Address (room, apt, suite no, P.O. box)	
1d Phone		2d City, State, Zip Code	
1e Fax		2e Phone	2f Fax
1f Email		2g Email	

**3) Referral Code** (please enter referral code if applicable)

**4) Grade Level**

6<sup>th</sup>  7<sup>th</sup>  8<sup>th</sup>  9<sup>th</sup>  10<sup>th</sup>  11<sup>th</sup>  12<sup>th</sup>  College Student (2 year)  College Student (4 year)

**5) Cumulative Grade Point Average (by 2<sup>nd</sup> Quarter: 2010 – 2011 academic school year)**

Please choose one option below to verify G.P.A.:

- 1) Attach a copy of your transcript (college or high school), or  
 2) Obtain the signature and confirmation from your guidance counselor: Cum. GPA \_\_\_\_\_ Counselor's  
 Signature \_\_\_\_\_

**NOTE:** Students w/ 3.0 or higher will receive awards and recognition at the Community Scholars Luncheon at the conference during Apr 15. To be considered for a potential scholarship, submit one letter of recommendation from two separate organizations where you currently perform community service.

**6) Career Industries of Interest** (check all that apply)

- |   |  |   |                                      |  |
|---|--|---|--------------------------------------|--|
| <input type="checkbox"/> Architecture         | <input type="checkbox"/> Cosmetology   | <input type="checkbox"/> Finance                | <input type="checkbox"/> Journalism  | <input type="checkbox"/> Social / Human Services |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Culinary Arts | <input type="checkbox"/> Government             | <input type="checkbox"/> Law / Legal | <input type="checkbox"/> Sports                  |
| <input type="checkbox"/> Automotive           | <input type="checkbox"/> Education     | <input type="checkbox"/> Healthcare             | <input type="checkbox"/> Military    | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Business             | <input type="checkbox"/> Engineering   | <input type="checkbox"/> Hospitality            | <input type="checkbox"/> Non Profit  |  |
| <input type="checkbox"/> Communications       | <input type="checkbox"/> Fashion       | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Real Estate |  |

**7) What do you hope to receive or need from this conference?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Job / Internship             | <input type="checkbox"/> Potential Candidates / Networking Contacts | <input type="checkbox"/> Summer Program / After School Program Info |
| <input type="checkbox"/> Hands-On Experience          | <input type="checkbox"/> Scholarship Info                           | <input type="checkbox"/> Mentors / Role Models / Tutors             |
| <input type="checkbox"/> Career Assessment Assistance | <input type="checkbox"/> College Info                               | <input type="checkbox"/> Financial Aide / Financial Mgmt Assistance |
| <input type="checkbox"/> Career Plan Development      | <input type="checkbox"/> Personal Development Training              | <input type="checkbox"/> Professional Development Training          |

**8) Registration Details & Fee**

Select The Conference Day(s) You Are Attending:

- Apr 15 – Annual Career, Professional and Workforce Development (Day 1) (WORKSHOPS / TRAINING)**  
(General Public / Corporations / General / Non Profits / Schools / Colleges / Youth)
- Apr 16 - Annual Career, Professional and Workforce Development (Day 2) (COMPETITIONS)**  
(Young Innovators Competitions)  
(Workforce Innovators Competitions)

One Day Individual Rate		
<input type="checkbox"/> Apr 15 – ACPWDC (Workshops)	\$35	_____
<input type="checkbox"/> Apr 16 – ACPDC (Competitions)	\$35	_____
<input type="checkbox"/> ACPDC Full (Apr 15 & 16)	\$65	_____
<b>Total Registration</b>		_____

**Method of Payment**     American Express     Master Card     Visa     Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: \_\_\_\_\_ Billing Address: \_\_\_\_\_  
 Credit Card Number: \_\_\_\_\_ Billing City/State/Zip: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ Billing Phone: \_\_\_\_\_

**Instructions:** Complete this form in its entirety and mail the form to EduSerc, Inc. 1040 West Street Laurel MD 20707 or **fax the form** to 301-362-4360

**1) Individual Information**

1a Full name

1b Job Title / Occupation (if applicable)

1c Mailing Address (room, apt, suite no, P.O. box)

1d City, State, Zip Code

1e Phone

1f Fax

1g Email

**2) Organization / College / Company Information**

(provide information about the organization you represent, if applicable)

2a Organization Name

2b Type

College/Univ.  Company  School  Gov./Mil  Org./Club

2c Mailing Address (room, apt, suite no, P.O. box)

2d City, State, Zip Code

2e Phone

2f Fax

2g Email

**3) Referral Code** (please enter referral code if applicable)

**4) Other Classifications** (check all that apply)

- |   |  |  |   |  |
|---|--|--|---|--|
| <input type="checkbox"/> College Student        | <input type="checkbox"/> Industry Professional | <input type="checkbox"/> Business Owner      | <input type="checkbox"/> Parent             | <input type="checkbox"/> Educator/Teacher      |
| <input type="checkbox"/> College Recruiter      | <input type="checkbox"/> HR / Diversity Rep    | <input type="checkbox"/> Community Leader    | <input type="checkbox"/> Mentor             | <input type="checkbox"/> Tutor                 |
| <input type="checkbox"/> School System Official | <input type="checkbox"/> Military              | <input type="checkbox"/> Government Employee | <input type="checkbox"/> Political Official | <input type="checkbox"/> Principal / Counselor |

**5) Highest Level of Education Completed**

- High School or GED     Associate Degree     Bachelor's Degree     Master's     Doctorate

**6) Career Industries** (check all that apply)

- |   |  |   |                                      |  |
|---|--|---|--------------------------------------|--|
| <input type="checkbox"/> Architecture         | <input type="checkbox"/> Cosmetology   | <input type="checkbox"/> Finance                | <input type="checkbox"/> Journalism  | <input type="checkbox"/> Social / Human Services |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Culinary Arts | <input type="checkbox"/> Government             | <input type="checkbox"/> Law / Legal | <input type="checkbox"/> Sports                  |
| <input type="checkbox"/> Automotive           | <input type="checkbox"/> Education     | <input type="checkbox"/> Healthcare             | <input type="checkbox"/> Military    | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Business             | <input type="checkbox"/> Engineering   | <input type="checkbox"/> Hospitality            | <input type="checkbox"/> Non Profit  |  |
| <input type="checkbox"/> Communications       | <input type="checkbox"/> Fashion       | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Real Estate |  |

**7) What do you hope to receive or need from this conference?** (check all that apply)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Job / Internship / Career Opportunity | <input type="checkbox"/> Hands-On Experience             | <input type="checkbox"/> Summer Program / After School Program Info |
| <input type="checkbox"/> Networking Contacts / Candidates      | <input type="checkbox"/> Scholarship / College Info      | <input type="checkbox"/> Mentors / Role Models / Tutors             |
| <input type="checkbox"/> Career Plan Assistance                | <input type="checkbox"/> Workforce Development Solutions | <input type="checkbox"/> Financial Aide / Financial Mgmt Assistance |
| <input type="checkbox"/> Economic Dev. Solutions               | <input type="checkbox"/> Personal Development Training   | <input type="checkbox"/> Professional Development Training          |
|  |  | <input type="checkbox"/> Other _____                                |

**8) Registration Details & Fee**

Select The Conference Day(s) You Are Attending:

- Apr 15 – Annual Career, Professional and Workforce Development (Day 1)**  
**(WORKSHOPS / TRAINING)**  
(General Public / Corporations / General / Non Profits / Schools / Colleges / Youth)
- Apr 16 - Annual Career, Professional and Workforce Development (Day 2)**  
**(COMPETITIONS)**  
(Young Innovators Competitions)  
(Workforce Innovators Competitions)

**One Day Individual Rate**

<input type="checkbox"/> Apr 15 - (Workshops)	\$65	_____
<input type="checkbox"/> Apr 16 – (Competitions)	\$65	_____
<input type="checkbox"/> ACPDC Full (Apr 15 & 16)	\$125	_____
<b>Total Registration</b>		_____

**Method of Payment**

- American Express     Master Card     Visa     Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: \_\_\_\_\_ Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Billing City/State/Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ Billing Phone: \_\_\_\_\_

**Instructions:** Complete this form in its entirety and **mail the form** to EduSerc, Inc. 1040 West Street Laurel MD 20707 or **fax the form** to 301-362-4360.

**1) Individual & Organization Information**

1a Full name

1b Organization Name

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipality

1g Phone

1h Fax

1i Email

**2a) General Exhibit / Information Booth Option**  
(includes registration for two people)

i) Type

Business  Non Profit

ii) Full Name – Exhibitor #1

iii) Full Name – Exhibitor #2

**2b) Booth Activities / Interactive Hands On Demos**

Please describe the demonstrations & booth activities you will have:

**Exhibit Setup Times**

**Exhibit Hours (each day):**

Apr 15,16 - 11:30am – 3:00pm

**Setup:** 6:00am – 8:30am

**Breakdown:** 3:00pm – 4:00pm

**3) Referral Code** (please enter referral code if applicable)

**4) Target Audiences**

- Elementary Students  
  Middle/High School Students  
  College Students  
  Adults / Parents  
  Schools / School Systems  
 Businesses / Corporations  
  Industry Professionals  
  Other \_\_\_\_\_

**5) Career Industries** (check all that apply)

- |   |  |   |                                      |  |
|---|--|---|--------------------------------------|--|
| <input type="checkbox"/> Architecture         | <input type="checkbox"/> Cosmetology   | <input type="checkbox"/> Finance                | <input type="checkbox"/> Journalism  | <input type="checkbox"/> Social / Human Services |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Culinary Arts | <input type="checkbox"/> Government             | <input type="checkbox"/> Law / Legal | <input type="checkbox"/> Sports                  |
| <input type="checkbox"/> Automotive           | <input type="checkbox"/> Education     | <input type="checkbox"/> Healthcare             | <input type="checkbox"/> Military    | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Business             | <input type="checkbox"/> Engineering   | <input type="checkbox"/> Hospitality            | <input type="checkbox"/> Non Profit  |  |
| <input type="checkbox"/> Communications       | <input type="checkbox"/> Fashion       | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Real Estate |  |

**6) What types of resources and/or information will you providing at your table(s)?**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Job / Internship / Career Opportunity | <input type="checkbox"/> Hands-On Experience             | <input type="checkbox"/> Summer Program / After School Program Info |
| <input type="checkbox"/> Networking Contacts / Candidates      | <input type="checkbox"/> Scholarship / College Info      | <input type="checkbox"/> Mentors / Role Models / Tutors             |
| <input type="checkbox"/> Career Plan Assistance                | <input type="checkbox"/> Workforce Development Solutions | <input type="checkbox"/> Financial Aide / Financial Mgmt Assistance |
| <input type="checkbox"/> Economic Dev. Solutions               | <input type="checkbox"/> Personal Development Training   | <input type="checkbox"/> Professional Development Training          |
|  |  | <input type="checkbox"/> Other                                      |

**7) Registration Details**

Select The Conference Day(s) You Are Exhibiting:

- Apr 15 – Annual Career, Professional and Workforce Development (Day 1)**  
**(WORKSHOPS / TRAINING)**  
 (General Public / Corporations / General / Non Profits / Schools / Colleges / Youth)
- Apr 16 - Annual Career, Professional and Workforce Development (Day 2)**  
**(COMPETITIONS)**  
 (Young Innovators Competitions)  
 (Workforce Innovators Competitions)

**8) Registration Fee**

Rate	Business	Non Profit	High Schools	Total
<input type="checkbox"/> 1 Day Rate (Apr15 or 16)	\$250	\$150	Free	_____
<input type="checkbox"/> 2 Day Rate	\$450	\$250	Free	_____

**Total Registration Fee:** \_\_\_\_\_

**Method of Payment**

- American Express  
  Master Card  
  Visa  
  Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: \_\_\_\_\_

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

Credit Card Number: \_\_\_\_\_

Billing City/State/Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Phone: \_\_\_\_\_

**ACPD/ AWEDC2011**

Rev. Jan 2011  
EduSerc, Inc.

**Interactive Community Registration**

For Official Use:  
Date Received:

\_\_\_\_\_

**Instructions:** Complete this form in its entirety and **mail the form** to EduSerc, Inc. 1040 West Street Laurel MD 20707 or **fax the form** to 301-362-4360.

**1) Individual & Organization Information**

1a Full name

1b Organization Name

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipality

1g Phone

1h Fax

1i Email

**2a) General Exhibit / Information Booth Option**  
(includes registration for two people)

i) Type  
 Business  Non Profit

ii) Full Name – Exhibitor #1

iii) Full Name – Exhibitor #2

**2b) Booth Activities / Interactive Hands On Demos**

Please describe the demonstrations & booth activities you will have:

**Exhibit Setup Times**

**Exhibit Hours (each day):**  
Apr 15,16 - 11:30am – 3:00pm

**Setup:** 6:00am – 8:30am  
**Breakdown:** 3:00pm – 4:00pm

**3) Referral Code** (please enter referral code if applicable)

**4) Target Audiences**

- Elementary Students     Middle/High School Students     College Students     Adults / Parents     Schools / School Systems
- Businesses / Corporations     Industry Professionals     Other \_\_\_\_\_

**5) Career Industries** (check all that apply)

- Architecture     Cosmetology     Finance     Journalism     Social / Human Services
- Arts & Entertainment     Culinary Arts     Government     Law / Legal     Sports
- Automotive     Education     Healthcare     Military     Other \_\_\_\_\_
- Business     Engineering     Hospitality     Non Profit
- Communications     Fashion     Information Technology     Real Estate

**6) What types of resources and/or information will you providing at your table(s)?**

- Job / Internship / Career Opportunity     Hands-On Experience     Summer Program / After School Program Info
- Networking Contacts / Candidates     Scholarship / College Info     Mentors / Role Models / Tutors
- Career Plan Assistance     Workforce Development Solutions     Financial Aide / Financial Mgmt Assistance
- Economic Dev. Solutions     Personal Development Training     Professional Development Training
- Other \_\_\_\_\_

**7) Registration Details**

Select The Conference Day(s) You Are Exhibiting:

- Apr 15 – Annual Career, Professional and Workforce Development (Day 1)**  
**(WORKSHOPS / TRAINING)**  
(General Public / Corporations / General / Non Profits / Schools / Colleges / Youth)
- Apr 16 - Annual Career, Professional and Workforce Development (Day 2)**  
**(COMPETITIONS)**  
(Young Innovators Competitions)  
(Workforce Innovators Competitions)

**8) Registration Fee**

Rate	Neighborhood		City	
	Business	Non Profit	Business	Non Profit
<input type="checkbox"/> 1 Day Rate (Apr 15 or Apr 16)	\$1,500	\$500	\$3,000	\$1,000
<input type="checkbox"/> 2 Day Rate	\$2,500	\$1,500	\$5,000	\$3,000

Please check the box above and list the total registration fee below

**Total Registration Fee:** \_\_\_\_\_

**Method of Payment**

- American Express     Master Card     Visa     Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: \_\_\_\_\_ Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Billing City/State/Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ Billing Phone: \_\_\_\_\_

**ACPDC/AWE  
DC 2011**Rev. Jan 2011  
EduSerc, Inc.**Conference Sponsorship Form**For Official Use:  
Date Received:  
\_\_\_\_\_**Instructions:** Complete this form in its entirety and mail the form to EduSerc, Inc. P.O. Box 2536 Laurel, MD 20709. Remit the appropriate in-kind donations or sponsorship in the form of a check or money order payable to EduSerc, Inc.**NOTE:** All information is used to identify potential scholarship opportunities, internships, programs and other career related resources for the participant**1) Individual & Organization Information**

1a Full name

1b Organization Name

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipal

1g Phone

1h Fax

1i Email

1j Web Address (if applicable)

**2) Sponsor Designation**

Specify your type of sponsorship

▶  General Sponsor ▶  In-Kind / Activity Sponsor**3) Organization Overview**

(2 – 3 sentences about your organization)

**4) Target Audiences For Your Business**▶  Elementary Students ▶  Middle/High School Students ▶  College Students ▶  Adults / Parents ▶  Schools / School Systems**5) Please describe the items, supplies or equipment you will provide (if applicable)****6) Please describe any other types of contributions.****7) Sponsorship Selection**

Conference Sponsorship	Sponsorship	Quantity	Other Amount	Total Sponsorship
Ultimate	<input type="checkbox"/> \$20,000			
Diamond	<input type="checkbox"/> \$15,000			
Platinum	<input type="checkbox"/> \$10,000			
Gold	<input type="checkbox"/> \$5,000			
Silver	<input type="checkbox"/> \$2,500			
Bronze	<input type="checkbox"/> \$1,000			
Other Sponsorship _____	<input type="checkbox"/> _____			
In-Kind Sponsorship (Please Describe):				

**Method of Payment** Master Card  Visa  AMEX  Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: \_\_\_\_\_ Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Billing City/State/Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ Security Code: \_\_\_\_\_ Billing Phone: \_\_\_\_\_

## Parent Permission Slip

Dear Parent or Guardian,

Your child has been selected to participate in the following activity with \_\_\_\_\_ :

### The Annual Career, Professional and Workforce Development Conference

**April 15 – 16, 2011**

Baltimore Convention Center

Baltimore, MD

9:00am – 3:00pm

<http://www.eduserc.org/acpdc>

This activity is a premier opportunity for students to participate in a variety of career and professional development workshops, teen talent competitions, one-on-one networking sessions and a host of other great hands-on activities to assist in reaching career goals. Based on certain GPA and community service requirements, your child might be eligible for scholarships or other related opportunities by attending this event. Lunch will be provided for each student, but students are more than welcomed to bring their own bag lunch. Representatives from various organizations, businesses and other entities will be present to interact and provide beneficial information to conference participants.

We strongly encourage all parents to attend this event with their child and simultaneously receive information communicated to them about their futures. Following the conference, we ask that you engage in dialogue with your child to discuss the day's events.

We will be attending this conference on the following day(s):

\_\_\_\_\_ Friday, April 15, 2011

\_\_\_\_\_ Saturday, April 16, 2011

#### Code of Conduct

All students are expected to following the code of conduct issued by the organizers and sponsors of this event. We ask that you reinforce these rules to your child:

- No Profanity
- No Smoking
- No Drugs or Alcohol
- No Disrespectful Behavior
- No Fighting or Violent Behavior

#### Dress Code

To complement the professionalism of this event, all students are requested and expected to wear business attire or similar attire.

We request that you give your child permission to attend this event and hope that you will register as well to accompany your child on this day. Further logistical information is attached or may be retrieved from the designated chaperone for this activity: \_\_\_\_\_ at the following phone number \_\_\_\_\_ or email \_\_\_\_\_

#### Please check one:

\_\_\_ I DO NOT give permission for my child to attend this conference with \_\_\_\_\_ .

\_\_\_ I DO give permission for \_\_\_\_\_ to attend this conference with \_\_\_\_\_ .

My child has the following medical conditions or allergies: \_\_\_\_\_

In case of emergency, I can be contacted at the following phone number: \_\_\_\_\_ (H/W)

\_\_\_\_\_  
Parent Signature

\_\_\_\_\_  
Date

## **Sponsorship Request Letter**

Dear

My name is <name>, <title> of <school name>. In support of the career and professional development needs of our students, I am writing to request your assistance in educating our students. Our school is organizing an effort to allow our students to receive and participate in career development training, professional development sessions, one-on-one networking activities, talent competitions and more at the following event:

### **The Annual Career, Professional and Workforce Development Conference**

**April 15 – 16, 2011**

Baltimore Convention Center

Baltimore, MD

9:00am – 3:00pm

The objective of this event is to provide a quality and professional experience for students as well as adults to learn how to reach their dreams through a variety of career paths. A wide variety of workshops and interactive activities engage participants throughout the day, while teaching them the skill and techniques to be successful in many industries. Students receive a quality experience that help them put their goals into perspective and helps them stay passionate and focused on their dreams.

It is our desire to send students from our school to attend this two-day event and interact with various business owners, colleges, non profits at this valuable affair. We are asking for your support to sponsor a select number of students to attend and represent the interest that your company and our school have in their future.

Our goal is to send at least one bus load of participants to represent our school for one day at this conference (ie. 40 students @ \$35 and 4 adult chaperones @ \$65 = \$1660). As a thank you for your sponsorship for a minimum of one bus load of students, EduSerc has agreed to provide the following to your business:

- Company logo printed on student's registration badges
- Company announcement / advertisement over loud speaker
- Banner placement at conference

Attached is the school information packet in relation to this event. For more information, you may contact <contact person> at <phone number> from our school and visit <http://www.eduserc.org/acpdc> or call 301-498-2899 to learn more about the event.

Again, thank you for your time and consideration.

Sincerely,

<name>

---

### **Sponsorship Response Section Only**

I want to sponsor the following number of bus load of participants from this school: \_\_\_ x \$1660 = \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Person / Phone: \_\_\_\_\_

#### Instructions:

Complete the section above and send this letter & registration fee for this school to the following address.

EduSerc, Inc.  
P.O. Box 2536  
Laurel, MD 20709  
(301) 498-2899