



# Southern California Development Forum Presents...

Tuesday, November 11, 2014, 7:00am-9:00am



## ***Growing your Business for the New Frontier*** ***Preparing for talent wars, different generations*** ***as partners & new business models***

The Professional services industry is currently under disruption. Increasing transparency and a sophisticated business environment are giving way to a new Frontier, reforming traditional business models. So what are some of the forces reshaping the Professional Services Business and our client's business?

Externally, new relationships, fluctuating project leaders, unlikely bedfellows collaborating for an ever increasing demand for value. Internally, multiple generations in the workforce and a talent war on the horizon.

Come hear how you can stay ahead and help shape the future for you and your firm.

### **Moderator**

**Lance Carlson**  
Principal & Director of Strategies  
Taylor Design

### **Speakers**

**Mark Mosley**  
Director Engineering & Technical  
Services  
USC

**Bill Scrantom, PE**  
Principal, Americas Region Healthcare  
Leader  
ARUP

**Maureen McAvey**  
Senior Resident Fellow, Bucksbaum  
Family Chair for Retail  
Urban Land Institute

**Karen Vegas**  
Vice President, Enterprise Development  
Project Frog

Date: Tuesday, Nov 11, 2014  
Time: 7:00am-9:00am

Location:  
Luxe Summit Hotel Bel Air  
11461 Sunset Blvd.  
Los Angeles, CA. 90049  
PH: 310.476.6571

### **Program Price:**

**\$50.00** – SCDF Members

**\$75.00** – Non-Members

**\$450.00** – Event Sponsor  
(2 comp guests)

**\$750.00** – Table Sponsor  
(8 comp guests)

**\$10.00** – Onsite Fee

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**Pre-Registration for this event closes at 5:00 pm on Friday, November 7, 2014.**

Cancellations will not be accepted after this time and requests for seating after this time cannot be guaranteed. Limited on-site registrations will be available on a first-come, first served basis, unless the event sells out. On-site registrations or changes to existing reservations made after close of registration will be charged a \$10 on-site fee.