

# Join Us in Ithaca

## April 2007

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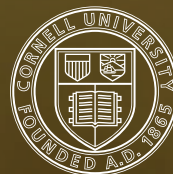
24th Annual CEAA  
Engineering Conference  
**The Impact of Globalization  
on Business and Technology**  
**April 20-21, 2007**

For 24 years, the Cornell Engineering Alumni Association and the College of Engineering have hosted an annual conference featuring a range of topics including nanotechnology, energy, and the life sciences. This year's theme, "The Impact of Globalization on Business and Technology," brings speakers from across industries to discuss economic trends, intellectual property challenges, global research, the diffusion of technology and to look into future possibilities. Join us for engaging talks, networking opportunities, and interactions with faculty and students from across Cornell's campus.

**Entrepreneurship@Cornell**  
Celebration featuring the  
2007 Entrepreneur  
of the Year Keynote  
Address and Dinner

Please visit  
**[www.ceaa.cornell.edu](http://www.ceaa.cornell.edu)**

for details and registration information or  
607.255.9920 or [ceaa@cornell.edu](mailto:ceaa@cornell.edu)



Cornell University  
College of Engineering

# Conference Speakers

## Kevin McGovern '70

CEO and Chairman, McGovern Capital LLC  
Preconference: Entrepreneur of the Year

## David Heller '81 ME

CEO, Heller Industries  
Conference Chair

## Wendy T. Chin '85 EE, MEng '86

Senior Director, Pfizer, Inc./CIT  
"Key Lessons Learned While Working  
in a Global Environment"

## Patrick M. Dewar

Vice President, Business Development, Electronic  
Business Area, Lockheed Martin  
"Partnership Makes a World of Difference"

## William R. LaFontaine Jr. MS '88, PhD '90 MSE

Vice President, Corporate Strategy, IBM  
"IP Challenges in the People's Republic of China"

## Elizabeth A. McKone '84 ME

Vice President, Worldwide Site Program  
Manager, Solectron Corp  
"Are China and India Always the Best Answer"

## Sankar B. Narayan MS '77 ME

Business Director, 3M Global Minerals  
Extraction & Latin America & Africa Regions  
Safety Security & Protection Services Business  
"The Impact of Globalization on  
Technology Implementation"

## Everette A.J. Phillips '82 AgEng

President and CEA, China Manufacturing  
Network, LLC  
"Adapting an Engineering Career to  
the Global Economy"

## Sophie Vandebroek PhD '91 EE

Chief Technology Officer, Xerox Corporation  
"Managing Global Research"

## Greg Westbrook

President, FlexConsumer Digital, Flextronics  
"Staying Ahead of the Commoditization Curve  
— A Case Study"

## David Wippman

Vice Provost for International Relations and  
Professor of Law, Cornell University  
Faculty Panel Discussion

## Eric A. Young '78 ME

General Partner and Co-founder, Canaan Partners  
"The Venture Investor's View of  
Global Opportunities"

## Registration Information

Conference check-in takes place at  
the Statler Hotel in the main lobby on  
Thursday, April 19th from 3:30 to 5:30 p.m.  
and on Friday, April 20th, 7:30 a.m. to noon.  
Please check-in upon arrival to pick up your packet,  
which includes your nametag, agenda, location  
information and any last minute changes.  
Registration fees are refundable through April 13th,  
less \$25 to cover administration costs.  
Register and pay on line at [www.ceaa.cornell.edu](http://www.ceaa.cornell.edu)

**Deadline for registration is April 13**  
(\$50 discount for registration by **March 23**).

## Hotel and Parking Information

All hotels offer shuttle service to and from the airport and Cornell campus.

### Special Rate Hotel Reservations

<b>Best Western University Inn</b>	\$109.00
607.272.6100	1.800.528.1234
<b>Clarion University Hotel &amp; Conference Center</b>	\$99.95
607.257.2000	1.877.424.6423
<b>Ithaca Downtown Holiday Inn</b>	\$129.99
607.272.1000	1.800.HOLIDAY

or at [www.holidayinn.com/ithacany](http://www.holidayinn.com/ithacany) use group code CA2

These special rates are available by identifying yourself as  
part of the Cornell Engineering Conference CEEA when  
making reservations. NOTE: all unreserved rooms at  
these special rates will be released after **March 19**.

### Regular Rate Hotel Reservations

There are other options for lodging through the  
Ithaca/Tompkins County Convention & Visitors Bureau  
at [www.visitithaca.com](http://www.visitithaca.com) or 607.272.1313.

### Parking

Conference participants may purchase  
one day parking permits using the conference  
registration form (no permit needed for Saturday  
parking) or at the traffic booths on campus.  
Statler Hotel has fee-based parking for hotel guests.

## Further Conference Information

**Cornell Engineering Alumni Association**  
College of Engineering  
256 Carpenter Hall  
Ithaca, NY 14853-2201  
t. 607.255.9920  
f. 607.255.9606  
[ceaa@cornell.edu](mailto:ceaa@cornell.edu)  
[www.ceaa.cornell.edu](http://www.ceaa.cornell.edu)

## Ithaca Area Information

Ithaca/Tompkins County Convention & Visitors Bureau  
[www.visitithaca.com](http://www.visitithaca.com) or 607.272.1313

Cornell Engineering Alumni Association and the College of Engineering present the  
**24th Annual CEAA Engineering Conference**  
**The Impact of Globalization on Business and Technology**

**Registration deadline is April 13.** For the best rate, register by March 23.  
 Mail or fax form or register online at [www.ceaa.cornell.edu](http://www.ceaa.cornell.edu).

Name: \_\_\_\_\_ Cornell Degree/Year: \_\_\_\_\_  
 Address: \_\_\_\_\_  
Street City/State/Zip  
 Preferred Phone: \_\_\_\_\_  
 Preferred Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Business Address: \_\_\_\_\_  
Street City/State/Zip  
 Business Address: \_\_\_\_\_  
 Guest 1: \_\_\_\_\_ Guest 2: \_\_\_\_\_  
 Comments/special needs: \_\_\_\_\_

The above information will be used in an attendees list. If you do not wish to have your contact information listed, please let us know here:  I do not wish my contact info to be listed.

REGISTRATION PACKAGES:	Cost		Number		Subtotal
Full Registration (all sessions, Fri & Sat meals)	\$249	x		=	
Young Alumni (grads 2002-06) (all sessions, Fri & Sat meals)	\$169	x		=	
Students (sessions only)	\$0			=	
Faculty and Staff (sessions only)	\$0			=	
Less discount for each paid registrant by March 23.	-\$50	x		=	
Registration Subtotal:					

ADDITIONAL ITEMS:	Cost		Number		Subtotal
Optional Thursday Reception/ Awards dinner	\$75	x		=	
Part of the Entrepreneurship@Cornell Celebration 2007 (for more details see <a href="http://www.epe.cornell.edu">www.epe.cornell.edu</a> )					
Friday Engineering Conference Awards banquet only	\$70	x		=	
Individual meals (contact the conference registrar)	varies				
Campus Parking Permit (no permit needed Saturday)	\$10	x		=	
Contribution to help sponsor student attendance				=	
Membership in CEAA, annual	\$ 40	x		=	
Membership in CEAA, recent graduates (2002-05)	\$ 25	x		=	
Membership in CEAA, new graduates (2006-07)	n/c				
Lifetime membership in CEAA	\$750	x		=	
Additional Items Subtotal:					

**AMOUNT DUE** **TOTAL:**

Make checks payable to CEAA. For charge cards fill out form below:

Visa  M/C  AMEX Card number: \_\_\_\_\_ Exp date: \_\_\_\_\_

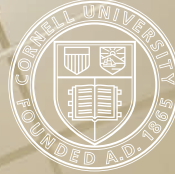
Signature: \_\_\_\_\_

# Join Us in Ithaca

Globalization is one of the most important trends of our times. Our invited speakers work at the forefront of globalization in business and engineering. Please join us at Cornell in April for an enlightening glimpse into the future.

— *David Heller '81 ME*  
*Conference Chair 2007*

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on Business and Technology**  
**April 20-21, 2007**



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256 Carpenter Hall, Ithaca, NY 14853-2201

