



**FACING CHALLENGES  
CREATING OPPORTUNITIES**

Great accomplishments do not occur in a vacuum; they require the expertise and collaboration of a variety of partners. For the third consecutive year, the Business & Education Direct Connect annual event will serve as a catalyst to strengthen and develop strategic relationships between leaders in business and education. This event, hosting approximately 500 attendees, is the first step in a process that ensures members of the business community have an equitable voice in the development of their future workforce. Establishing an ongoing dialogue between leaders in business/industry and educators is a key element to maintain and develop innovative programs that reflect our collective principles, needs and values.

**TOGETHER, CREATING A  
VISION OF WHAT CAN BE**

The Business & Education Direct Connect annual event is one part of an on-going system of business involvement that works for and with you; ensuring that members of the business community have an equitable voice in the development of their future workforce.

**BUSINESS & EDUCATION  
DIRECT CONNECT**  
**SCIENCE | TECHNOLOGY  
ENGINEERING | MATH**  
**ANNUAL EVENT 2009**



January 15, 2009 | 4:00 - 6:00 p.m.

Liberty Station NTC Promenade  
McMillin Event Center | 2875 Dewey Road  
San Diego, CA 92106 | 619.226.1491

Free To The Business Community

**YOU SPOKE | WE LISTENED  
THE NATIONAL URGENCY | A LOCAL IMPERATIVE**

At last year's annual event, the business community sent public education a powerful message; *there is an urgent need to address the rising tide of staffing shortfalls in the areas of Science, Technology, Engineering, and Math (STEM)*. Educators listened and are responding to the call to strengthen and develop programs in STEM. This year's event will focus on STEM and feature: exhibitions of the best practices of current relationships between business and education; current and developing programs answering the call to action in STEM; opportunities for new businesses to learn first hand the short, interim and long-term benefits of partnering with the Office of College, Career & Technical Education.

**MAKING THE CONNECTION**

**BUSINESS** ↔ **EDUCATION**

**YOUR FUTURE WORKFORCE** ↔ **OUR CURRENT STUDENT BODY**

Every business takes part in the development of their future workforce. The only choice a business has is when to become involved—at the beginning or end stage of the process. What will your choice be; proactive or reactive? The benefits are clear: *a career-minded, innovative, knowledge-based worker for every industry that will keep our local economy vibrant and your business strong*. Becoming involved is easier than you think. With three levels of participation, Mentor-Advisor-Sponsor, there is a fit that is right for you.

**IT IS EASIER  
THAN YOU THINK**

- MENTOR ←
- ADVISOR ←
- SPONSOR ←

**For Media Information:**

Jan Heying  
Principal  
Heying & Associates  
Office: 619.295.9262 | Fax: 619.295.7615  
E-mail: jheyng@heyng.com | www.heyng.com



**For Event Information Contact:**

S. T. Loescher  
Event Producer | Business & Education Direct Connect  
The Office of College Career & Technical Education  
Telephone: 858.503.1751 | Mobile: 619.384.5045  
E-mail: sloescher@sandi.net | www.bedc.sdcte.org



### LET THEM KNOW YOU SUPPORT THEIR SUPPORT OF EDUCATION

The Business & Education Direct Connect annual event is produced with the cooperation, endorsement and financial investments of business and trade organizations in conjunction with specialized grants. This year's event will be held at the spacious NTC Promenade McMillin Event Center on January 15, 2008 from 4:00 - 6:00 p.m. With a 2009 focus on Science Technology, Engineering, and Math, the annual event is poised to host up to 500 attendees.

Show your support of the proactive efforts of business and education coming together by becoming a sponsor. There are various levels of sponsorship to reflect your support. Please contact us to discuss options for in kind or gifts of time.

### AT EVERY STEP A STEM EDUCATIONAL EXPERIENCE

From planning to event production, the Business & Education Direct Connect annual event has education at its core. This year's event is being developed utilizing student teams that are putting STEM skills to use in a real-world test; becoming part of the planning, fabrication, development, presentation, and production team.

TITLE SPONSORS		
Available	Title	Pricing
1	Presenting	Please Call
3	Advertising	Please Call
1	Event	Please Call
1	Production	Please Call

### TITLE SPONSORS

There are four levels of title sponsors, each providing marquee value event, collateral and advertising branding to show your support. Certain title sponsorships include event speaking and program message options. Branding will be featured on all digital signage and advertising/PR campaigns, with the presenting sponsors preference for placement and location. Please contact our production team to discuss title sponsorship options.

### HOSPITALITY SPONSORS

Hospitality Sponsors provide the resources for the world class catering services offered by the students of Culinary Arts of the Office of College, Career & Technical Education. Each sponsorship at this level offers single or multi area branding and recognition in the event program with Beverage and Service levels being featured on digital signage.

HOSPITALITY SPONSORS		
Available	Title	Pricing
1	Beverage	\$700.00
1	Service	\$700.00
5	Station	\$400.00

ENDORSEMENT SPONSORS		
Available	Title	Pricing
2	Supervisor	\$600.00
3	Engineer	\$500.00
4	Tech	\$400.00

### ENDORSEMENT AND CONTRIBUTING SPONSORS

Endorsement and contributing sponsors make the event check-in, exhibits, social networking, and information areas possible. The area or exhibit being sponsored will bare branding and recognition in the event program. Endorsement sponsors will also be featured on digital signage in the main hall.

CONTRIBUTING SPONSORS		
Available	Title	Pricing
5	Science	\$200.00
5	Technology	\$200.00
5	Engineering	\$200.00
5	Math	\$200.00

### DIRECT CONTACT TO DIRECT CONNECT

Call or email to discuss the event and sponsorship levels:

**BEDC Sponsorship Hotline:** 619.384.5045

**Email:** sloescher@sandi.net

#### For Media Information:

Jan Heying  
Principal  
Heying & Associates  
Office: 619.295.9262 | Fax: 619.295.7615  
E-mail: jheyng@heyng.com | www.heyng.com



#### For Event Information Contact:

S. T. Loescher  
Event Producer | Business & Education Direct Connect  
The Office of College Career & Technical Education  
Telephone: 858.503.1751 | Mobile: 619.384.5045  
E-mail: sloescher@sandi.net | www.bedc.sdcte.org