

EDO Principal Correspondence Control

FROM: Mark A. Grove  
Careers 2004

DUE: / /

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DOC DT: 11/05/03  
FINAL REPLY:

TO: Chairman Diaz

FOR SIGNATURE OF : \*\* GRN \*\*

CRC NO: 03-0737

DESC: College/Diversity Recruitment Conferences

ROUTING:  
Travers  
Norry  
Paperiello  
Kane  
Collins  
Dean  
Burns/Cyr  
Kelley, SBCR

DATE: 11/19/03

ASSIGNED TO: HR

CONTACT: Bird

SPECIAL INSTRUCTIONS OR REMARKS:  
For Appropriate Action.

OFFICE OF THE SECRETARY  
CORRESPONDENCE CONTROL TICKET

*Date Printed: Nov 19, 2003 10:30*

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**ACTION OFFICE:** EDO

**AUTHOR:** Mark Grove  
**AFFILIATION:** CT  
**ADDRESSEE:** Nils Diaz  
**SUBJECT:** College/Diversity Recruitment Conferences..Careers 2004

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EDO --G20030700



# Careers 2004



THE NATION'S PREMIER COLLEGE DIVERSITY RECRUITMENT CONFERENCES

November 5, 2003

Nils Diaz  
US Nuclear Regulatory Commission  
Office of Public Affairs  
Washington, DC 20555

Dear Nils,

I am pleased to invite you to participate in the **Nation's #1 Rated College/Diversity Recruitment Conferences, Careers 2004.**

We have been sponsoring college recruiting/diversity events for the last 17 years. In fact, we have more minority candidates at our events than any other college event. We not only recruit (minority) candidates at the top schools but expand and prescreen candidates at many other top colleges and universities throughout each region. We give you a greater choice in this competitive recruiting world. A choice that is ever more critical today as budgets and staffing are being cut back. Do more with less seem to be the norm! Our events will help you achieve your hiring goals while saving you thousands of dollars now and during the year!

*I am sure you will be invited to many conferences. While we employ dozens of Internet recruiting strategies, and have a highly-trafficked web site, we are the **face-to-face "experts"** who actually put motivated, high-quality, candidates in front of you to meet and interview. Our programs can help you hire outstanding students you would not see anywhere else and save you time & money. Whether you are expanding the number of college hires, or reducing them you still need to choose the best from a huge pool of qualified candidates, we deliver. Just as important, we stay with you for the entire recruiting season as a resource dedicated to helping you deal with unexpected changes and unplanned openings! Even if cut backs occur, we can help you hire the best without spending time, travel & expenses.*

## CAREERS 2004, The Nation's Premier College Recruitment/Diversity Conferences

Results of last year's Conferences are extremely positive! Participating employers made **over 1,800 hires from virtually every major discipline** - from Computer Science & Engineering; Sales & Marketing and Business disciplines such as Accounting, Finance, Economics and Management to Liberal Arts, Mathematics, Statistics and the Sciences. **Average GPA 3.5+** for your Management Development or Outstanding Scholar Programs!

This year, we will again help employers meet, interview and hire from an outstanding, diverse group of highly motivated students who attend a Conference by invitation only. We recruit students **from over 1,500 colleges and universities; pre-screen their credentials and interests and invite only those that best match your requirements to attend.** Each Conference also has private interviewing facilities at no additional cost.

We have a **Strong Minority (from all racial groups) and Female representation in all disciplines.** Our Conferences are recognized by the OFCCP as an Affirmative Action strategy under Title VII. In addition, our Nationally Recognized Resume Database - GradTrak - allows us to search on **thousands of student resumes all during the year at no additional cost the cost savings can be in the 1,000's!**

Our **100% Guarantee.** It is our responsibility to ensure your success. We put it in writing!

Please do not hesitate to contact me toll free at (888) 961-2345 if you have any questions or need additional information. Thank you for your consideration and have a great day!

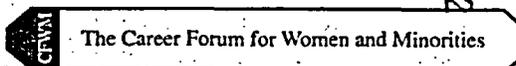
Sincerely,

Mark A. Grove, President

CHAIRMAN REC'D  
03 NOV 13 AM 11:42



The Global MBA/Masters Employment Conference



The Original  
EIGHTEENTH ANNUAL  
Careers 2004

CHAIRMAN REC'D

# The College Diversity Recruitment Conferences

**BOTTOM LINE: We Deliver**

Diversity • Pre-Screened & Pre-Select  
High Quality (top 25%) • Cost Savings  
FREE Sourcing 1 year

**100%  
Guaranteed**



**NORTHEAST**  
**New York**  
January 9, 2004

**SOUTH**  
**Atlanta**  
January 19, 2004

**MIDWEST**  
**Chicago**  
January 26, 2004

**MID-ATLANTIC**  
**DC**  
February 2, 2004

# Meet The President

Mark Grove, President of Career Conferences of America, Inc., is the former Director of Staffing & Diversity/EEO at Aetna for nine years. Prior to his Aetna service, he was the Human Resource & Diversity/EEO Officer at Yale University.

During his tenure at Aetna, Mark worked very closely with the late Arthur Ashe, Jr., and many national diversity consultants, to accelerate Aetna's Diversity progress. He was responsible for the development of strategies to recruit women and minorities, as well as diversity training and OFCCP compliance programs. His accomplishments include the development and implementation of one of the first diversity training programs in the country for "middle management", and increased minority hiring at Aetna 25%.

Mark has also been the recipient of numerous national awards recognizing his work in the development of youth employment/diversity programs from organizations such as the National Urban League, National Puerto Rican Forum, NAACP, NSBE, National Alliance of Business, Howard University, LULAC, La Raza, SER, Morehouse & Spelman Alumni/Alumnae Associations, Howard University, INROADS, among others. The Wall Street Journal cited his efforts in developing and managing one of the best recruitment and diversity programs in the country. Mark has also been the recipient of The White-House Presidential Merit Award for developing and implementing one of the nation's best employment/diversity programs.

*"For over 26 years, I have championed the policy that a strong diversity program makes good business sense. By 2005, women and minorities will comprise 75% of the workforce. Employers must focus their efforts and resources on diversity programs, in good times and in difficult times. They must do more to recruit, retain, develop and promote women and minorities. Reaching out to this diverse talent pool is the first step, and Careers 2004 can support this important business objective."*

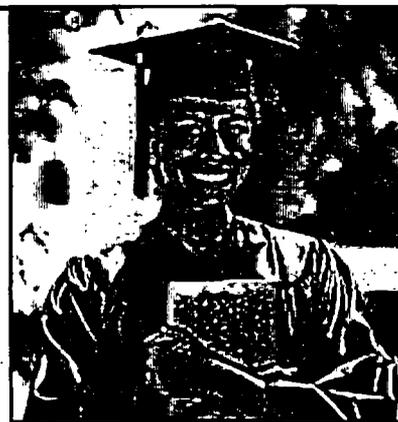


# Diversity Makes Good Business Sense

Diversity has changed over the years, from being the right thing to do to being an integral component of a successful long term business plan. Diversity is key to acquiring and maintaining a competitive edge in the marketplace.

Building a diverse workforce through outreach and recruiting initiatives creates a work place where each individual can make a full contribution to the bottom line. *And that's good for business.*

Senior managements of the nation's most successful companies know that diversity is one of the keys to growth, and they are committed to a consistent, sustained effort to reach, recruit and retain women and minorities.



# Diversity Outreach - A Critical Activity In Challenging Times

Even during challenging times, the best employers continually seek a dialogue with women and minorities. Their outreach efforts reinforce a commitment to establishing relationships; to identifying excellent candidates; and to diversity recruitment and hiring when the opportunities arise. They develop strong diversity programs that are consistent, proactive and which support long term goals, objectives and business growth. Their commitment to diversity outreach does not come and go with changing economic times, workforce restructuring or reorganization. It is a constant.



# Diversity Improves Workforce Quality and Increases ROI

One of the largest investments a company makes is in its human capital - its workforce. recruiting, training, compensation and benefits are all areas that demand a significant return on investment (ROI). The number of women and minorities in the U.S. workforce is increasing faster than ever before, and successful companies maximize their ROI by creating an environment where each employee feels valued. Productivity rises as employee motivation and commitment increases. Less time and resources are spent coping with high turnover rates, retraining and counseling.



Morehouse  
College

Mr. Benjamin P. McLaurin  
Director-Career Counseling & Placement

## A Must For All Employers!

*Careers 2004... one great event for  
both students & employers -- No other  
Conferences compare in terms of  
Quality & Diversity!*

# Attending Careers 2004 Makes Good Business Sense!



For 17 years, our Conferences have been delivering a diverse group of high-quality, motivated students, resulting in over 22,000 hires. Over 16,500 of these hires have been women and minority - African-American, Hispanic, Asian-American and Native American - students.

Even in today's climate, competition for the best graduating students is fierce. Successful, innovative college recruiters know that they cannot hire the best possible candidates by only interviewing on-campus at a few targeted schools, but must use a variety of proactive, cost-effective recruiting strategies.

Careers 2004 Conferences are exactly that - focused, cost-effective events where we do the student recruiting and qualification screening, and you do the interviewing and hiring. We believe hiring the best students for your positions is a matter of having the largest and best choice of potential candidates.

This tradition of college diversity recruiting excellence continues with *Careers 2004*. And we guarantee each *Careers 2004* Conference because we're confident you will find them to be a valuable addition to your college recruiting program.

## PROVEN RESULTS

*Whether you plan to make 1 hire, 100 hires or more - Careers 2004 will make a difference!*

Hiring the best requires having the best choice. *Careers 2004* makes it possible to cost-effectively recruit from a large number of schools and insures you'll meet, interview and hire high-quality seniors, juniors, sophomores.

*Careers 2004* brings seniors (and selected sophomores and juniors for internship) recruited from 44 states and over 1,500 colleges & universities to you. Students who have been recruited, selected and personally invited to attend based on a record of academic achievement, related work experience and leadership. High-quality students. We work year round to develop and maintain relationships with placement directors, faculty, department heads, student leaders, interns, local, regional and national honor societies and academic associations. Members of over 1,200 student organizations attended our 2003 Conferences.

2003 Results	
Average GPA	.....3.58
Work experience	.....99.4%
Leadership	.....99.6%
Willing to relocate	.....92.2%

Quite simply, *Careers 2004* gives you a bigger and better choice of high-quality, diverse candidates for every opening you have. And that results in better hiring decisions.



## WE DELIVER DIVERSITY

### *Our Commitment To Diversity Recruiting*

*Careers 2004* Conferences support your Diversity Recruitment initiatives, placing a strong emphasis on the recruitment and representation of women and minorities at each event. Members from over 120 minority and woman's organizations attended our Career 2003 Conferences.

Unlike some other minority career events, women and all minority groups - in all disciplines - are represented at *Careers 2004*.

Our Conferences are recognized by the OFCCP (Office of Federal Contracts and Compliance Programs) as the type of Diversity strategies appropriate for employers making good faith efforts in the recruitment of women & minorities under Title VII.



### 80% Representation of Women & Minorities

- ✓ Students Attend By Invitation Only
- ✓ 80% Are Women and Minorities
- ✓ Over 40 major disciplines represented, including:
  - Engineering
  - IT
  - Computer Science
  - MIS
  - CIS
  - Marketing/Sales
  - Business
  - Finance
  - Accounting
  - Management
  - Liberal Arts
  - Chemistry/Biology
  - Economics
  - Communication
  - Health Sciences
  - Mathematics

# COST EFFECTIVE COLLEGE RECRUITING

## *Fall/Spring College Job Fairs - The Costs Add Up!*

From the latest survey on cost by employers the following information is provided:

Assume 10 College Job Fairs at \$550.00 per Job Fair = \$5,500.00.

Assume 5 are out of state and require air, hotel meals, time out of office for only 2 recruiters = \$8,750.00

For a total cost of over \$14,000 and over 2 weeks of time out of the office!

We recruit students at over 1,500 colleges, pre-screened, from over 40 states.

### **BENEFITS INCLUDE:**

**SAVE \$\$\$**

1. Savings of thousands of dollars on expenses

2. Savings of time and productivity

**SAVE TIME**

3. Have a greater selection of candidates to choose from

4. Interview on-site, saving travel costs for home office interviews

5. Savings on Campus Advertising, Internet Advertising, Resume Database's . . .

**GUARANTEED**

6. FREE sourcing for jobs throughout the year

7. Our 100% Guarantee



## *The Cost of College Recruiting Can Add Up!*

As a recruiting professional, you know how cost-intensive college recruiting can be. Staff time, internet searches, advertising, resume screening, interviewing, numerous college job fairs, scheduling, travel and hotel costs all contribute to the expense of your college relations and recruiting program. The average cost-per-hire is a staggering \$6,000+!

**CAREER CONFERENCE FORMAT DELIVERS  
QUANTITY & QUALITY - AND THE OPPORTUNITY  
TO FOCUS ON THE BEST STUDENTS YOU MEET!**

**WE RECRUIT & INVITE STUDENTS WHOSE MAJORS, CREDENTIALS AND INTERESTS BEST MATCH REQUIREMENTS OF PARTICIPATING EMPLOYERS**

### **CONTACT INVITED STUDENTS PRIOR TO THE CONFERENCE**

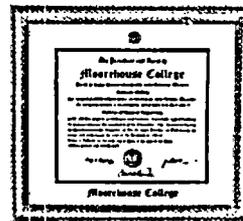
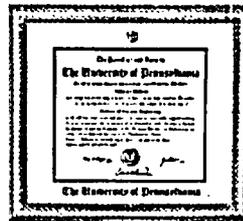
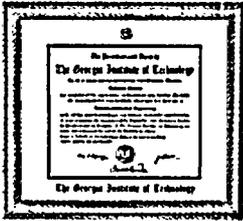
Through an Internet-accessible Student Resume Database you can identify invited students, who have indicated they plan to attend the Conference, and email them with information about your business, career opportunities, etc., and encourage them to meet with you at your booth during The Open Forum.

### **MEET STUDENTS AT THE OPEN FORUM - 8:00 AM to 2:00 PM**

The Forum is organized in a career fair environment, providing you with an 8' x 10' pipe and drape booth, chairs, and sign. Invited students interested in your opportunities introduce themselves to you at your booth, and you can conduct brief, initial interviews with them and identify those who qualifications and interests are good matches to your requirements.

### **CONDUCT ONE-ON-ONE INTERVIEWS WITH TOP STUDENTS - 2:30PM TO 5:30PM (optional)**

As you meet and identify strong candidates during the Open Forum, you can schedule them for either a 15 or 35 minute interview during the One-on-One Interview Session. Up to two interviewers can conduct One-on-One Interview Schedules, which are held in your booth. (Interviewing space for additional interviewers can be arranged for a modest additional cost.)



**W**e recruit and pre-screen students from over 1,400 colleges & universities from Ivy League to Big Twelve to 100+ HBCU & HACU schools.

*Some of the schools are:*

EIGHTEENTH ANNUAL  **Careers 2004 NORTHEAST**

**New York**

Adelphi, Alfred, AIC, Amherst, Babson, Bard, Barnard, Bates, Bentley College, Boston College, Boston U., Bowdoin, Brandeis, Brown, Bryant, Bryn Mawr, Bucknell, Carnegie Mellon, Clark, Clarkson, Colby, Colgate, Columbia, University Connecticut, Connecticut College, Cooper Union, Cornell, CUNY, Curry, Dartmouth, Drexel, Duquesne, Emerson, Fairfield, Fairleigh Dickinson, Fordham, Franklin Pierce, Hamilton, Hartford, Hartwick, Harvard, Haverford, H&W, Hofstra, Holy Cross, Iona, Ithaca, Johnson & Wales, Kean, Lafayette, La Salle, Lehigh, Le Moyne, Lincoln, LIU, Lowell, Maine, Manhattan, Marist, Marymount, University Massachusetts, Mercy, MIT, Monmouth, Mt. Holyoke, New England, University New Hampshire, NJIT, Northeastern, Norwich, NYIT, NYU, Pace, Penn State, U. Penn, Pittsburgh, Polytechnic, Pratt, Princeton, Providence, Quinnipiac, Radcliffe, Rennselaer, Rhode Island, Rider, RIT, Rochester, Roger Williams, Russell Sage, Rutgers, St. Anselm, St. Bonaventure, St. Francis, St. John's, St. Joseph's, St. Lawrence, Sarah Lawrence, Seton Hall, Siena, Simmons, Skidmore, Smith, Steven's Institute of Tech., SUNY, Swarthmore, Syracuse University, Temple, Trinity, Tufts, Union, Utica, Vassar, Villanova, Wellesley, Wells, Wesleyan, Westminster, Wheaton, Williams, WPI, Yale

EIGHTEENTH ANNUAL  **Careers 2004 SOUTH**

**Atlanta**

Alabama A&M, Albany State, Alcorn A&M, Arkansas Tech, Atlanta U. Auburn, Augusta, Ausun Peay St. Univ., Barry, Baylor Univ., Bethune-Cookman College, Citadel, Christian Brothers, Claflin, Clark Atlanta, Clemson Univ., Charleston, Delta State, Dillard, Duke, East Carolina, East Tennessee St. Univ., Eastern Kentucky, Edward Waters Coll., Elizabeth City, Embry-Riddle, Emory, Fayetteville, Fisk, Florida A&M, Florida Atlantic, Florida Institute of Tech., Florida International, Florida Southern, Florida State, Fort Valley, Furman Univ., Georgia Institute of Technology, Georgia Southern, Georgia State, Grambling, Jackson State, Kentucky State, Kentucky Wesleyan, LeMoyne-Owen, Louisiana St. Univ., Louisiana Tech., Maryville, McNeese State Univ., Memphis State, Mercer, Mississippi State, Morehouse, Morris Brown, Murray State, North Carolina A&T, North Carolina Central, NC State, Oglethorpe, Prairie View A&M, Rhodes, Rollins, Savannah St. Univ., Southern, Polytechnic State, Spelman, Stillman, Talladega, Tenn. State, Tougaloo, Troy State, Tulane, Tuskegee, U. of AL, U. of South AL, U. of Arkansas, U. of Central Florida, U. of Florida, U. of Georgia, U. of Miami, U. of Mississippi, U. of S. FL, U. of S. Carolina, University Tennessee, Vanderbilt, Wake Forest, West Georgia, Winston-Salem State, Xavier

EIGHTEENTH ANNUAL  **Careers 2004 MIDWEST**

**Chicago**

Adrian, Alma, Andersen, Augustana, Ball State, Beloit College, Bowling Green, Bradley, Butler, Carleton, Case Western, Central Michigan, Central Missouri State, Central State, Chicago State, U. of Chicago, Cincinnati, Clarke, Cleveland State, Concordia, Dennison, DePaul, DePaulw, Detroit, Drake, Eastern IL, Eastern MI, Elmhurst, Ferris St. Univ., Franklin, Grand Valley St. Univ., Grinnell, Hamline, Hope, Illinois, IL Tech., IL State, IL Wesleyan, Indiana Tech., Indiana University, Indiana State, Iowa, Iowa State, Kalamazoo, Kansas State, Kent, Kettering Univ., Knox, Lake Forest, Lake Superior St. Univ., Lawrence, Lincoln, Macalester, Marian, Marietta, Marquette, Marymount, Mercy, Miami, Michigan, Michigan State, Michigan Tech., Milwaukee School of Eng., Missouri, Missouri State, Murray State Univ., Northern IL, Northwestern, Notre Dame, Oberlin, Ohio State, Ohio U., Oklahoma St. Univ., Principia, Purdue, Rockford, Roosevelt, Rose-Hulman, St. Cloud, St. Francis, St. Mary's, Southern IL, Trinity, U. of Dayton, U. of Kansas, Valparaiso, Washington U., Wayne State, Western IL., Wilberforce, U. of Wisconsin, Wright State, Xavier, Youngstown State

EIGHTEENTH ANNUAL  **Careers 2004 MIDATLANTIC**

**Washington, DC**

American, Baltimore, Bluefield St. Univ., Bowie State, Bridgewater, Capitol, Catholic, College of Notre Dame, College of William & Mary, Coppin State, Delaware State, U. Of Delaware, University District of Columbia, Frostburg State, George Mason, George Washington U., Georgetown, Goucher, Hampden-Sydney, Hampton, Hood, Howard, James Madison, Johns Hopkins, Lafayette, Liberty U., Longwood, Loyola, Lynchburg, Mary Baldwin, U. Of Maryland, U. of Maryland - Eastern Shore, Mary Washington, Morgan State, Mount Vernon, Norfolk State, Old Dominion, Penn State, U. Penn, Radford, Randolph-Macon, Roanoke, St. John's, St. Mary's, St. Paul's, Salisbury, Shepard, Southern U., Strayer, Temple, Towson, Trinity, U. of Charlestown, U. of Richmond, U. of Virginia, Villanova, VMI, VPI, Virginia State, Virginia Union, Virginia Wesleyan, Washington College, Washington & Lee College, Western Maryland, West Virginia U., William & Mary

# "Testimonials To Our Success"

## EMPLOYERS

### **AT&T**

"It's one of the top events AT&T participates in. A great College Diversity Career Conference."

### **GE**

"A must for any employer who has a college diversity recruiting program."

### **Citigroup**

"One fantastic conference. I was very impressed and quite honestly surprised by so many high quality and diverse students available. Thank you for opening my eyes, we made 22 offers."

### **Merck**

"A truly outstanding event for quality and diversity."

### **Xerox**

"The best event I've been to from coast to coast."

### **Kraft**

"The most effective career fair event I've seen. It was exceptional."

### **Microsoft**

"We hired some outstanding students from schools we don't recruit at. Thank you."

### **3M**

"The best Career Conference I have ever attended. The quality & diversity was excellent."

### **Johnson & Johnson**

"We were amazed at how many high-quality students we met and equally impressed with the strong minority representation."

### **United Technologies**

"One great event for high tech diverse hires."

### **The Gap**

"An outstanding conference to recruit high quality & diverse Management Trainees."

### **Accenture**

"An excellent event."

### **Ford**

"We are more impressed each year at how many top minority students you recruit."

### **Goldman, Sachs, & Co.**

"Some of our best hires came from your events."

### **Aetna**

"Over the years we've hired 100's of high-quality diverse candidates."

### **Defense Information Systems Agency**

"Great Event."

### **National Security Agency**

"We participate in many events and yours are the best."

### **IBM**

"Outstanding Students and Organization."

### **Pfizer**

"Your Career Events are outstanding."

### **Motorola**

"An outstanding college recruiting event. We've hired some of the best students in the country at your conferences."

## STUDENTS

### **RPI**

"One great opportunity - 5 offers."

### **Cornell**

"An excellent event for all students."

### **UPENN**

"Fantastic opportunity, thanks."

### **Boston College**

"Best event out there."

### **NYU**

"Our computer science club loved your event."

### **Smith College**

"I found your conference to be the best I have ever participated in."

### **Morehouse College**

"There is no other event that compares to yours."

### **Florida A&M**

"Thanks for a super event and my job."

### **Duke**

"Congratulations, an excellent conference."

### **Georgia Tech**

"NSBE thanks you for all your support."

### **University of Tennessee**

"I received 6 offers, thanks."

### **Spelman College**

"As a dual degree student in engineering, I was happy I attended. I found my job at your event even though I received 7 job offers in the fall. I was very fortunate that I waited. The word is out around campus about your event."

### **University of Chicago**

"Impressive, a super conference, thank you."

### **Purdue**

"We were very impressed with the quality of companies and the organization."

### **Notre Dame**

"Over 100 of us participated and all concluded that your event was the best, hands down."

### **Northwestern**

"I received 5 onsite interviews and 4 offers. One great conference, thanks."

### **University of Michigan**

"I was a little skeptical but I'm glad I attended, 4 onsite, 3 home office and one job!."

### **Ohio State**

"Thank you for such a professional event; it's night and day better than all the others I attended."

### **Howard**

"A great opportunity for all Howard students. Close to 50 of us were overwhelmed, thanks."

### **Johns Hopkins**

"An excellent event, glad I went, I received 3 offers."

### **University of Maryland**

"Thanks for a super event and my job."

### **Hampton**

"Thank you for a great event and my job offer."

### **Penn State**

"I was amazed at the opportunity and how professionally your conference was run."

### **Virginia Tech**

"No other conference had the impact on my career as yours did. Thank you for my job!"

# THE CHOICE IS CLEAR

## Compare Careers 2004 Benefits To Other Recruiting Events - Careers 2004 Delivers More!

EVENTS	STUDENTS (PER CONFERENCE)	PRE-SCREENED (BY ORGANIZERS)	EXTRA CHARGE FOR ONE-ON-ONE INTERVIEWING	EXTRA CHARGE FOR RESUME DATABASE	REPRESENTATION OF ALL MINORITY GROUPS IN ALL DISCIPLINES	NUMBER OF SCHOOLS PER EVENT	100% GUARANTEED
CAREERS 2004	1,700 - 2,500	Yes	No	No	Yes	300-400	Yes
CONFERENCE A (ALL MINORITY)	500 - 800	No	Yes	Yes	No	30	No
CONFERENCE B (NOT PRE-SCREENED)	300 - 600	No	Yes	Yes	No	50	No
CONFERENCE C (COLLEGE CAREER FAIR)	150 - 700	No	No	Yes	No	1	No

## Before You Select A College/Affirmative Action Event, CHECK US OUT & PLEASE REMEMBER:

- Careers 2004 Conferences recruit outstanding women and minority students, from ALL schools, not just a select few, as do many career events. We believe in giving you greater choice!
- Careers 2004 pre-screens students credentials and interests, and invites those who best match your requirements to attend. Other events are come-one, come-all.
- Careers 2004 Conferences deliver minority representation from all racial groups, and from all disciplines (technical & non-technical).
- As a Careers 2004 client, you have exclusive access to our Grad Trak Student Resume Database, which is one of the largest databases in the country. Other events will sell their student resumes to anyone, whether or not they attended their events.
- Careers 2004 is organized by college recruiting professionals with years of corporate college recruiting & relations experience. We spend the entire year producing five high-quality college recruiting events, and providing free consulting assistance to our clients. From other events you'll hear from sales reps with no college recruiting experience, who are trying to sell dozens (or more) different recruiting forums.
- Careers 2004 Conferences are guaranteed. Other events are not - you should ask why.

**MYTH - All the best students accept job offers immediately after fall recruiting season.**

**FACT - The majority of top students do not accept job offers until late winter or early spring.**

A recent survey of 5,000 graduating seniors revealed that 75% were still actively pursuing opportunities and weighing job offers in April. In fact, the Presidents and other officers of many student organizations including NSBE, SWE, NABA, ACM, and SHPE attended Careers 2003 and organized the participation of their members. Our Conferences deliver thousands of high-quality, diverse students who are still actively engaged in their job searches and motivated to meet you in January and February!



Cathy Toppin  
President Princeton University NSBE  
*Accepted job offer from attending Careers*

## The RIGHT Choice in College Diversity Conferences A DON'T-MISS DIVERSITY CONFERENCE

*"I received my 2 internships and permanent JOB from attending Careers. I was heavily recruited on campus, but there was more opportunity at the Careers Events. It was the best event—myself and over 75 Princeton students attended.*

# REGISTRATION AGREEMENT

In accordance with the terms and conditions stated in this Agreement, the organization below applies for exhibit space and services offered by Career Conferences of America, Inc. for **Careers 2004**. The signed Registration Agreement and Conference fee payment must be received no later than one week prior to the Conference(s) being attended.

Company \_\_\_\_\_ Website \_\_\_\_\_  
 Contact \_\_\_\_\_ Email \_\_\_\_\_  
 Street \_\_\_\_\_ Phone \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Fax \_\_\_\_\_

	New York	Atlanta	Chicago	Washington, DC
Single booth	<input type="checkbox"/> \$3,895	<input type="checkbox"/> \$3,895	<input type="checkbox"/> \$3,895	<input type="checkbox"/> \$3,895
Double booth	<input type="checkbox"/> \$5,995	<input type="checkbox"/> \$5,995	<input type="checkbox"/> \$5,995	<input type="checkbox"/> \$5,995

Please indicate the major disciplines you are recruiting and, if possible, the number of openings you expect in each major. If you are recruiting M.S., Ph.D or MBA candidates, please indicate next to the appropriate discipline(s).

<b>TECHNICAL</b> CIS____ Computer Science____ Info. Tech.____ MIS____ Other: _____ <hr/> <b>ENGINEERING</b> Aerospace____ Biomedical____ Chemical____ Civil____ Computer____ Electrical____ Electronics____ Environmental____ General____ Industrial____ Manufacturing____ Materials____ Mechanical____ Metallurgical____ Other(s): _____	<b>BUSINESS</b> Accounting____ Banking____ Economics____ Finance____ General Business Administration____ Hotel/Restaurant Management____ Industrial Management____ International Relations____ Insurance Management____ Marketing____ Operations Management____ Retail Management____ Sales____ Other(s): _____	<b>LIBERAL ARTS</b> Advertising____ Communication____ Criminal Justice____ English____ General Liberal Arts____ Political Science____ Public Relations____ Publishing____ Other(s): _____	<b>SCIENCES</b> Actuarial____ Agricultural____ Biology____ Biochemistry____ Chemistry____ Environmental____ Geology____ Health____ Mathematics____ Optics____ Physics____ Statistics____ Other(s): _____
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**Summer Intern Recruiting Majors**

Sophomores \_\_\_\_\_

Juniors \_\_\_\_\_

1<sup>st</sup> Year Grads. \_\_\_\_\_

Please print/type the exact name of your organization as it is to appear in the Conference Program Book(s) & on your booth identification sign(s):

\_\_\_\_\_

**PAYMENT TERMS/OPTIONS**     Pay all in 2003     Pay half in 2003 and half in 2004     Pay all in 2004

Enclosed please find check payable to Career Conferences of America, Inc.

Please bill my  Visa     Mastercard     Amex    Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please invoice us. If you require reference to a purchase order, please provide P.O.# \_\_\_\_\_

The undersigned, a duly authorized representative of the below-named organization, on behalf of said organization, subscribes and agrees to all terms, conditions, authorizations and covenants contained in this Agreement.

Name of Organization \_\_\_\_\_

Name of Authorized Representative (Print/Type) \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please Note: Registration is on a first-registered first served basis.**

## Terms and Conditions

1. Careers 2004 (hereinafter "Event") is produced by and is the property of Career Conferences of America, Inc. (hereinafter "CCA").
2. This Registration Agreement (hereinafter "Agreement"), upon CCA's receipt of properly completed Agreement form and acceptance by CCA, constitutes a contract between CCA and the organization (hereinafter "Exhibitor") signing the Agreement, for rental of the space assigned. Any Exhibitor failing to occupy space is not relieved of the obligation of paying the full conference fee (hereinafter "Fee"), subject to the terms of condition 4 below. This contract will not be binding upon CCA in the event of strikes or other circumstances beyond CCA's control.
3. Payment of the Fee is due no later than one week prior to the date of the Event(s) registered for. If payment is not received by CCA by such date, Exhibitor, at CCA's discretion, may lose all rights to participate in the Event(s). In addition, the Exhibitor will remit a cancellation penalty equal to the full Fee for the number of booths registered for. A late payment fee of 1 1/2% per month will be added to all outstanding balances.
4. This agreement constitutes an irrevocable commitment by the organization completing the Agreement for participation in Careers 2004. Failure to participate (cancelling, not attending for whatever reason) in Careers 2004 does not relieve the Exhibitor of the obligation to pay the registration fee in full.
5. All exhibits and displays must be completed and in place by 7:00am on the day of the Event. CCA reserves the right, should any rented space not be occupied by 7:00am, or any time thereafter, to rent or occupy said space. This clause shall not be construed as affecting the obligation of the Exhibitor to pay the full Event fee as agreed by this Agreement, nor shall it affect the right of CCA to retain as liquidated damages the whole or any part of such Event fee.
6. No dismantling or packing may begin prior to closing time of each event.
7. If the premises where the Event is housed are destroyed or damaged, or the Event fails to take place as scheduled or is relocated or interrupted or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, protest, act of war, act of God, emergency declared by any government agency or for any other reason CCA reserves the right to terminate this Agreement. In the event CCA decides to terminate this Agreement, Exhibitor waives any and all damages and claims for damages.
8. Each Exhibitor must name at least one person to be its official representative with authorization to enter into such service contracts necessary for the installation and removal of exhibits and provision of services for which the Exhibitor will be responsible. At least one person must be in the Exhibitor's booth during all hours the Event is open.
9. CCA will accept registration and assign exhibit space on a first-registered, first-served basis. CCA reserves the right to not accept Agreements after all authorized space has been registered for and assigned.
10. Lunch will be provided for up to two Exhibitor representatives for each single booth rented. Also, the Fee includes: exhibit space rental, 8' x 10' or 8' x 20' draped booth, covered 6' table, two folding chairs, one wastebasket and one booth identification sign with booth number and employer name.
11. CCA reserves the right to judge the appropriateness of any Exhibit and to decline to permit any Exhibitor to conduct or maintain an Exhibit if, in the judgment of CCA, said Exhibitor of Exhibit is deemed unsuitable. This right also relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and any and all other things, without limitation, which in CCA's judgment might negatively affect the character or conduct of the Event. In the event CCA determines that the conduct of any Exhibitor or its employees, agents, or servants is unsuitable, CCA may at any time without notice, terminate this Agreement and with or without process of law, remove the Exhibitor, its employees, agents or servants and all property of the Exhibitor from all event premises. No Exhibitor shall have any right to claim against CCA on account of any action so taken. CCA's right of determination as described in this condition of Agreement shall in each and every instance be final.
12. In order to claim and be eligible for a Fee refund under the Conference Guarantee program, Exhibitor must request such refund, in writing, no later than one week after the completion of the Event attended. The guarantee is void if payment is not received one week prior to Event. We cannot Guarantee that students will accept second interviews, offers, or will relocate to exhibitors job location.
13. Exhibitor shall at all times protect, indemnify, save and keep harmless CCA against any and all loss, cost, damage, liability or expense arising from or out of or by reason of any accident or other occurrence to anything or anyone, including the Exhibitor, its agents, employees, business invitees, relatives or servants, such as accident or other occurrence occurring or arising out of Exhibitor's use of Event premises or transportation facilities or facilities used in conjunction with the Event. CCA will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the Exhibitor, upon signing this Agreement, expressly releases CCA from and agrees to indemnify same against any and all claims for such loss, damage or injury Exhibitors desiring to carry insurance on their displays or other materials will place it at their own expense. CCA shall provide security in the Exhibit area for the duration of the Event.
14. Due to the unusual configuration of some parts of the Exhibit area, some of the booths may not conform exactly to the 8' x 10' configuration.
15. No combustible decoration, such as crepe paper, tissue paper, cardboard, corrugated paper, etc. shall be used in any Exhibit. All packing containers, excelsior wrapping paper, which must be flameproof, are to be removed from the Exhibit area, and may not be stored under tables, behind displays or cabinets. All muslin, velvet, silk or any other cloth decoration must be able to stand a flameproof test as prescribed by fire ordinance. If any Exhibitor uses their own cloth for decorative purposes, they must have a certified affidavit which states that the material in question is flameproof. All materials and fluids which are flammable - such as open flames, butane gas, oxygen tanks, etc. are not permitted. Combustible materials found in the Exhibit area will be removed. No obstruction shall be placed in any aisles, passageways, lobby or exits leading to any fire extinguishing appliances. Direct passageways leading to fire alarm telegraph communications must be maintained free of any obstruction.
16. Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls, floors or any other parts of the building or furniture.
17. Exhibitors shall not foster or conduct outside activities which would take other Exhibitor personnel, or attending students, from official Event functions and or the Event itself during scheduled hours.
18. Exhibitors agree to EEO policy which forbids discrimination because of race, national origin, sex, physical impairment, social, political, economic or religious conditions. CCA reserves the right to remove any Exhibitor whose personnel discriminate against Event attendees in any manner.
19. CCA reserves the right to determine the eligibility of any Exhibitor. CCA reserves the right to sole control over admission policies. The Terms and Conditions of this Agreement are established for the mutual protection of CCA and the Exhibitor. CCA reserves the right to make such changes in the time schedule or in the general plan of the Event as may be deemed by CCA to be in the best interest of Exhibitors and the Event in general. All matters and questions not covered in this Agreement are subject to the final decision of CCA. All terms of this Agreement will be enforced by CCA.
20. It is the responsibility of each Exhibitor to be fully familiar with the Terms and Conditions of this Agreement and to insure that all Exhibitor's personnel attending the Event are also familiar with these Terms and Conditions.
21. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled by arbitration in accordance with the Rules of the American Arbitration Association in the State of Connecticut, and judgment upon the award rendered by the Arbitrator(s) will be entered in any Court having jurisdiction thereof, in the State of Connecticut.

# Attend EIGHTEENTH ANNUAL Careers 2004 & Have Access to Our Student Database All Season Long!

Student resume database, costing hundreds and even thousands of dollars, seem to be everywhere. Our clients enjoy access to one of the best for free! Our GradTrak™ database contains the resume of every student recruited for each Careers 2004 Conference. [The Careers' 2003 database contained the resumes of more than 75,000 students from over 1,500 colleges and universities.]



As a Careers 2004 participant you'll have one year, unlimited access to the resumes of all students recruited for the Conference(s) you attend. You can request a GradTrak™ search based on over 15 distinct criteria [e.g. race, gender, major, GPA, school, etc.] and the actual resumes [not computer records or data sheets] that match your search criteria are sent to you via priority mail within 5 business days.

**MORE VALUE-ADDED SERVICE TO HELP YOU ACHIEVE YOUR DIVERSITY RECRUITING OBJECTIVES!**

**We have more resumes of high-quality students; more minority students; in more disciplines (Engineering, Computer Science, Business, Sales, etc.) than any other resume database in the country.**

## EIGHTEENTH ANNUAL Careers 2004 **GENERAL INFORMATION**

### **WHEN/WHERE**

#### **New York - January 9, 2004**

Sheraton New York  
811 7th Avenue  
New York, NY 10019  
(212) 581-1000 - Special Room Rate: \$179.00\*

#### **Atlanta - January 19, 2004**

CNN Omni  
100 CNN Center  
Atlanta, GA 30303  
(404) 659-0000 - Special Room Rate: \$159.00\*

#### **Chicago - January 26, 2004**

Oakbrook Terrace Hilton Suites  
10 Drury Lane  
Oakbrook Terrace, IL 60181  
(630) 941-0100 - Special Room Rate: \$170.00\*

#### **Washington, DC - February 2, 2004**

Ritz Carlton Tysons Corner  
1700 Tysons Blvd.  
McLean, VA 22102  
(703) 506-4300 - Special Room Rate: \$179.00\*

\*All room reservations must be made by Career Conferences of America to ensure luncheon coupons. Please call our staff to make arrangements.

### **MEALS**

Each Conference fee includes lunch for up to two participants per single booth.

### **SHIPPING INFORMATION**

After your Careers 2004 registration is confirmed, you'll receive information concerning the shipment and storage of any materials (display, brochures, etc.) you may wish to send to the Conference(s).

### **GUARANTEE**

If you do not see the types of students you're looking to recruit at the Careers 2004 Conferences you attend, your Conference fee will be refunded in full.

### **AIRLINE TRAVEL**

Careers 2004 has retained WorldTek Travel (one of the nation's largest travel agencies providing travel services to the NCAA teams, LPGA Tour, U.S. Ski and Volleyball teams etc.) to handle all Careers 2004 airline reservations.

Save at least 5% off lowest published fares on all airline fares by booking your air travel through WorldTek. Call toll free at (800) 243-1723 and indicate you're attending Careers 2004.

# "ONE GREAT COLLEGE DIVERSITY EVENT!"

## RECRUIT THE BEST WITH THE BEST

As reported by: ABC, CBS, NBC, CNN, FOX & Public Television

Covered by: The Wall Street Journal, New York Times, Forbes, Fortune and Washington Post...

### AEROSPACE/DEFENSE

The Boeing Company  
GE-Knolls Atomic Power  
GM Hughes Aircraft  
GTE Government Systems  
General Dynamics  
Hamilton Standard  
Honeywell Avionics  
Lockheed Martin  
Northrop Corporation  
Pratt & Whitney  
Raytheon Co.  
Sikorsky Aircraft  
United Technologies

### CHEMICALS/ENERGY

ARCO Chemical  
Ashland Oil  
Amersda Hess  
American Cyanamid  
Central Hudson Gas & Electric  
CIBA-GEIGY  
Dow Chemical USA  
Eastman Chemical  
ExxonMobil  
GE Plastics  
GPU Services Corp.  
Huntsman Chemical  
Marathon Oil  
Monsanto  
Occidental Chemical  
Potomac Electric Power Co.  
Rohm & Haas  
Shell  
Tennessee Valley Authority  
Wisconsin Electric

### CONSULTING SERVICES

Abt Associates  
American Management Systems  
Accenture  
ARINC  
BDM International  
Booz-Allen & Hamilton  
CSC Consulting  
EDS  
Ernst & Young LLP  
Hewitt Associates  
HT Research Institute  
Insurance Services Office  
Keane  
Kwasha Lipton  
Markowitz & McNaughton, Inc.  
O'Connor & Associates  
Peterson & Co. Consulting  
Systems Research & Applications  
The Wyatt Company

### COMPUTERS/TECHNOLOGY

Apple Computer  
Agilent Technologies  
Automatic Data Processing  
CACI International  
Cincinnati Bell Info. Systems  
Compaq  
Computer Associates International, Inc.  
Double Click  
Dun & Bradstreet Software  
EDS  
Federal Data Corporation  
GE Software Technology  
IBM  
ILX Systems  
Imation Corporation  
Lexmark International  
Lucent Technologies  
Microsoft  
The MITRE Corporation  
NCR  
Northern Telecom  
Sun Data  
Sun Microsystems  
Sverdrup Technology  
Tektronix  
CONSUMER PRODUCTS

### Automotive

Campbell Soup Company  
Ford Motor  
General Motors  
Honda R & D  
Michelin Tire  
Toyota Motor Manufacturing, N. America, Inc.  
Other  
Alpo Petfoods, Inc.  
Avon Products  
Cargill  
The Dial Corp.  
E&J Gallo Winery  
Eastman Kodak  
Energiizer  
General Foods USA  
General Mills  
Geo. A. Hormel & Co.  
Harmon Industries  
Heublein  
Kraft/General Foods  
M&M/Mars  
Miller Brewing  
Nabisco  
Nestle Ralston Purina  
Oscar Mayer  
Pepsico  
Philip Morris USA  
Procter & Gamble  
Sony Corp.  
Thomas J. Lipton  
3M  
UTC-Carrier Corp.

### ELECTRONICS

E-Systems  
General Electric  
Intel  
Lutron  
Motorola  
TRW  
Westinghouse  
Xerox

### FEDERAL GOVERNMENT

Board of Governors of Federal Reserve  
Bureau of Economic Analysis  
Bureau of Engraving and Printing  
Center for Naval Analyses  
Central Intelligence Agency  
Defense Finance & Accounting  
Defense Information Systems Agency  
Defense Intelligence Agency  
Defense Logistics Agency  
Defense Mapping Agency  
Dept. of Justice  
Electric Boat Corporation  
FAA  
FBI  
FDA  
FDIC  
FEMA  
Federal Bureau of Prisons  
GSA  
Health Care Financing Admin.  
International Trade Admin., Dept. of Commerce  
IRS  
Metropolitan Police Dept. of Washington D.C.  
NASA  
NOAA Officer Corps  
Naval Air Engineering Center  
Naval Air Propulsion Center  
Naval Avionics Center  
National Cancer Institute  
National Credit Union Administration - Region II  
Norfolk Naval Shipyard  
NSA  
Office of Inspector General, U.S. Postal Service  
Sandia National Laboratories  
U.S. Army Audit Agency  
U.S. Coast Guard  
U.S. Dept. of the Interior  
U.S. Dept. of State  
U.S. Dept. of Transportation  
U.S. Dept. of Energy  
U.S. Dept. of Housing & Urban Dev.  
Office of Inspector Gen.

### U.S. EPA

U.S. Immigration and Naturalization Service  
U.S. Marines  
U.S. Patent & Trademark Office  
U.S. Secret Service  
U.S. Securities and Exchange Commission

### FINANCIAL SERVICES

American Express  
The Bank of New York  
Bear Stearns  
BlackRock  
Bloomberg  
Capital One  
Deutsche Financial Services  
Dime Savings Bank of NY  
The Dreyfus Corporation  
Edward Jones Investments  
Federal Reserve Bank of NY  
GE Capital  
Goldman, Sachs & Co.  
JP Morgan Chase  
Kemper Clearing Corp.  
Lehman Brothers  
M & T Bank Corp.  
Merrill Lynch  
Mitsubishi Trust & Banking  
Morgan Stanley Dean Witter  
MONEY  
National Westminster Bank  
Nations Bank/CRT  
NEBS  
UBS Paine Webber  
Price waterhouseCoopers LLP  
Republic National  
Salomon Smith Barney  
Strong Capital Management  
Vanguard  
Wachovia

### INSURANCE

Aetna  
American International Group  
Amica Mutual Insurance Company  
Allstate  
Alliant Mutual  
Chubb & Son  
CIGNA  
Crum & Forster  
Federated Mutual  
Hartford Life  
Kemper Group  
Liberty Mutual  
Metropolitan Life  
MONY Financial Services  
Northwestern Mutual Life  
NY Life  
Progressive  
The Prudential  
State Farm  
The Travelers  
UNUM Life  
Utica National

### METALS/FIBERS/PAPER/INDUSTRIAL EQUIP.

ALCOA  
Armedo  
Chesapeake Corp.  
Ferguson Enterprises, Inc.  
Ingersoll-Rand  
LTV Steel  
Masland Carpets  
Mead Corporation  
Milliken & Company  
Siemens Westinghouse Power Corporation  
Stanley Works  
The Timken Company  
Westinghouse, Plant Apparatus Division

### PHARMACEUTICALS/HEALTH CARE

American Cyanamid

### Baxter Healthcare

Biogen  
Bristol-Myers Squibb  
Carter Wallace  
Eli Lilly  
Glaxo  
Hoffmann-La Roche  
Johnson & Johnson  
McNeil Pharmaceutical  
Medtronic  
Memorial Sloan-Kettering Cancer Center  
Merck  
Parke-Davis  
Pfizer  
Richardson-Vicks  
Smithkline Beecham  
Wallace Laboratories  
Warner Lambert  
Yale University Medical Center

### PUBLISHING/PRINTING

Bantam  
Dell  
Deluxe Check Printers  
Doubleday  
Dow Jones & Co.  
Donnelley Directory  
John H. Harland  
Maxwell Macmillan  
Moore Business Forms  
Random House  
Simon & Schuster  
Warren, Gorham & Lamont  
Ziff-Davis Publishing

### TELECOMMUNICATIONS

AT&T  
BellSouth  
France Telecom  
MCI  
Molex, Inc.  
Motorola-Cellular  
Northern Telecom  
SBC Communications  
US Sprint  
Verizon

### RETAIL/ADVERTISING/OTHER

AC3  
AC Nielsen  
Abraham & Straus  
Ames  
Big V Supermarkets  
Blinds To Go, Inc.  
Bobs Stores  
CVS Pharmacy  
DMB & B  
Dow Jones  
Eckerd Youth Alternatives  
Enterprise Rent-A-Car  
The Gap  
Kmart Corp.  
Kids R Us  
Linens 'n Things  
Lord & Taylor  
Macy's  
Nine West  
Northwest Airlines  
Office Depot  
Pizza Hut  
Radio Shack  
Red Lobster  
Ryder  
Service Merchandise  
Silo, Inc.  
Simon & Schuster  
Staples  
Target Stores  
Terminex  
Tiffany's  
Toys R Us  
United Parcel Service  
Val-Pak  
Van Heusen Retail  
Young & Rubicam

(A partial list of employers that have attended our Conferences.)

## The Nation's #1 College Diversity Recruitment Conferences

We Bring Your College Diversity Recruiting To Another Level!

Careers 2004 Northeast

**New York**  
January 9, 2004

Careers 2004 South

**Atlanta**  
January 19, 2004

Careers 2004 Midwest

**Chicago**  
January 26, 2004

Careers 2004 MidAtlantic

**DC**  
February 2, 2004

100 South Turnpike Road • Halcyon Office Park • Wallingford, CT 06492

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