

**Meeting of the Minds in Monterey/ BIG Questions**  
**September 7 - 9, 2010**  
**Monterey Marriott Hotel**  
*sponsored by the California Workforce Association*

Dear Colleagues,

We wanted to let you know that Conference Registration is now open for Meeting of the Minds, our annual Workforce Policy and Leadership Conference held in Monterey.

**THIS YEAR'S THEME**

In 1900, renowned mathematician David Hilbert laid down a challenge to future generations to come up with 23 handpicked mathematical problems, all difficult, all important, and all unsolved.

Using David Hilbert's challenge as a model, this year's Meeting of Minds in Monterey (MMM) will focus on the *big questions* for workforce development. We hope to prioritize an analogous set of the world's hardest unsolved problems to create a truly competitive, skilled and educated workforce that can contribute to global, sustainable economic growth. Join us in Monterey and help identify the *big questions* we should be addressing.

**AN UNUSUAL OFFER**

To immediately engage the "minds" that will be attending, we are making a very unusual offer. The first **125 paid registrants** to the Conference who provide us with at least one *big question* will be entered into a drawing for a free iPad. The drawing will take place at the Conference. Although you need not be present to win, you will need to have a valid paid registration still in effect at the time of the drawing. A space to enter your question will appear during your registration process.

**SAMPLE BIG QUESTIONS**

What's the strategic role of the workforce system? What are the right metrics that would drive the best possible program designs? Where does the workforce system "fit" in the economy? *What do you think the big questions are? Let me suggest you actually discuss this with your colleagues around the office.*

**BEGINNING AND END TIMES**

The Conference will begin with preconference sessions on Tuesday, September 7th at 10:00 am and will conclude on Thursday, September 9th at noon.

**Any Executive Committee Member that wishes to attend, please contact by June 21<sup>st</sup>, 2010:**

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