First Timer’s Orientation Webinar

Mike Lampl, Ohio BWC
Susan Murphey, Essential WorkWellness
What We’ll Cover

• Pre-conference Workshops
• Facility Tours
• General Sessions
• Educational Tracks
• Luncheons
• Keynote Q&A
• Featured Speaker
• Master Tracks
• Roundtable Discussions
What We’ll Cover-continued

• Exhibit Hall Hours
• Ergo Cup
• Creativeness in Ergonomics Award
• Poster Session
• Networking Events
• Where to Get Assistance
• Mentor Program
• Q & A
Susan

- Principle of Essential WorkWellness specializing in healthcare and office ergonomics
- Has served on AEC Conferencing Planning Committee for 4 years
Pre-conference Workshops

• Pre-conference workshops this year:
  – BCPE Exam Primer
  – Ergo 101: The Basics of Ergonomics
  – Keeping Ergonomics Programs Fresh and Successful
  – Operational Human Excellence-Parts 1 & 2
  – Narrowing Your Choices: Selecting the Right Computer Workstation Equipment
  – Ergonomics Methods to Reduce Injury Risk Among Obese & Aging Employees
  – Biomechanical Job Analysis Using the Three Dimensional Static Strength Prediction Program
Pre-conference Workshops

• Held the Monday before the Conference officially begins
• Register in advance on Registration Form
• Additional cost to attend
Facility Tours

- Offer an in-depth, behind-the-scenes look at ergonomics in action at various facilities in a variety of industries
- Register in advance on the Registration form or the IIE website http://www.iienet2.org/Ergo/Conference
- An additional fee required for each tour
- Sign up for tours of interest
Facility Tours

This year’s tours include:

- Raytheon Dallas-Thurs, March 21\textsuperscript{st} 1:30-3:30 p.m.
- Abbott Laboratories-Thurs, March 21\textsuperscript{st} 2:00-4:30 p.m.
- Texas Instruments Wafer Fab Facility-Thurs, March 21\textsuperscript{st} 2:00-5:15 p.m.
- Mary Kay-Thursday, March 21 – 2:30-4:30 p.m.
Mike

- Ergonomics technical advisor for the State of Ohio’s Bureau of Worker’s Compensation Division of Safety & Hygiene
- Has served on the AEC Conference Planning Committee for 8 years
General Sessions

• Opening Session and Keynote Address by Janet Froetscher
  • *Tuesday, March 19* 9:45-10:45 a.m.

• Keynote Speaker: Peter Budnick, PhD, CPE
  • *Wednesday from 9:45-10:45 a.m.*
Educational Tracks

- Office Ergonomics
- Industrial Material Handling Devices & Applications
- Diverse & Global Workforce
- Ergonomics Programs
- Product Design Evaluation & Modeling
- Potpourri
- Environmental Services
- Applied & Translational Research
# Educational Tracks

**16th Annual Applied Ergonomics Conference**  
March 18 - 21, 2013  
Hilton Anatole, Dallas, TX

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 5 p.m.</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>7:15 a.m. – 7:45 a.m.</td>
<td>First Time Attendee Orientation</td>
</tr>
<tr>
<td>7:00 a.m. – 7:20 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 8:00 a.m. Sessions</td>
</tr>
<tr>
<td>7:30 a.m. – 7:50 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 1:30 p.m. Sessions</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Session Coordinator:</strong> Brian Roberts</td>
</tr>
</tbody>
</table>

**Office Ergonomics Track**  
Metropolitan Room

- **Featured Speaker**
  - Top Up Your Toolbox: The Revised BIFMA Ergonomics Guidelines Explained
  - Lucy Hart, The Global Group

- **Office Ergonomics Success** - Using the Web to Improve Outcomes
  - Paula Lewis, ECRM

**Industrial Material Handling Devices and Applications Track**  
Monet Room

- Overhead Ergonomic Solutions and its Integration into Work Cells
  - Kevin Duhamel, Gorbel, Inc

- Taking Control of Ergonomic and Safety Issues Using Overhead Lifting Assist
  - Mike Keim, Ingersoll Rand

**Diverse and Global Workforce Track**  
Mike Room

- Practical Design Applications for the Aging Workforce
  - Josh Kerst, Humantech

- Understanding the Physical Capabilities of an Older and More Obese Workforce
  - Lora Cauwelo, University at Buffalo

**Ergonomics Programs Track**  
Morocco Room

- The Nursing Home National Emphasis Program
  - OSHA Revisits Dana Root, US Department of Labor OSHA

- We Put Our Patients First – How to Leverage Patient Safety Programs to Promote Nursing Ergonomics
  - Leah Konwinski, Spectrum Health

**Roundtable Track**  
Madrid Room

- How to Engage Management and Employees in Your Ergo Program
  - Gary Orr, Moderator, Johns Hopkins University Applied Physics Lab

<table>
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<tbody>
<tr>
<td>9:45 a.m. – 10:45 a.m.</td>
<td>Keynote Presentation - Janet Froetscher, President &amp; CEO - National Safety Council</td>
</tr>
<tr>
<td>10:45 a.m. – 1:15 p.m.</td>
<td>Exhibits, Ergo Cup and Poster Session in Exhibit Hall</td>
</tr>
<tr>
<td>11:15 a.m. – 1:15 p.m.</td>
<td>Lunch in Exhibit Hall</td>
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</table>
Educational Tracks

Also on the Program Matrix:

• Keynote Q & A
• Featured Speaker
• Master Track Sessions
• Roundtable Session
Luncheons

- Tuesday, March 19, 11:15 a.m-1:15 p.m.
  - Lunch with Exhibitors in Exhibit Hall
- Wednesday, March 20, 11:15 a.m-1:15 p.m.
  - Lunch is on your own
  - Lunch for sale in Exhibit Hall
- Thursday, March 21, 11:45 a.m.-1:30 p.m.
  - Lunch and Awards Ceremony for Ergo Cup, Student, and Practitioner Awards
  - Register & pay in advance on Registration Form
Keynote Q & A

• Open forum to ask questions of keynote speakers
• Opportunity for more in-depth discussion on keynote topics
• Janet Froetscher-Tuesday, 1:30 pm
• Peter Budnick-Wednesday, 1:30 pm
# Keynote Q & A

**16th Annual Applied Ergonomics Conference**

**March 18 - 21, 2013**

**Hilton Anatole, Dallas, TX**

<table>
<thead>
<tr>
<th>Metropolitan Room</th>
<th>Monet Room</th>
<th>Miro Room</th>
<th>Morocco Room</th>
<th>Madrid Room</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keynote Q&amp;A/Track</strong></td>
<td><strong>Industrial Material Handling Devices and Applications Track</strong></td>
<td><strong>Ergonomics Programs Track</strong></td>
<td><strong>Office Ergonomics Track</strong></td>
<td><strong>Roundtable Track</strong></td>
</tr>
<tr>
<td><strong>Keynote Q&amp;A:</strong> Janet Froetscher, National Safety Council</td>
<td>When to use Lift Assist Devices in Manufacturing and Warehousing to Reduce Worker Strain &amp; Increase Throughput</td>
<td>Effective Ergonomics for Variable and Remote Work</td>
<td>Preliminary Learnings from a “Big Data” Office Ergonomics Field Study</td>
<td>Hand-Arm Vibration Solution Evaluation</td>
</tr>
<tr>
<td><strong>Featured Speaker:</strong> Stand-Up Ergonomics: Communicating Human Factors to Designers and the Public</td>
<td><em>New Flooring Technology Improves Workplace Ergonomics</em></td>
<td>Ergonomics Programs: <em>The Missing Link</em></td>
<td>Evaluating the Effect of Four Pointing Devices on Upper Extremity Posture and Muscle Activity</td>
<td></td>
</tr>
<tr>
<td>Rob Tannen, Bresslergroup</td>
<td>Greg Doppler, Cornerstone Specialty Wood Products, LLC</td>
<td>Timothy Potteroff, Zurich Services Corporation</td>
<td>Michael Lin, Harvard School of Public Health</td>
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<td></td>
<td><em>Everything You Wanted to Know About Trends and Enhancements in Ergonomic Lift Assist</em></td>
<td>A Team Approach: A Review of a Comprehensive Tool Kit for “Participatory Ergonomic” Interventions</td>
<td>Development of the Ergonomic Tool for Assessing Posture (ETAP)</td>
<td></td>
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<td></td>
<td>Ben Storms, Positech</td>
<td>David Antle, EWI Works International, Inc.</td>
<td>Adam Pickens, Texas A&amp;M University</td>
<td></td>
</tr>
<tr>
<td><strong>3:30 – 4 p.m.</strong></td>
<td><strong>Ergo Quiz Bowl Round 1 in the Presentation Room</strong></td>
<td><strong>Eliminating Duplication of Effort in Your Ergonomics and Injury Management Processes</strong></td>
<td><strong>Office Ergonomics:</strong> The COMPLETE Package</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>4 – 5:30 p.m.</strong></td>
<td>Tony Silva, Atlas Ergonomics</td>
<td>Angelica Torres, Northrop Grumman</td>
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<td></td>
<td><strong>6:30 p.m.</strong></td>
<td>Networking Event</td>
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</tbody>
</table>
Featured Speakers

• Invited speakers

• Well-known and respected in the industry, or knowledgeable on a specific topic
Featured Speakers

• Tuesday, 8:00 am-Lucy Hart; Revised BIFMA Ergonomics Guidelines
• Tuesday, 2:30 pm-Rob Tannen; Communicating HFES to Designers & the Public
• Wednesday, 8:00 am-Carol Stuart-Buttle; The Value of Professional Certification in Ergonomics
• Thursday, 8:00 am-Patrick Dempsey; From Research to Practice in the Prevention of Musculoskeletal Disorders
# Featured Speakers

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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Master Track: Corporate Ergonomists Talking to Corporate Ergonomists</td>
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<tr>
<td>7:00 a.m. – 7:20 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 8:00 am Sessions</td>
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<tr>
<td>7:30 a.m. – 7:50 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 10:00 am Sessions</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Session Coordinator: Carrie Scheel</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Break/ Ergo Quiz Bowl Finals in the Presentation Room</td>
</tr>
</tbody>
</table>

**Featured Speaker:**

**From Research to Practice in the Prevention of Musculoskeletal Disorders**

Patrick Dempsey, NIOSH

**Featured Applications and Case Studies Track**

- The Frugal Ergonomic Engineer Comes Back
  - Leonard Walsh, Pratt & Whitney

- Ways to Leverage Technology in Ergonomics
  - Deepesh Desai, Humantech

**Featured Applications and Case Studies Track**

- One Year Follow-up Case Study: Ergonomics Interventions at a Scientific Sensor Manufacturer
  - Mireya Springer and Mike Lampl, Ohio Bureau of Workers’ Compensation

**Office Ergonomics Track**

- Is Your Ergonomics Program Ready for the Future Workforce?
  - Johnnine Mowatt, ThinkERGO, LLC

- Statistical Analysis of Chevron’s Office Ergonomics Program Data
  - Sahika Korkmaz, Chevron

**Roundtable Track**

- Ergonomics in Extremely Physically Demanding Jobs – Part 2
  - Ben Zavitz, General Dynamics

- Supporting Our Engineering Staff Through Proactive Office Ergonomics
  - Scott Smith, Lockton Insurance Brokers, Moderators

- Supporting Our Engineering Staff Through Proactive Office Ergonomics
  - Mark Mandel, Cummins Inc

**Motion Tracking for Ergonomics:**

- Rapid, Portable, and Low Cost?
  - Denny Yu, University of Michigan

- A Different Look at Sit/Stand Work Stations. Why Everyone Should not be Standing?
  - Paula Lewis, EORM
Master Tracks

- Each session runs 90 minutes
- Two or three master ergonomists will conduct sessions

- Managing Ergonomics in Multiple Sites
  - Wednesday, March 20, from 8:00-9:30 am

- Cost Justification
  - Thursday, March 21, from 10:00-11:30 a.m.
# Master Tracks

**16th Annual Applied Ergonomics Conference**  
**Wednesday, March 20**  
**March 18 - 21, 2013**  
**Hilton Anatole, Dallas, TX**

<table>
<thead>
<tr>
<th>Time</th>
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<td>7:00 a.m. – 7:20 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 8:00 am Sessions</td>
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<tr>
<td>7:20 a.m. – 7:40 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 1:30 pm Sessions</td>
</tr>
<tr>
<td>7:40 a.m. – 8:00 a.m.</td>
<td>Speaker – Moderator Check-in and Briefing for 3:30 pm Sessions</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Master Track</strong></td>
</tr>
<tr>
<td><strong>Session Coordinator:</strong> Paul Adams</td>
<td><strong>Design, Product Design and Evaluation and Modeling Track</strong></td>
</tr>
</tbody>
</table>
| Metropolitan Room | Product Testing for Inadvertent Activation of Controls  
|                   | Jari Jarvinen, Motorola Solutions, Inc.                                 |
| Monet Room         | Featured Speaker: The Value of Professional Certification in Ergonomics  
|                   | and its Future  
|                   | Carol Stuart-Bittle, BCPE                                               |
| Miro Room          | Oh Chute! The Challenges of Transferring Trash  
|                   | Miriam Joffe, The Boeing Company                                        |
| Morocco Room       | An Equation to Predict Maximum Acceptable Loads Based on Strength and Duty Cycle  
|                   | Jim Potvin, McMaster University                                        |
| Madrid Room        | Managing Ergonomics in Multiple Sites                                    |
| **Visual Communication of Solution Concepts**  
| Mohammad Jeelani, Auburn Engineers | **Industrial Ergonomic Solutions: Fad vs. Fact**  
| Deepesh Desai, Humantech | **Multidisciplinary Approach to Reduce Ergonomic Risks in the UC Berkeley Grounds Trash Collection Process**  
| Greg Ryan, University of California at Berkeley | **Generic Assessments to Effectively Tackle Varied Types of Manual Handling Jobs**  
| Kevin Tesh, J&J Medical Ltd | **Sensitivity of Biomechanical Strength Analysis Software: Impact of Inaccuracies in Posture Inputs**  
| Denny Yu, University of Michigan |**KEYNOTE SPEAKER**  
| William S. Marras, Honda Professor Chair, Department of Integrated Systems Engineering - The Ohio State University | **Exhibits, Ergo Cup and Poster Session in Exhibit Hall** |
| 9:45 a.m. – 10:45 a.m. | **Exhibits, Ergo Cup and Poster Session in Exhibit Hall**              |
| 10:45 a.m. – 1:15 p.m. | Lunch in Exhibit Hall                                                   |
| 11:15 a.m. – 1:15 p.m. | Lunch in Exhibit Hall                                                   |
Roundtable Discussions

• Each session (5 total) runs 90 minutes

• Provide forums to share ideas, brainstorm, learn what other professionals are doing, and solve problems
Roundtable Sessions

• How to Engage Management and Employees In Your Ergo Program-Tuesday, Mar 19; 8:00-9:30 am
• Hand-Arm Vibration Solution Evaluation-Tuesday, Mar 19; 1:30-3:00 pm
• Handling Trash: How to Do it Easier and Safer – Wednesday, Mar 20; 1:30-3:00pm
• Healthcare Ergonomics: Beyond Safe Patient Handling- Wednesday, Mar 20; 3:30-5:00 pm
• Ergonomics in Extremely Physically Demanding Jobs-Thursday, Mar 21; 8:00-9:30 am
# Roundtable Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Coordinator: Rich Halstead-Nussloch</th>
<th>Keynote Q&amp;A: William S. Marras</th>
<th>Ergonomics Programs Track</th>
<th>Environmental Services Track</th>
<th>Design, Product Design and Evaluation and Modeling Track</th>
</tr>
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<tr>
<td>3:00 p.m. - 3:30 p.m.</td>
<td>Ergo Quiz Bowl Round 2 in the Presentation Room</td>
<td>Development of a Cost Model for Material Handling&lt;br&gt;Paul Adams, Applied Safety and Ergonomics, Inc.</td>
<td>Ergo Program Metrics: Measure &amp; Communicate Your Success&lt;br&gt;Melissa Afterman, VSI Risk Management &amp; Ergonomics, Inc.</td>
<td>How UC Ergonomists Evaluated Food Service Workers and Developed Injury Prevention Strategies&lt;br&gt;Brian MacDonald, University of California at Santa Cruz</td>
<td>Leaders in Ergonomics Unite: Advancing Ergonomics Technology Development through Collaboration&lt;br&gt;Jennifer Marshall, Sandalwood of Canada</td>
</tr>
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**16th Annual Applied Ergonomics Conference**

March 18 - 21, 2013

Hilton Anatole, Dallas, TX

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Exhibit Hall Hours

• Monday, 5:00-7:00 pm. (Opening Night Reception)
• Tuesday, 10:45 a.m.-5:30 p.m.
  • 4:00-5:30 p.m. Networking Social
• Wednesday, 10:45 a.m.-1:15 p.m.
Exhibit Hall Layout
Ergo Cup

- Internationally recognized competition
- Sponsored by The Ergonomics Center of North Carolina and the Edward P. Fitts Department of Industrial and Systems Engineering at NC State University
- Categories include:
  - Team-driven workplace solutions
  - Team-driven workplace solutions: Internal Competitions
  - Engineering/ergonomist-driven workplace solutions
  - Ergonomics program improvement initiatives
- Winners are selected by an invited panel of judges
Ergo Cup

- Five **Ergo Excellence Awards** are also bestowed based upon balloting of all conference attendees. These five subdivisions are:
  - Innovation
  - Simplicity
  - Cost Savings
  - Ergonomic Risk
  - Presentation Quality
- Located in the **Exhibit Hall** during the same hours as the Exhibitors
- All awards are announced at the **Lunch & Awards Ceremony** on Thursday
Ergo Cup Awards Luncheon

- Lunch & Awards Ceremony
- Ergo Cup, Practitioner and Student Awards
  - Thursday from 11:45-1:30 p.m.
  - Register to attend on Registration Form
  - $25 fee
Creativeness in Ergonomics (CE) Award

• CE Practitioner of the Year Award
  – Sponsored by Liberty Mutual, this award recognizes achievements in the creative application of ergonomics, including process improvement, education, applied instrumentation and product development
  – Awarded for a specific achievement or for a series of achievements
  – $3,000 awarded to an individual or a group of individuals, plus complimentary registration
Creativeness in Ergonomics (CE) Award

• CE Student of the Year Award
  – Sponsored by CNA Insurance Co., this award recognizes achievements in ergonomics application or research, including process improvement, education, applied instrumentation and product development
  – Awarded for a specific achievement or for a series of achievements
  – $4,000 awarded to one student, plus complementary registration
Poster Session

• Displayed in the middle of the Exhibit Hall during Exhibit Hall hours

• Authors present 10:45am – noon on Tuesday and Wednesday for questions and discussion
# Poster Sessions

<table>
<thead>
<tr>
<th>Poster Title</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Cognition-based ERP Graphical User Interface (GUI) Design</td>
<td>Grace Lorraine Intal, Mapua Institute of Technology</td>
</tr>
<tr>
<td>An Ergonomic Study for a Formula SAE Car</td>
<td>Thiago Holz Schuler, Karlsruhe University</td>
</tr>
<tr>
<td>Assembly Carrier Workstation Improvement</td>
<td>Lionel Chambe, AxleTech International - GD ATP</td>
</tr>
<tr>
<td>Sense of Coherence Modifies the Effect of Workload on Mental Health</td>
<td>Masanori Ohta, University of Occupational and Environmental Health, Japan</td>
</tr>
<tr>
<td>Work Ability of White-collar Workers is Affected by Job Control, Job Suitability, and Sense of Coherence Learning objectives</td>
<td>Yoshiyuki Higuchi, University of Occupational Health and Environment, Japan</td>
</tr>
<tr>
<td>Sense of Coherence Modifies Mental Health by Job Strain through the Support of Supervisors and Co-workers</td>
<td>Hisamichi Sugimura, University of Occupational and Environmental Health, Japan</td>
</tr>
<tr>
<td>A Study on iPad Usability in Medicine and Industry</td>
<td>Angela Marsilla, Texas A&amp;M Health Science Center</td>
</tr>
<tr>
<td>Forming an Ergo Team</td>
<td>Courtney Edwards, Gulfstream Aerospace</td>
</tr>
<tr>
<td>Determination of Production Target for Timber Cutting Workers as Function of Ergonomic Factors, in Mountainous Terrain, in Brazil</td>
<td>Amaury Paulo de Souza, Universidade Federal de Vicoso</td>
</tr>
<tr>
<td>Effects of Virtual Keyboard Configurations on Muscular Activation During Data-Entry Activities</td>
<td>Brandon Lin, National Cheng Kung University</td>
</tr>
<tr>
<td>A Fatigue Model to Determine Job Acceptability in Tasks with Complex Force Histories: A Proof of Principle</td>
<td>Michael Sonne, McMaster University</td>
</tr>
<tr>
<td>Ergo Green Tool - The Hydraulic Lift Table</td>
<td>Dhruba Kurmapu, Gulfstream Aerospace</td>
</tr>
<tr>
<td>Laser Keyboard: A Usability Study</td>
<td>Lauren Barnard, Texas A&amp;M Health Science Center School of Rural Public Health</td>
</tr>
<tr>
<td>Redesign of an Ergonomic Device for Extraction of Ixtle Fiber (Aechmea magdalenae)</td>
<td>Lidilla Cruz Rivero, Instituto Tecnológico Superior de Tantoyuca</td>
</tr>
<tr>
<td>Teaching Ergonomics to the Aging Workforce</td>
<td>Kelly Dumas, Gulfstream Aerospace</td>
</tr>
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</table>
Welcome Reception

• Monday, March 18th, 5:00-7:00 pm

• Exhibit Hall

• Join your colleagues as we kick off the conference!
Conversation Starter Cards

Jumpstart your networking!
Networking Social

- Tuesday, March 19, from 4:00-5:30 p.m.
- Great opportunity to network and see our exhibitors and Ergo Cup entries
- Refreshments Served
Ergo Quiz Bowl Contest

Teams will compete in their knowledge of ergonomic facts, fiction, and folklore

- Open to all attendees
- To participate, check the box on the Registration Form or simply show up at the Preliminary round in the Monet Room
- Preliminary round is Tuesday 3:30-4:00 p.m.
- The top 2 teams will advance to the finals
- Finals: Thursday 9:30-10:00 am
Murder Mystery Dinner

• Dinner at the West End’s Spaghetti Warehouse plus Murder Mystery event
• Tuesday, Mar 19 6:30-10:00 p.m.
• Register in advance on Registration Form
• Price is $58.75 per person (includes dinner, murder mystery and roundtrip transportation)
• SOLD OUT last year so register early!
• Contact Bill Gibbs bgibbs@iienet.org
Where to Get Assistance

- You can get assistance by:
  - Stopping by the AEC Registration Booth outside the Exhibit Hall
  - Speak with any AEC Committee members or IIE staff person
Mentor Program

• New mentor program for students
• Students and mentors will meet during the welcoming session Monday evening in the Exhibit Hall
• Sign up to be a mentor on the Registration Form
• Students interested in having a mentor, contact Meghan Kress at Kress@srph.tamhsc.edu
First Timer’s Orientation Session

Plan to attend!

Tuesday, Mar 19; 7:15-7:45 a.m.

Monet Room
First Timer’s Focus Group

• Get involved!
• Breakfast Focus Group Discussion on site
• Thursday morning 7:00-8:00 am
• For information, contact Sandra Woolley
  Woolley.Sandra@mayo.edu
Online registration ends Sunday, March 10, so go to www.appliedergoconference.org and register today!