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THE ANDERSON SCHOOL AT UCLA

*Accelerating Change in the Information Economy*  
 February 7-8, 2001  
 Hosted by The Center for Management  
 In the Information Economy

Sponsors include:



*"Accelerating Change in the Information Economy"*

February 7-8, 2001

This two-day industry conference presents some of the most forward-thinking minds and influential people who affect innovation and the accelerating change of the information economy. 90 speakers, moderators and panelists will conduct 36 sessions over two full days on such topics as broadband infrastructure, adoption and content; telecommunications and wireless; entertainment media; Internet business models; executing strategies; and financing new technology ventures.

The first day features presentations by Leonard Kleinrock, Professor of Computer Science, UCLA and CEO and Chairman, Nomadix, Inc.; Leo Hindery, CEO of HL Capital Inc. and former CEO of Global Crossing; Chunka Mui, co-author of the business best seller, "Unleashing the Killer App", Partner and Chief Innovation Officer of DiamondCluster International Inc.; Guy Kawasaki, CEO of garage.com; John Morgridge, Chairman of Cisco Systems; and Ann Winblad, Partner, Hummer Winblad Venture Partners, and Professor Jeff Cole, UCLA.

The second day features five concurrent tracks, each with two speakers and four panel discussions. Each panel discussion includes a moderator and three industry leaders as panelists. Major speakers confirmed for the second day include Jeff Berg, ICM; Lisa Brummel, VP Home Products Division, Microsoft; Dawn Lepore, Co-Chairman and CIO of Charles Schwab; Ron Vidal, Group Vice President of New Ventures and Investor Relations for Level 3 Communications; Professor Donna Hoffman of Vanderbilt University; Christina Wolf, E-Commerce Research Manager, BCG; and Professor Eduardo Schwartz of the Anderson School at UCLA.

Confirmed panelists and moderators are Jamie Montgomery, Partner, Digital Coast Partners; Clint Wilder, Editor at Large, Information Week; Ed Breen, CEO, Motorola Broadband Communications; Ray Wilkins, President of SBC Communications; Maryfran Johnson, Editor in Chief, Computerworld; Ann Delligatta, former COO of Autobyte; Chris Brennan, President, Mobileum; Josh Sharfman, President and CTO, Digital Lava; Larry Dunn, General Manager, Global Crossing; Julie Shimer, VP, 3Com; John Beck, Accenture; Matt Martinez, Director Business Development, Terra Lycos; Paul Burlingame, Qualcomm Wireless Applications; Gary Bachula, Internet 2; Clemon Williams, Vice President Legal and Business Affairs, BMG Entertainment; Robert Landes, Co-Chairman, Guidance; Andrew Zoldan, VP Siebel Systems; Robert Harris, VP AOL Broadband; April Hodgson, VP Broadband, Enron; David Crosbie, Bluesocket; Alex Thompson, CEO Mixed Signals Technologies; Marc Randolph, Netflix.com; Daniel Kennedy, Founder, V-Commerce; Brian Steel, idealab! Silicon Valley; Selwyn Herson, CEO Nextleft; Steve Tobenkin, Managing Director, Scient; Fran Seegull, Novica.com; Steve Douty, CEO, Octopus; Jay Ferguson, Partner, Kline Hawkes; Doug Burke, Managing Director, Sutro; and Riggs Eckelberry,

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Managing Director, Netcatalyst.com.

With an expected audience of 420, this will be the largest industry conference the Anderson School will hold this year. Conference sponsors include Computerworld, Fortune, DiamondCluster International Inc., and Nasdaq.

This conference will be followed by a [Research Conference](#) to be held on February 9, 2001 which will be devoted to an academically oriented agenda, with scholars from around the country meeting to discuss the impact of the Internet on business and management. For more information, contact the Center at (310) 206-0937

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## Conference Topics and Schedule

The first day featured seven speakers highlighting major issues and management directions in the information economy. The second day offered five concurrent tracks in [Communications](#), [Applications and Technology](#), [Entertainment Media](#), [Internet Business Models](#), [Executing Strategies](#), and [Financing New Ventures](#).

To view a particular speaker's presentation please click on the hypertext link by the speaker's name if available. You will need Adobe Acrobat to view the files.

Wednesday, February 7, 2001

7:30am - 8:30am	Registration and Continental Breakfast
8:30am - 9:00am	Welcome & Opening Remarks: Professor Leonard Kleinrock, <i>UCLA</i> ; <i>CEO Nomadix</i> ; <i>Inventor Internet Technology</i>
9:00am - 10:00am	Speaker: Leo Hindery, <i>Chairman, HL Capital Inc. and Former CEO of Global Crossing</i> <i>"Perspectives on Internet Networking and the Telecom Sector"</i>
10:00am - 10:30am	Break
10:30am - 11:30am	Speaker: Professor Jeff Cole, <i>Director, Center for Communication Policy at UCLA</i> <a href="#">"Surveying the Digital Future"</a>
11:30am - 12:30pm	Speaker: Guy Kawasaki, <i>CEO, garage.com</i> <i>"Lessons from the New Economy"</i>
12:30pm - 1:45pm	Lunch

1:45pm - 2:45pm	Speaker: Chunka Mui, <i>Co-author of the business best seller, "Unleashing the Killer App", Partner and Chief Innovation Officer of DiamondCluster International</i>
2:45pm - 3:45pm	Speaker: Ann Winblad, <i>Hummer Winblad Venture Partners</i> "Are there 'New Economy' Business Models?"
3:45pm - 4:15pm	Break
4:15pm - 5:15pm	Speaker: John Morgridge, <i>Chairman, Cisco</i> "The New Economy is the Internet Economy" Presentation: <a href="#">Part 1</a>  <a href="#">Part 2</a>  <a href="#">Part 3</a> 
5:15pm - 7:00pm	Networking Cocktail Reception

Thursday, February 8, 2001

**Track A**

**Communications: Applications and Technology  
IS Associates Symposium Sponsored by Computerworld**

7:30am - 8:30am	Continental Breakfast
8:30am - 9:45am	Roundtable Discussion: "Communications: Applications and Technology" Moderator: Clint Wilder, <i>Editor at Large at Information Week</i> Panelists: Geoff Roman, <i>VP Strategy, Motorola Broadband Communications</i> ; Fred Chang, <i>President and CEO SBC Technology Resources</i> ; Ann Delligatta, <i>former COO Autobyte.com</i> Mitch Bishop, <i>Vice President Marketing, Mobileum</i>
9:45am - 10:15am	Break
10:15am - 12:15pm	Expanded Roundtable Discussion: "Communications: Applications and Technology" Moderator: Clint Wilder, <i>Editor at Large at Information Week</i> Panelists: Geoff Roman, <i>VP Strategy, Motorola Broadband Communications</i> ; Fred Chang, <i>President and CEO SBC Technology Resources</i> ; Ann Delligatta, <i>former COO Autobyte.com</i> Mitch Bishop, <i>Vice President Marketing, Mobileum</i>
12:15pm - 1:30pm	Lunch
1:30pm - 2:30pm	Afternoon Speaker: Ron Vidal, <i>Group VP of New Ventures and Investor Relations, Level 3 Communications</i> "Silicon Valley Economics applied to Telecommunications"




2:30pm - 3:45pm	<p>Panel Discussion                  "When will Broadband arrive? What will it look like?"                  Moderator: Maryfran Johnson, <i>Editor in Chief, Computerworld</i>                  Panelists: <a href="#">Josh Sharfman, President and CTO, Digital Lava</a>                   Ron Vidal, <i>Level 3 Communications</i>  <a href="#">Larry Dunn, General Manager, Global Crossing</a> </p>
3:45pm - 4:00pm	Break
4:00pm - 5:15pm	<p>Panel Discussion                  "How much content can you put on a wireless device? What will users pay for it?"                  Moderator: Jerry Thode, <i>Area VP, Cap Gemini Ernst &amp; Young</i>                  Panelists: David Crosbie, <i>Bluespocket</i>                  John McGanty, <i>VP Business Development Packetvideo</i>                  Randy Roberts, <i>Manager Digital Convergence, Nokia</i></p>
5:15pm - 6:15pm	Networking Cocktail Reception

**Track B Entertainment Media**








7:30am - 8:30am	Continental Breakfast
8:30am - 9:30am	<p>Opening Speaker:                  Jeff Berg, <i>Chairman and CEO, International Creative Management, Inc.</i>, "Converging Industries - How the Internet is Changing the Entertainment Business"</p>
9:30am -10:45am	<p>Panel Discussion                  "What is Broadband Content Anyway? How can the Entertainment Industry Make Money With It?"                  Moderator: Professor Jeff Cole, <i>The Anderson School at UCLA</i>                  Panelists: Robert Harris, <i>VP, AOL Broadband</i>                  Brad Feldman, <i>General Manager, Icebox</i></p>
10:45am 11:00am	<i>Break</i>
11:00am -12:15pm	<p>Panel Discussion                  "What's the Latest on Intellectual Property Rights?"                  Moderator: Ed Johansen, <i>Patent Attorney</i>                  Panelists: Alan Bell, <i>Senior Vice President, Technical Operations, Warner Brothers</i>                  Anat Levy, <i>Attorney</i>                  Eduard A. Shummer, <i>Dolby Laboratories</i></p>
12:15pm - 1:30pm	Lunch
1:30pm - 2:30pm	<p>Afternoon Speaker:                  Lisa Brummel, <i>VP of Home Products, Microsoft</i>                  "Transforming Consumer Software into a Service"</p>

2:30pm - 3:45pm	<p>Panel Discussion                  "Can movies be profitably distributed on the Internet?"                  Moderator: <i>Dean Bob Rosen, UCLA School of Theater, Film, and Television</i></p> <p>Panelists: <a href="#">Gary Bachula, VP External Affairs, Internet2</a>                   Terrence Coles, <i>Senior VP Content, Intertainer</i>                  Luke McDonough, <i>Co-Founder and EVP, Corporate Development, IFilm</i></p>
3:45pm - 4:00pm	Break
4:00pm - 5:15pm	<p>Panel Discussion                  "What's the Music Industry going to do about the Internet? Will the industry ever be the same?"                  Moderator: <i>Professor George Geis, The Anderson School at UCLA</i></p> <p>Panelists: <i>Steve Rennie, Executive Vice President, ARTISTDirect, Inc.</i>                  Clemon Williams, <i>VP, Legal and Business Affairs, BMG Entertainment</i>                  Jeremy Welt, <i>Head of New Media, Maverick Records</i></p>
5:00pm - 7:00pm	Networking Cocktail Reception



**Track C Internet Business Models**

7:30am - 8:30am	Continental Breakfast
8:30am - 9:30am	<p>Opening Speaker:                  Professor Donna Hoffman, <i>Vanderbilt University</i>                  "Profitability on the Web: Business Models and Revenue Streams"</p>
9:30am -10:45am	<p>Panel Discussion                  "Is B2C Dead or Just Consolidating?"                  Moderator: <i>Professor Mike Hanssens, The Anderson School at UCLA</i></p> <p>Panelists: <i>Marc Randolph, Executive Producer, Director, and Co-founder, Netflix.com</i>  <a href="#">Daniel Kennedy, CEO, V-Commerce</a>                   Courtney Rosen, <i>CEO, eHow.com</i>                  Grant Winfrey, <i>Yahoo</i></p>
10:45am - 11:00am	Break
11:00am -12:15pm	<p>Panel Discussion                  "What are the Successful B2B Sites Doing Correctly?"                  Moderator: <i>Tim Rohner, Partner, DiamondCluster International</i></p> <p>Panelists: <a href="#">Eduard Ritscher, VP, Bizbyer.com</a>                   Cynthia Oelkers, <i>E-Business Manager, Dell</i>  <a href="#">Rathin Sinha, Director E-Commerce Integration, Kinko's</a> </p>
12:15pm - 1:30pm	Lunch





1:30pm - 2:30pm	<p>Afternoon Speaker:                  Dawn Lepore, <i>Vice Chairman, and CIO, Charles Schwab</i>  <i>"Wireless Data and the Liberated Customer"</i></p>
2:30pm - 3:45pm	<p>Panel Discussion                  "What Lessons Can We Learn from the Recent Industry Market                  Downfall?"                  Moderator: Professor. Jack McDonough, <i>Sr. Associate Dean,                  The Anderson School at UCLA</i>                  Panelists: <a href="#">Robert Landes, Co-Chairman, Guidance</a>   <a href="#">Lisa Smith, former VP eCommerce, Bizbuyer.com</a>   <a href="#">Brian Steel, COO, Idealab</a> </p>
3:45pm - 4:00pm	Break
4:00pm - 5:15pm	<p>Panel Discussion                  "What are Likely to be the Successful Business Models on the                  Internet?"                  Moderator: <a href="#">David Readerman, Thomas Weisel Partners</a>                   Panelists: John Beck, <i>Accenture</i>  <a href="#">Craig Frances, President and COO, dotTV</a>   <a href="#">Selwyn Herson, CEO, NextLeft</a>   <a href="#">Steve Tobenkin, Managing Director, Scient</a> </p>
5:00pm - 7:00pm	Networking Cocktail Reception

**Track D Executing Internet Strategies**

7:30am - 8:30am	Continental Breakfast
8:30am - 9:30am	<p>Opening Speaker:                  Julie Shimer, <i>VP Residential, 3COM Corporation</i>  <i>"Getting it Right-Challenges in Delivering Consumer Based Internet                  Products and Services"</i></p>
9:30am -10:45am	<p>Panel Discussion                  "Strategic Alliances-How do you identify them, evaluate them, and                  integrate them?"                  Moderator: Gigi Johnson, <i>Director, Management Field Studies,                  The Anderson School at UCLA</i>                  Panelists: <a href="#">Fran Seegull, Novica.com</a>                   Catherine Duenas, <i>VP Publicity and Strategic                  Relations, ICTV</i>  <a href="#">Dan Frechtling, Senior Director Business</a>   <i>Development, dotTV</i></p>
10:45am 11:00am	Break
11:00am -12:15pm	<p>Panel Discussion                  "Application Service Providers:Why do we need them?"                  Moderator: Rob LaFranco, <i>LA Bureau Chief, The Red Herring</i>                  Panelists: Edo Segal, <i>CEO, eNow, Inc.</i>                  Marketta Selvera, <i>Founder and CEO, Pilot Network                  Services</i>                  Thatcher Wine, <i>CEO, Cleartop</i></p>

12:15pm - 1:30pm	Lunch
1:30pm - 2:30pm	Afternoon Speaker: Christina Wolf, The Boston Consulting Group <a href="#">"Internet Retailing in Latin America"</a> 
2:30pm - 3:45pm	Panel Discussion "How do U.S. Internet firms Expand Internationally?" Moderator: Professor Robert Spich, <i>The Anderson School at UCLA</i> Panelists: Matt Martinez, <i>Director of Business Development, Lycos Latin America</i> <a href="#">Kevin DiCerbo, Founder and COO, 1GlobalPlace</a>  Johannes Larcher, <i>General Manager, goto.com</i>
3:45pm - 4:00pm	Break
4:00pm - 5:15pm	Panel Discussion "What are the New Internet Capabilities? How can we use them?" Moderator: Chris Downey, <i>Partner, Accenture</i> Panelists: <a href="#">Steve Douty, CEO, Octopus.com</a>  Jonathan Hare, <i>President and CEO, Consilient</i> Julie Shimer, <i>VP Residential, 3Com Corp.</i>
5:00pm - 7:00pm	Networking Cocktail Reception

**Track E                      Financing New Ventures**

7:30am - 8:30am	Continental Breakfast
8:30am - 9:30am	Opening Speaker: Paul Nadel, EastWest VentureGroup "One Man's Ceiling is another Man's Floor"
9:30am -10:45am	Panel Discussion "Are the Angel Investors Really Angels?" Moderator: Professor Al Osborne, <i>The Anderson School at UCLA</i> Panelists: John Morris, <i>Tech Coast Angels</i> Peter Cowen, <i>Peter Cowen &amp; Associates</i> Jas Dhillon, <i>Digital Coast Ventures</i>
10:45am -11:00am	Break
11:00am -12:15pm	Panel Discussion "VC's - What are they Looking for?" Moderator: Brad Weirick, <i>Partner, Gibson Dunn</i> Panelists: <a href="#">George Abe, Palomar Ventures</a>  Jay Ferguson, <i>Partner, Kline Hawkes</i> Peter Gardner, <i>General Partner, Allegis Capital</i>
12:15pm - 1:30pm	Lunch
1:30pm - 2:30pm	Afternoon Speaker: Professor. Eduardo Schwartz, <i>The Anderson School at UCLA</i> <a href="#">"Internet Company Valuations"</a> 



<p>2:30pm - 3:45pm</p>	<p>Panel Discussion  Corporate Venture Initiatives  Moderator: Jonathan Dharmapalan, <i>Managing Partner, Deloitte and Touche</i></p> <p>Panelists: <a href="#">Peter Stenzel, TRW Ventures</a>   <a href="#">Richard Williams, Vice President, Unocal</a>   <a href="#">Michael Banks, Director, Intel Capital</a> </p>
<p>3:45pm - 4:00pm</p>	<p>Break</p>
<p>4:00pm - 5:15pm</p>	<p>Panel Discussion  Exit Strategies: Avoid being "Dot-Gone"  Moderator: James Montgomery, <i>President and Co-CEO, Digital Coast Partners</i></p> <p>Panelists: Doug Burke, <i>Managing Director, Sutro</i>  Riggs Eckelberry, <i>Managing Director, NetCatalyst</i>  Greg Martin, <i>Associate, Redpoint Ventures</i></p>
<p>5:00pm - 7:00pm</p>	<p>Networking Cocktail Reception</p>

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FORTUNE

### Participant Biographies

(Alphabetized by last name)

[A-D](#), [E-K](#), [L-R](#), [S-Z](#)

[George Abe](#), Venture Partner, [Palomar Ventures](#)

[Gary Bachula](#), Vice President of External Relations, [Internet2](#)

[Michael Banks](#), Managing Director, [Intel Capital](#)

[John Beck](#), [Accenture](#)

[Jeff Berg](#), Chairman and CEO, International Creative Management

[Mitch Bishop](#), Vice President of Marketing, [Mobileum](#)

[Lisa Brummel](#), Vice President, Home Products Division, [Microsoft Corporation](#)

[Douglas Burke](#), Managing Director, Emerging Growth Group, [Tucker Anthony Sutro](#)

[Fred Chang](#), President and CEO, [SBC Technology Resources, Inc.](#)

[Jeff Cole](#), Director, [UCLA Center for Communication Policy](#),

[Chris Cookson](#), EVP and CTO, [Warner Brothers](#)

[Peter Cowen](#), Peter Cowen and Associates

[David Crosbie](#), Founder, [Bluesocket](#)

[Ann Delligata](#), former Executive Vice President and COO, [Autobytel.com](#)

[John Dharmapalan](#), Managing Partner, [Deloitte and Touche](#)

[Jas Dhillon](#), Managing Director, [Digital Coast Ventures](#)

[Kevin DiCerbo](#), COO/Founder, [1GlobalPlace, Inc.](#)

[Stephen Douty](#), Co-founder, President and CEO, [Octopus.com](#)

[Chris Downey](#), Partner, [Accenture](#)

[Catherine Duenas](#), Vice President Publicity and Market Development, [ICTV](#)

[Larry Dunn](#), General Manager, [Global Crossing, Inc.](#)

[Riggs Eckelberry](#), Former Managing Director of NetCatalyst.com

[Brad Feldman](#), Vice President and General Manager, [Icebox.com](#)

[Jay Ferguson](#), Partner, [Kline Hawkes & Co.](#)

[Peter Gardner](#), General Partner, [Allegis Capital/Media Technology Ventures](#)

[George Geis](#), Professor, [The Anderson School at UCLA](#)

[Mike Hanssens](#), Professor, [The Anderson School at UCLA](#)

[Jonathan Hare](#), Co-founder, President and CEO, [Consilient](#)

[Robert Harris](#), Executive Producer, Broadband, [America Online](#)

[Selwyn Herson](#), Chairman and CEO, [NextLeft](#)

[Leo Hindery](#), Chairman, HL Capital, Inc., and Former Ceo of [Global Crossing, Inc.](#)

[April Hodgson](#), Vice President, Content Origination, [Enron Broadband Services](#)

[Donna Hoffman](#), Co-founder, [eLab, Vanderbilt University](#)

[Ed Johansen](#), Patent Attorney, Co-founder of Cipherstate

[Maryfran Johnson](#), Editor in Chief, [Computerworld](#)

[Guy Kawasaki](#), CEO, [garage.com](#)

[Daniel Kennedy](#), Founder and Chairman, [Vcommerce Inc.](#)

[Leonard Kleinrock](#), CEO, [Nomadix Inc.](#)

[Robert Landes](#), Co-chairman, [Guidance](#)

[Johannes Larcher](#), General Manager, [GoTo International](#)

[Dawn Lepore](#), Vice Chairman and Chief Information Officer, [Charles Schwab Corp.](#)

[Matt Martinez](#), Director of Business Development, Lycos Latin America

[Jack McDonough](#), Senior Associate Dean of MBA Programs, [The Anderson School at UCLA](#)

[John McGanty](#), Vice President of North American Business Development, [PacketVideo](#)

[James Montgomery](#), Co-Chief Executive Officer, [Digital Coast Partners, LLC](#)

[John Morgridge](#), Chairman, [Cisco Systems](#)

[John Morris](#), [Tech Coast Angels](#)

[Chunka Mui](#), Chief Innovation Officer, [DiamondCluster International](#)

[Paul Nadel](#), Managing Partner, [EastWest VentureGroup](#)

[Cynthia Oelkers](#), E-Business Manager, [Dell Computer Corporation](#)

[Al Osborne](#), Director, [Price Center for Entrepreneurial Studies](#), The Anderson School at UCLA

[Marc Randolph](#), Executive Producer, [Netflix](#)

[David Readerman](#), Partner and Director of Internet Strategy, [Thomas Weisel Partners](#)

[Steve Rennie](#), Executive Vice President, [ARTISTdirect](#)

[Eduard Ritscher](#), Vice President, ,North America Financial Services Group, [Unisys Corp.](#)

[Randy Roberts](#), Manager, Digital Convergence, New Business Development, [Nokia Mobile Phones](#)

[Tim Rohner](#), Partner, [Diamond Technology Partners](#)

[Geoff Roman](#), Vice President of Strategy, [Motorola Broadband Communications](#)

[Courtney Rosen](#), Founder and CEO, [eHow](#)

[Robert Rosen](#), Dean, [UCLA School of Theater, Film and Television](#)

[Eduardo Schwartz](#), Professor, [The Anderson School at UCLA](#)

[Ed Schummer](#), Senior Vice President and General Manager, [Dolby Laboratories](#)

[Fran Seegull](#), VP Business Development, [Novica.com](#)

[Edo Segal](#), Founder and CEO, [eNow](#)

[Josh Sharfman](#), CEO, [Digital Lava](#)

[Julie Shimer](#), Vice President and General Manager of RCG, Personal Connectivity Unit, [3Com Corp](#)

[Marketta Silvera](#), Chairman, Founder, and Chief Executive Officer, [Pilot Network Services, Inc.](#)

[Lisa Smith](#), Former Vice President, eCommerce, BizBuyer.com

[Robert Spich](#), Professor, [The Anderson School at UCLA](#)

[Brian Steel](#), President and CEO, [idealab!](#)

[Peter Stenzel](#), Director, Business Development, [TRW Ventures](#)

[Jerry Thode](#), Area Vice President Los Angeles, [Cap Gemini Ernst & Young](#)

[Alex Thompson](#), President and CEO, [Mixed Signals Technologies](#)

[Steve Tobenkin](#), Managing Director, Media & Entertainment Group, [Scient](#)

[Ron Vidal](#), Group Vice President New Ventures and Investor Relations, [Level 3 Communications](#)

[Brad Weirick](#), Partner, [Gibson, Dunn & Crutcher](#)

[Jeremy Welt](#), Head of New Media, [Maverick Records](#)

[Clint Wilder](#), Editor At Large, [Informationweek](#)

[Richard Williams](#), Vice President, [Unocal Capital](#)

[Ann Winblad](#), Co-founding Partner, [Hummer Winblad Venture Partners](#)

[Grant Winfrey](#), Senior Director of Marketing, Commerce, [Yahoo! Inc.](#)

[Christina Wolf](#), E-commerce Research Manager, [The Boston Consulting Group](#)

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	General	Academicia	Anderson Students and Alumni
"Accelerating Change in the Information Economy" Conference February 7-8, 2001 <i>Includes continental breakfast, lunch, cocktail reception, and parking for both days.</i>	\$950	\$500	\$640

To register, [click here](#).

Registration deadline is February 5, 2001.

Onsite registration will not be available at the conference.

Cancellations can be made in writing before January 29. After this date we are unable to process any cancellations.



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### Conference Logistics

(Maps marked with require Adobe Acrobat Reader. Please [download](#) the free reader from Adobe's web site.)

#### Getting to LA

Conference attendees should plan to fly into Los Angeles International Airport (LAX).

#### Parking and Shuttles

The Northridge earthquake damage requires the construction of a new UCLA Medical Center, which resulted in the removal of several UCLA parking lots. Because there are fewer parking spaces available on the campus, the conference parking will be at the Veterans Administration parking lot located about one mile from campus. You will then be driven by shuttle directly to the Anderson building, which should take about 10 minutes. To download a map of the Veterans Administration parking lot please click here- [PDF, Parking](#).

Parking at the VA parking lot will actually be easier to drive to and enables us to provide you with a better parking experience. The shuttle will drop you off right at the Anderson School.

Please plan to arrive at the VA parking lot by 7:50am in order to comfortably arrive at Anderson, check in and be seated by the 8:30 am start time. We will start all sessions promptly at 8:30am in order to stay on schedule.

Shuttles buses will leave every 10 minutes from 7:15am through 9:00am. Shuttle service will be available during the day every 30 minutes. A schedule will be posted at both shuttle stops and at the conference information desk for your convenience.

After the conference is over, shuttles will run every 10 minutes starting at 5:20 pm, with the last one leaving at 7:00 pm, which is 30 minutes after the cocktail party ends at 6:30 pm. Schedules are the same for both Wednesday and Thursday.

#### Directions to Conference Parking

##### **Traveling North on the San Diego 405 Freeway:**

1. Exit the freeway at Montana Avenue, which is the first exit north of Wilshire Blvd.
2. At the off ramp traffic signal, turn a hard right and proceed south on Sepulveda Blvd for ½ mile, with the VA cemetery on your left.
3. At the traffic signal for Constitution Avenue, turn right and go west through the tunnel under the San Diego Freeway. Follow the signs to the CMIE event parking lot.

##### **Traveling South on the San Diego 405 Freeway:**

1. Exit the freeway at Sunset Blvd, turning left at the off ramp traffic signal at Church Lane.
2. Go straight across Sunset Blvd continuing south on Church Lane and travel ½ mile to a stop sign at Montana Ave.
3. Turn left at the stop sign at Montana Ave, going east through the tunnel under the San Diego Freeway.
4. At the traffic signal at Sepulveda, turn right and go south on Sepulveda for ½ mile, with the VA cemetery on your left.

5. At the traffic signal for Constitution Avenue, turn right and go west through the tunnel under the San Diego Freeway. Follow the signs to the CMIE parking lot.

### **Transportation in L.A.**

Travel from LAX Airport to UCLA or area hotels will take between 20 and 45 minutes. Taxis and airport shuttles are available at the airport and will offer you a fixed rate to your destination. If you are driving, the "Maps" section of this page will help you find your way. Although taxi fares may vary considerably by time of day, the average fare from the Los Angeles International Airport is approximately \$30 one way.

### **Maps and Directions**

Several maps may be of assistance in your travels in the area:

Map of the Anderson School Complex -  [PDF, Anderson](#)

Map of UCLA Campus -  [PDF, 227K](#),  [JPG, 125K](#) A map of the UCLA campus with The Anderson School circled.

Map from 405 Freeway -  [PDF, 45K](#) A detailed map with directions from the 405 freeway to lot 4 or lot 5.

Travel from LAX -  [PDF, 44K](#) A detailed map with directions from the Los Angeles International Airport (LAX).

(Maps marked with  require Adobe Acrobat Reader. Please [download](#) the free reader from Adobe's web site.)

### **Accommodations**

Rooms are being held at the Luxe Summit Bel-Air Hotel (11461 Sunset Blvd, Los Angeles, CA 90049, 310-476-6571) about 1 mile from the UCLA campus. To receive a special room rate, please reserve your room by January 25, 2001 by contacting 1(800) HOTEL411 and identifying yourself as a CMIE Conference Attendee - February 7, 8, 9 and the name of the hotel you are booking which will be the Luxe Summit Bel-Air Hotel. Please note: After January 25, 2001, the rooms will be opened to the public and availability will not be guaranteed.

Other hotels in the area that we recommend:

Doubletree Hotel  
10740 Wilshire Blvd.  
Los Angeles, CA 90024  
(310) 475-8711

Holiday Inn  
170 Church Lane  
Los Angeles, CA 90049  
(310) 476-6411

The W Hotel  
930 Hilgard Avenue  
Los Angeles, CA 90024  
(310) 208-8765

### **Meals**

A continental breakfast, breaks, lunches, and a cocktail reception will be offered both days of the conference. In mid-January we will add local restaurant information should you wish to make dinner reservations on your own.

### **Attire**

Los Angeles is known for its casual attire and warm weather. Still, guests should plan to bring warmer clothing for the cool and uncertain February weather. Conference attire will be business casual.

### **Weather**

[Click here to find out what the weather is like in Los Angeles right now.](#)



# UCLA



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