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**Slap, Snoble to Keynote CMAA National Conference
& Trade Show in San Diego**
Advance Registration Now Open

Best-selling business author Stan Slap and influential transit manager Roger Snoble will deliver dynamic keynotes at the 2010 CMAA National Conference & Trade Show taking place October 3-5 in San Diego, CA.

Stan Slap is the author of *Bury My Heart at Conference Room B: What Truly Drives the Most Passionate Managers*, scheduled for August publication by the Penguin Group.

Slap credits his “hoodlum neurons” for an iconoclastic outlook that has shaped his consulting services for such clients as Deloitte, Pennzoil, and Oracle. At the CMAA National Conference, he will focus on “the ultimate key to creating a compelling, competitive, durable brand – a key held by each and every employee.”

The second keynoter, Roger Snoble, led the Los Angeles Metropolitan Transportation Authority for more than seven years, managing a \$3.5 billion budget, over 9,000 employees, a subway system, three light rail lines, a 500-mile HOV network, a fleet of 2,600 clean fuel buses, and a 26-line bus rapid transit system. He now serves on Gov. Arnold Schwarzenegger’s Infrastructure Advisory Commission.

Snoble has been instrumental in adopting innovative new project delivery methods and learning from methods used in other parts of the world. He brings a broad perspective to the challenge of financing infrastructure in an era of constrained resources.

In addition to the keynote presentations, 40 educational sessions will focus on Execution, Strategies, Sustainability, and Technologies.

CMAA will offer two pre-conference workshops on Saturday, October 2:

- LEED® Green Associate Examination Prep, and
- Claims Avoidance, Evaluation, and Resolution for Owners and CMs.

The event will also feature the largest CMAA Trade Show ever, with nearly 80 booths.

Advance registration for the National Conference & Trade Show now is open. Complete details are available at www.cmaanet.org/national-conference-2010.

CMAA is North America's only organization dedicated exclusively to the interests of the professional Construction and Program management industry. On behalf of its 25 regional chapters and more than 6,000 public and private firms and individuals

throughout the nation, CMAA promotes the Construction Management industry and provides professional resources, advocacy, professional development, certification, and business opportunities to its members. CMAA's national headquarters is located in McLean, Va. The Association's website is www.cmaanet.org.

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