



Conference Highlights

- Professional development at its best with **more than 40 timely concurrent sessions**.
- Incomparable networking opportunities allow you to **connect and reconnect with colleagues** from around the region.
- Thought-provoking keynote presentations by political analyst **Leslie Sanchez** and attorney **Jonathan Segal**.

**Register by March 19
for the Biggest Savings!**

WASHINGTON, D.C.
DEVELOP YOUR HUMAN CAPITAL
May 5-7, 2010 • CUPA-HR Eastern Region Conference

Develop Your Human Capital

Dear colleagues:

On behalf of the Eastern Region board of directors, I invite you to our nation's capital for the 2010 Eastern Region Conference!

The conference this year offers three days filled with timely educational sessions — including the return of the popular Master's Series — informative keynote presentations and countless opportunities to connect and reconnect with colleagues. New this year, we have the CHRO Connections program with a focus for individuals who hold the top HR leadership roles at their institutions. We will also offer the newly-expanded Understanding Higher Education workshop which is a must for any HR professional new to higher ed. With such opportunities, we can all come away having developed our human capital, better able to tackle the everyday challenges of higher ed HR!

I encourage you to visit the conference website at www.cuphr.org/eastern2010 for detailed program descriptions and to register.

I look forward to seeing you this spring in Washington, D.C.!

Mark Coldren, Eastern Region Chair | mcoldren@ithaca.edu

Earn Continuing Education Credits!

CUPA-HR contact hours are accepted by most certifying organizations. Why pay \$1,000 or more for a conference to earn your continuing education credits when you can earn the contact hours you need (for certifications such as your PHR and SPHR) for as little as \$380? Be sure to check with your certifying organization to confirm that the hours are accepted.



Keynote Presentations

Co-Sponsored by: Sullivan, Cotter and Associates, Inc. and Strategic Benefit Advisors

Diversity in Higher Ed: Understanding the Influence of a Growing Hispanic Population

– Leslie Sanchez



Leslie Sanchez, former presidential advisor and consultant on issues relating to women and Latinos, is a widely sought-after political analyst and was part of CNN's award-winning 2008 election coverage. A columnist and commentator, Sanchez is founder and CEO

of Impacto Group LLC, a communications and market research firm, which specializes in defining social and economic trends affecting women and the emerging U.S. Hispanic community.

In 1999 Sanchez served as deputy press secretary at the Republican National Committee where she was one of the principal architects of the Republicans' first-ever multi-million dollar ad campaign aimed at Hispanic voters. Sanchez was appointed executive director of the White House Initiative on Educational Excellence for Hispanic Americans. She also served as a legislative aide to U.S. Rep. Henry Bonilla (TX-23), where she worked on immigration and border security legislation as well as Appropriations for the Departments of Justice, State, Treasury and Transportation. As a political analyst, Sanchez has appeared on numerous television news shows and her analyses have been featured in many publications.

Sanchez will share her experiences in working with educators, legislators and clients — including many in higher education — who work to understand the impact of the growing Hispanic population and its influence in the United States. Sanchez will share preliminary 2010 census data to identify key challenges for higher ed HR and highlight the importance of focusing on the Hispanic population for recruitment and retention of students, faculty and staff.

"Attracting and Promoting Diverse Talent"

– Jonathan A. Segal



Jonathan A. Segal is a partner at Duane Morris LLP in the Employment, Labor, Benefits and Immigration Practice Group and is also the managing principal of the Duane Morris Institute. Segal's practice focuses on preventive counseling,

training and policy development, traditional labor and adversarial proceedings, and government investigations.

Segal has served as a consultant to the Federal Judicial Center in Washington, D.C., providing training on employment issues to federal judges around the country, and is also a frequently-featured speaker at national, state and local human resource, business and legal conferences, consistently ranking among the top-rated speakers.

A member of the National Association of College and University Attorneys, Segal provides legal counsel to public and private, secular and sectarian colleges and universities, and has published more than 150 articles about employment issues. A contributing editor to *HRMagazine*, he has published more than 100 articles for the magazine and is a frequent contributor to *The Metropolitan Corporate Counsel*.

Segal's presentation will examine how systemic and/or unconscious bias — without "bad intent" — may interfere with an organization's ability to achieve its full potential relative to diversity. Attracting and promoting a diverse workforce goes beyond legal mandate. It is a business and more imperative. Yet many organizations that are genuinely committed to diversity frequently fail to achieve their diversity goals. His presentation will also examine the legal restrictions that employers must consider as we stretch to become more diverse. Indeed, the laws that prohibit invidious discrimination also place limitations on laudable efforts to achieve diversity.

Additional Educational Programs

Additional Registration Fees Apply

CHRO Connections

Wednesday, May 5 | 1:00-3:30 p.m.

Thursday, May 6 | 7:00-8:30 a.m.

New this year is the CHRO Connections program, focused on bringing together individuals who hold the top HR leadership roles at their institutions. These additional two sessions (pre-conference and an early morning prior to the opening keynote) will offer a chance to discuss key issues facing higher education and interact with a panel of experts including: Neil Strodel, associate vice president and CHRO, Syracuse University; Mary George Opperman, vice president and CHRO, Cornell University; David Trainor, associate vice chancellor, Human Resources and Labor Relations, Connecticut State University System. This program will include discussion related to the changes that have taken place on campuses during the past 18 months, the impact of those changes and key organizational challenges faced by panel members. Attendees will learn what actions were taken by leadership teams to address those challenges and will hear from the panel on topics ranging from measuring success on your campus through key operational indicators to HR's evolving role as it adapts to changing conditions in higher education during the next three to five years.

A special bonus will be an opportunity to hear the perspective of Mary Grant, current president of the Massachusetts College of Liberal Arts, as she looks to the future of higher education – with a focus on HR's role in what may lie ahead. There will be time for questions and interaction with Grant following her prepared presentation. Seating for the CHRO Connections program will be limited, so sign up right away!

Neil Strodel, Associate Vice President and CHRO, Syracuse University; Mary George Opperman, Vice President and CHRO, Cornell University; David Trainor, Executive Assistant to the Chancellor, Associate Vice Chancellor, Human Resources and Labor Relations Connecticut State University System

Sponsored by: Sibson Consulting, A Division of Segal and TIAA-CREF

Understanding Higher Education Pre-Conference Workshop

Wednesday, May 5 | 8:30 a.m.-3:00 p.m.

Higher education is a unique environment that brings with it unique challenges. Past presidents and past chairs of CUPA-HR's board of directors have developed and will present this new and expanded full-day workshop specifically for HR professionals who are new to higher education. This pre-conference program, presented by seasoned higher ed HR leaders, will provide you with the knowledge you need while answering your questions about issues specific to colleges and universities.

Highlights will include:

- An orientation to the history and philosophy of "The Academy."
- An understanding of the characteristics of higher education and how it differs from the rest of the work world.
- An explanation of protocols, traditions and vernacular specific to higher education.
- A review of the ways institutions are classified, organized and governed.
- A tutorial about budgetary and financial aspects of colleges and universities.
- Terms and conditions of employment for administrators and academics.
- A discussion about the future of higher education and how it will affect you.
- Rich resources for continued education and reference.

This is your opportunity to learn from the leaders who have shaped higher education HR across the country. This workshop consistently sells out at the CUPA-HR Annual Conference, so be sure to register early and take advantage of this one-of-a-kind opportunity at the region level!

Patti Couger, Past Chair, National Board of Directors; CUPA-HR Knowledge Center Content Manager; and former Associate Vice Chancellor for HR, The Texas A&M University

Schedule of Events

Wednesday, May 5

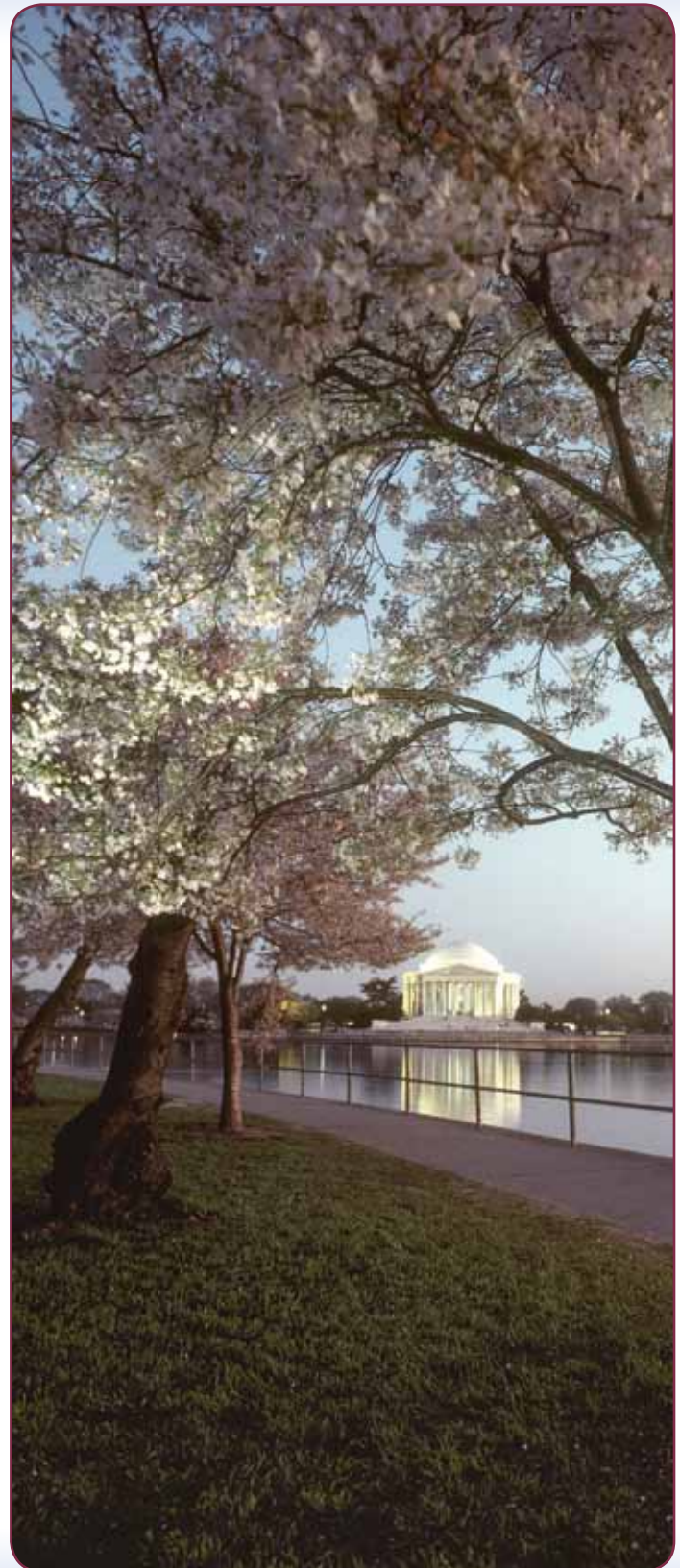
- 8:30 a.m.-3:00 p.m. Understanding Higher Education Workshop
(additional fees apply)
- 12:00-6:00 p.m. Registration
- 1:00-3:30 p.m. CHRO Connections
(additional fees apply)
- 4:00-5:00 p.m. Chapter Leader Meeting
- 5:00-6:00 p.m. Newcomers Reception
- 6:00-8:30 p.m. Opening Reception in Exhibit Hall

Thursday, May 6

- 7:00-8:30 a.m. CHRO Connections
(additional fees apply)
- 7:30 a.m.-5:30 p.m. Registration
- 7:30 a.m.-5:45 p.m. Exhibit Hall Open
- 7:30-8:30 a.m. Breakfast in Exhibit Hall
- 8:30-10:00 a.m. Business Meeting, Awards and Keynote – Leslie Sanchez
- 10:00-10:30 a.m. Break in Exhibit Hall
- 10:30-11:45 a.m. Concurrent Sessions 1
- 11:45 a.m.-1:15 p.m. Lunch in Exhibit Hall
- 1:15-2:30 p.m. Concurrent Sessions 2
- 2:30-3:00 p.m. Break in Exhibit Hall
- 3:00-4:15 p.m. Concurrent Sessions 3
- 4:15-5:45 p.m. Wine & Cheese Reception in Exhibit Hall
- 5:45 p.m. Evening on Your Own

Friday, May 7

- 6:30-7:15 a.m. Healthy Campus Fun Run/Walk
- 7:30 a.m.-4:00 p.m. Registration
- 7:30 a.m.-1:00 p.m. Exhibit Hall Open
- 7:30-8:30 a.m. Breakfast in Exhibit Hall
- 8:30-9:45 a.m. Keynote – Jonathan Segal
- 9:45-10:30 a.m. Break in Exhibit Hall
- 10:30-11:45 a.m. Concurrent Sessions 4
- 11:45 a.m.-1:00 p.m. Lunch and Exhibitor Door Prizes
- 1:00-2:15 p.m. Concurrent Sessions 5
- 2:15-3:00 p.m. Break
- 3:00-4:15 p.m. Concurrent Sessions 6
- 6:00-10:00 p.m. Gala



Concurrent Sessions

Sponsored by: ING

Concurrent Sessions 1

Thursday, May 6 | 10:30 a.m.

- Master's Series – Washington Update
- Proven Career Advancement Strategies That Work
- The Risks and Rewards of Using Digital Strategies and Social Media as a Recruitment Tool
- “Fit for the Future” – Chatham University’s Journey in Developing a Culture of Health and Wellness
- HR Certifications: Are They Worth the Trouble?
- Executive Compensation — What Every HR Leader Should Know
- Re-evaluating Compensation in Today’s Economy

Concurrent Sessions 2

Thursday, May 6 | 1:15 p.m.

- Is It Over Yet? Managing 403(b) Compliance
- When the Economic Conditions Hit Instability, HR Leaders Hit Creativity
- Master's Series – ... Now Change Everything
- RIT’s “Fit for Retirement” Campaign
- Interact and Lead! Building a Culture of Leadership and Civility Through Front-Line Supervisors
- Leadership and Organizational Development: Developing Internal Talent
- Investment Menu Construction: A Prudent Process Should Facilitate, Not Sacrifice, Participant Outcome

Concurrent Sessions 3

Thursday, May 6 | 3:00 p.m.

- Capitalize on Existing Human Capital: Using a Mentoring Program to Develop and Retain Top Talent
- Master's Series – Three Days in Academe: Perspectives, Concepts and Practices – A Glimpse of the Academic Enterprise
- Negligent Hiring Mock Trial – College and University HR in the Hot Seat
- Performance Review Calibration: Leveling the Playing Field
- Leading A Diverse Organization Toward Greater Inclusion: Pathways to Success
- Social Media for Recruitment and Brand Building in Higher Education
- Meeting the Challenge of Mental Illness in Higher Education

Concurrent Sessions 4

Friday, May 7 | 10:30 a.m.

- Master's Series – Social Networking Danger Zones
- Learning and Mentoring Styles: Keys to Coaching and Developing Others
- Making Better, More Strategic Staffing Decisions Utilizing the HR Benchmarking Survey
- Why and How to Prepare Your Retirement Plan for an IRS Audit
- From Data to Delivery: How a Few Data Points Became a New Performance Development Approach
- Healthcare Reform: What It Is and What You Should Know
- Who’s Hiring? National Trends in Higher Education Employment

Concurrent Sessions 5

Friday, May 7 | 1:00 p.m.

- Master's Series – Inter-Institutional Collaboration: Sharing Resources, Services, Technology and More
- Creating Personal and Institutional Value Through Process Change
- Georgetown University’s Emergency Labor Pool System
- Engaging the Disengaged: Five Questions Every Leader Must Ask
- Economic Issues on Campus – A Year After the Storm
- Is It Possible to Do More With Less?
- What Every HR Professional Should Know About 403(b) and 401(k) Plans

Concurrent Sessions 6

Friday, May 7 | 3:00 p.m.

- What Makes a College a Great Place to Work: Lessons Learned for Recruiting and Retaining Talent
- Building Bridges Across Maryland and Your State Too
- Defending the HR Sexual Harassment Investigation in Higher Education
- University Threat Assessment Team Activity: A Framework for Team Modeling and Benchmarking of Best Practices
- How to Make Your Adjunct Faculty Hiring Process More Consistent and Efficient With Online Onboarding
- Who Wants Your Top Fundraisers? Everyone! Talent Management Programs to Retain Top Advancement Professionals
- Rebounding From Tragedy

General Information

Airport

Washington, D.C., is served by two major airports: Dulles International Airport (IAD), which provides service to 32 commercial airlines; and Ronald Reagan Washington National (DCA), which is served by 13 major airlines. Dulles is approximately 25 miles from the Marriott Wardman Park while Reagan is approximately nine miles away.

Transportation

The conference hotel recommends using Abe's Transportation (reserve by calling 202-518-0333 or visit www.abestrans.com); fee varies and reservation required. The estimated taxi fare is \$17 (one-way) from Reagan and \$65 (one-way) from Dulles. You also have the option of using Washington's MTA system (plan your trip by visiting www.wmata.com). There are also many options for car rentals near the airport and hotel.

Program Accessibility

CUPA-HR seeks to accommodate all people with disabilities at the conference. Please indicate your needs on the registration form or call 877-287-2474 to speak with a national office staff member to discuss your needs.

Recertification

CUPA-HR Eastern Region Conference 2010 has been submitted to the HRCI for pre-approval. Be sure to keep appropriate materials, especially a copy of the final program, to document your attendance. The program certification code will be distributed at the Friday lunch. Single-day registrants should check with the CUPA-HR Registration/Information Desk to obtain their code. Attendees must submit the code to HRCI and/or to the association that provided your certification. If you have any questions, contact your certifying organization.

Nonsmoking Policy

In accordance with CUPA-HR policy, smoking is prohibited at all CUPA-HR regional conference functions. The Marriott Wardman Park is a smoke-free hotel.

Time and Weather

Washington, D.C., is in the Eastern time zone. Average May temperatures for the city are a high of 75 degrees and a low of 56 degrees.



Hotel and Registration Information

Make Your Hotel Reservation Today!

With a blend of charm, modern sophistication and a historic landmark setting, the Washington Marriott Wardman Park is the perfect choice among luxury hotels in downtown Washington, D.C. Situated on 16 acres of beautiful gardens, this D.C. family hotel has hosted a long list of U.S. presidents, dignitaries and other VIPs. Reservations may be made until April 12 to receive the CUPA-HR group rate of \$229 plus 14.5 percent tax for single or double occupancy and are based on room availability. Reservations can be made by calling 800-228-9290. Be sure to mention the CUPA-HR rate to be included in the room block.

Register by March 19 for the Biggest Savings!

Full registration for the CUPA-HR Eastern Region Conference 2010 includes all educational sessions and events. One-day conference registrations are available, but do not include the Friday night gala. After the first registration at full price, additional registrations from the same institution submitted at the same time will qualify for a discount. Please coordinate with your colleagues to receive this discount, as no exceptions will be made. Advanced conference registration closes April 19. After that date, registration will be available on site at the conference.

Registration Fees

	Early (by March 19)	Regular (after March 19)
Member Full Registration	\$380	\$455
Member (Additional)	\$355	\$430
Nonmember Full Registration	\$480	\$555

Thursday or Friday one-day registration is \$230 for members and \$255 for non-members. The CHRO Connections is available for the member price of \$100 and \$130 for non-members. You must be registered for the conference to attend this event. The Understanding Higher Ed workshop is \$150 for members and \$180 for non-members and conference registration is not required in order to attend the workshop.

Visit the registration page of the conference website at www.cupahr.org/eastern2010/registration.asp for details and guidelines including guest fees and payment options.

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