

# CUPA-HR Midwest Region Conference

## TARGETING

## INNOVATION

Minneapolis, Minnesota • April 11-14

### Conference Highlights

- Strengthen your professional connections and find colleagues who **share your challenges**.
- Target your professional development goals with educational sessions that offer **insights and solutions** on a range of topics.
- Spark innovation with presentations from **Gardner Campbell**, on technology in higher education; **Margaret Morford**, on thinking creatively in the workplace; and **Nick and Carolyn Ryberg**, about the impact of ethical missteps.

**Register by February 26 for the Biggest Savings!**



College and University Professional Association for Human Resources

# Targeting Innovation

## Dear colleagues:

On behalf of the Midwest Region board of directors, I am excited to invite you to the upcoming Midwest Region Conference, April 11-14 in Minneapolis, Minnesota!

From recruitment to employee engagement, steering organizational change to developing social media strategy, you'll find real-world solutions for the challenges you face every day. Share questions and exchange information with your colleagues during the many professional networking opportunities; and inspire innovation at your institution, just as Minneapolis inspired innovation in companies like Target and 3M, which call the city home.

I encourage you to visit the conference website at [www.cupahr.org/midwest2010](http://www.cupahr.org/midwest2010) for further information and to register. We'll see you this spring in Minneapolis!

**Gary Johnson**, Midwest Region Chair

## 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 \$350? Be sure to check with your certifying organization to confirm that the hours are accepted.



## Keynote Presentations

### “From Memex to YouTube: How Information and Communication Technologies are Transforming 21st-Century Higher Education”

– Gardner Campbell



How can Web 2.0 and beyond help colleges and universities not only preserve the past but transform the future? **Gardner Campbell**, director of the Academy for Teaching and Learning at Baylor University, will explore Web 2.0 in higher education, and suggest

ways that new technologies could increase prestige and academic excellence in colleges and universities worldwide. Before joining Baylor University, Gardner Campbell was a professor of English at the University of Mary Washington, where he also served as assistant vice president for teaching and learning technologies. Gardner is a fellow of the Frye Leadership Institute and has served on program committees for EDUCAUSE and the EDUCAUSE Learning Initiative. He also is a life member of the Milton Society of America, a former secretary of the Literature/Film Association and a contributing editor for *Literature/Film Quarterly*.

*Sponsored by: TIAA-CREF*

### “Creative Business Thinking for Success — When Pigs Fly”

– Margaret Morford



The ability to innovate is essential to all organizations that want to compete successfully in today’s business environment. This session will shift your mindset and teach you to think in ways you never thought possible. Practical

exercises show how to discard the rules, make imaginative leaps never before possible and analyze problems from radically different points of view.

**Margaret Morford** is president for The HR Edge, Inc., an international management consulting and training company. Prior to owning her own company, Morford was senior vice president of human resources consulting for a national firm in North Carolina. She has a bachelor’s degree from the University of Alabama and a juris doctorate from the Vanderbilt University School of Law. She has worked as an attorney, specializing in employment law, and has been vice president of human resources for three large companies.

### “A Cautionary Tale — Lessons Learned and Business Ethics”

– Nick and Carolyn Ryberg



This program is based on the professional and life experiences of the Rybergs with a focus on where things went wrong, the experience of facing federal prosecution and incarceration, renewal, redemption and

key lessons learned. This is an inspirational and emotional tale, providing a first-hand view of the consequences and impact of ethical missteps and illegal behavior. The presentation provides a warning about crossing the line of unethical behavior, the likely consequences of doing so, and key lessons learned from two individuals with real-life experience. **Carolyn and Nick Ryberg** founded Ethos-One Consulting in 2008 ([www.ethos-one.com](http://www.ethos-one.com)), a consulting and training firm focused on business ethics.

By most standards, the Rybergs were hugely successful with careers that took them across the country with a variety of

large private-sector companies. A new business relationship that started as a conflict of interest soon grew into an illegal structure of financial transactions between Nick’s employer and Carolyn’s search company. The Rybergs were sued in federal civil court and then decided to accept responsibility for their wrongdoings, entering into a plea agreement which included criminal charges. Both were sentenced to federal prison and required to serve their sentences concurrently. The legal process was exacting, and in its wake the Rybergs were left with only several boxes of personal belongings while their young children were sent to live with family and friends.

Since then, Nick and Carolyn have begun a journey of renewal and service to the community. They tell their audiences that “prison was the greatest blessing of our lives.” The formation of Ethos-One, the next phase of dedicating full-time resources to their mission, has focused its attention on a national audience and continues to build relationships across the corporate, educational, legal and faith communities.

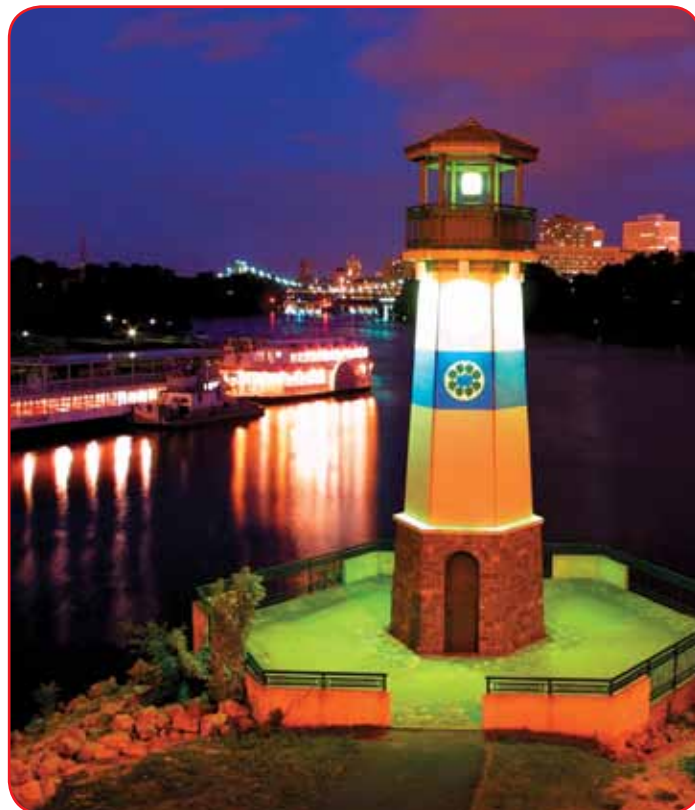
# Schedule of Events

## Sunday, April 11

12:00-7:00 p.m.	Registration
5:00-6:00 p.m.	Newcomers Reception
6:00-8:30 p.m.	Opening Reception in Exhibit Hall

## Monday, April 12

7:30 a.m.-3:00 p.m.	Registration
7:30-10:30 a.m.	Exhibit Hall Open
7:30-8:30 a.m.	Breakfast in Exhibit Hall
8:30-10:00 a.m.	Keynote – Gardner Campbell
10:00-10:30 a.m.	Break in Exhibit Hall
10:30-11:45 a.m.	Concurrent Sessions 1
11:45 a.m.-1:00 p.m.	Lunch and Awards
1:00-2:15 p.m.	Concurrent Sessions 2
2:00-5:15 p.m.	Exhibit Hall Open
2:15-3:00 p.m.	Break in Exhibit Hall
3:00-4:15 p.m.	Concurrent Sessions 3
4:15-5:15 p.m.	Happy Hour in Exhibit Hall
5:15 p.m.	Evening on Your Own



## Tuesday, April 13

6:30-7:30 a.m.	Healthy Campus Fun Run/Walk
7:30 a.m.-3:00 p.m.	Registration
7:30 a.m.-3:00 p.m.	Exhibit Hall Open
7:30-8:30 a.m.	Breakfast in Exhibit Hall
8:30-9:45 a.m.	Keynote – Margaret Morford
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 in Exhibit Hall
1:00-2:15 p.m.	Concurrent Sessions 5
2:15-3:00 p.m.	Desserts in Exhibit Hall & Door Prize Drawings
3:00-4:15 p.m.	Concurrent Sessions 6
6:00-10:00 p.m.	Party at Mill City Museum



## Wednesday, April 14

7:30-11:00 a.m.	Registration
7:45-8:45 a.m.	Continental Breakfast
8:00-9:15 a.m.	Concurrent Sessions 7
9:30-10:45 a.m.	Keynote – Nick and Carolyn Ryberg

# Concurrent Sessions

Concurrent Sessions Sponsored by: ING

## Concurrent Sessions 1

Monday, April 12 | 10:30 a.m.

- Economic Issues on Campus – A Year After the Storm
- Who's Hiring? National Trends in Higher Education Employment
- Paperless HR – A Cost-Effective Case Study
- University Threat Assessment Team Activity – A Framework for Team Modeling and Benchmarking
- Managing Problem Performance – A Strategy for Success

## Concurrent Sessions 2

Monday, April 12 | 1:00 p.m.

- Guess Who's Coming to Dinner? How to Prepare for an Audit of Your Plan Before the Plan Auditor Comes Knockin'
- Social Media for Recruitment and Brand Building in Higher Education
- Employee Engagement – Measuring What Matters
- Rebounding From Tragedy
- Automating Employment Contracts From Your HRIS

## Concurrent Sessions 3

Monday, April 12 | 3:00 p.m.

- Creating a Healthy Campus – Why It Matters
- An Innovative Strategy for Turning an Elephant Into a Ballerina – Culture Transformation
- Increasing Retirement Plan Participation Through a Plan Brand Identity
- Understanding Higher Education: Perspectives, Concepts and Practices – A Glimpse of the Academic Enterprise

## Concurrent Sessions 4

Tuesday, April 13 | 10:30 a.m.

- Healthcare Reform – What Is It and What Should You Know?
- Making Better, More Strategic Staffing Decisions Utilizing the HR Benchmarking Survey

- Fiduciary Responsibilities That Apply to ERISA and Non-ERISA Retirement Plan Administration – A Comparison of the Rules
- The Employee Investigation Process From Start to Finish
- Energizing and Engaging Employees With High-Quality Connections

## Concurrent Sessions 5

Tuesday, April 13 | 1:00 p.m.

- Is It Over Yet? Managing 403(b) Compliance
- Where Have All Your Employees Gone? Optimizing Your Leave of Absence Program
- The Case for a Centralized Recruiting Process
- Workplace Disputes & Violence – Recognition, Prevention and Mediation

## Concurrent Sessions 6

Tuesday, April 13 | 3:00 p.m.

- Training, Equipping, Monitoring and Supporting: HR's Role With Search Committees
- Sharing Best Practices Within the Core Areas of Background Screening
- Social Media: You Can Be an Innovator! But Should You?
- Breakthroughs in HR Team Approaches to High-Risk Organizational Change
- 403(b) Plans: Now and in the Future

## Concurrent Sessions 7

Wednesday, April 14 | 8:45 a.m.

- From Camouflage to Campus: The Hidden Benefits of Adding Military Veterans to Your Workforce
- Successfully Managing the Talents of Student Employees – The SUCCESS Program
- Investing in Our Own Knowledge – Developing an Online HR Training Resource
- Partnering With the Provost to Find Fabulous Faculty

## General Information

### Airport

Minneapolis-St. Paul International (MSP) provides service to many commercial airlines. The airport is approximately eight miles away from the Minneapolis Marriott City Center.

### Transportation

The conference hotel recommends using the Super Shuttle (1-800-BLUEVAN or [www.supershuttle.com](http://www.supershuttle.com)); fee: \$16 (one-way); reservation required. The estimated taxi fare is \$35 (one-way). There are also many options for car rentals near the airport and hotel.

Minneapolis also boasts a light rail system, the Metro Transit. A trip on the Hiawatha Route 55 from the airport takes approximately 30 minutes to the Nicollet Mall station. Nicollet Mall Station is the closest stop to the conference hotel. The easy, level walk is less than two city blocks. The entire one-way trip costs \$2.25 or less. For more details or to plan your trip, visit the Metro Transit website at [www.metrotransit.org](http://www.metrotransit.org).

### 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 Midwest 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 Tuesday lunch. Single-day registrants should check with the CUPA-HR Registration/Information Desk to obtain the 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 Minneapolis Marriott City Center is a smoke-free hotel.

### Time and Weather

Minneapolis is in the Central time zone. Average April temperatures for Minneapolis are a high of 57 degrees and a low of 36 degrees.



## Hotel and Registration Information

### Make Your Hotel Reservation Today!

Boasting prime location, steps away from the Metrodome and Target Center, the Marriott Minneapolis City Center was ranked among the top 25 hotels in the U.S. by TripAdvisor's 2010 Travelers' Choice awards. This modern hotel, in the heart of downtown, is connected to shopping, entertainment and business districts through the famed skyway system.

We have secured a group rate of \$159 plus 13.4 percent tax for single or double occupancy. Visit the conference website for details at [www.cupahr.org/midwest2010](http://www.cupahr.org/midwest2010). Reservations can be made online or by calling 612-349-4000.

Reservations may be made until March 22 to receive the CUPA-HR group rate and are based on room availability. Be sure to mention the CUPA-HR rate to be included in the room block.

### Register by February 26 for the Biggest Savings!

Full registration for the CUPA-HR Midwest Region Conference 2010 includes all educational sessions and events. One-day conference registrations are available, but do not include the Tuesday night party. After the first registration at full price, additional registrations from the same institution qualify for a discount. Please coordinate with your colleagues to receive this discount.

### Registration Fees

	Early (by February 26)	Regular (after February 26)
<b>Member Full Registration</b>	\$375	\$425
<b>Member (Additional)</b>	\$350	\$400
<b>Nonmember Full Registration</b>	\$450	\$500

Visit the registration page of the conference website at [www.cupahr.org/midwest2010/registration.asp](http://www.cupahr.org/midwest2010/registration.asp) for details and guidelines including one-day registration options, guest fees and payment options.

## Thank You to Our Sponsors

### CUPA-HR Mary Ann Wersch Premier Partners



VALIC



### CUPA-HR Distinguished Partners

Standard Insurance Company | Aetna | Fidelity Investments

### Other Event Sponsors

Diversified Investment Advisors | Hewitt Associates | HigherEdJobs.com