


CUPA-HR Southern Region Conference

Tampa, Florida • May 13-15

 College and University Professional Association for Human Resources

Conference Highlights

- Connect with colleagues from other institutions in the region between sessions and during several **networking opportunities**.
- Experience insights and strategies shared in keynote presentations about **communication, leadership** and how **decisions in D.C.** will impact your workplace in 2010.
- Explore practical solutions at **more than 25 concurrent sessions** on topics that include HR analytics, social media, benefits and more.



Tampa Bay 2010:



Connect. Experience. Explore.

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Dear colleagues:

On behalf of the Southern Region board of directors, I invite you to our 2010 Southern Region Conference, May 13-15 in Tampa, Florida! At this three-day conference you can explore more than 25 concurrent session offerings to find the topics important to you, and take advantage of opportunities to connect and reconnect with colleagues from other institutions around the region.

You'll also have the chance to experience three informative keynote presentations by Connie Dieken, Josh Ulman and Dr. Rick Bommelje, with topics ranging from communication and leadership to the decisions in D.C. that will impact your workplace in 2010.

I encourage you to visit the conference website (www.cupahr.org/southern2010) for further information and to register. We look forward to seeing you in Tampa!

Chris McClendon, Chair | mcclecm@aces.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 \$350? Be sure to check with your certifying organization to confirm that the hours are accepted.



Landmarks (Keynote Presentations)

“Talk Less, Say More”

– Connie Dieken



Attention spans are getting shorter every day. Wouldn't it be great if you could get your points across before distracted, impatient people tune you out? This program, presented by **Connie Dieken**, offers a solution to the single greatest challenge in business today. Discover how to: connect with anyone to instantly capture their undivided attention; convey information without overloading or confusing

others; and convince anyone to take the action you want and feel good about it.

Dieken is one of the nation's most in-demand authorities on influential communication. Founder and chief experience officer of onPoint Communication, LLC, Dieken delivers keynote programs worldwide. Her Connect-Convey-Convince® method is a proven winner for organizations looking to develop influential communicators who motivate others and achieve high performance results. She has guided leaders and sales teams at organizations such as Apple, Olympus, McDonald's, and many others.

“Inside Washington”

– Josh Ulman



Josh Ulman will provide insight on the change that has come to Washington and what it means for human resources on your campus. Ulman, who brings more than a decade of experience as a lobbyist and employment attorney, will

discuss what to expect from Congress, the EEOC, the NLRB and DOL.

The founder of Ulman Public Policy & Federal Relations, Josh Ulman has assisted businesses, business organizations, governments and coalitions in developing and implementing strategies for achieving legislative and regulatory objectives on workforce-related issues. He currently serves as the chief government relations officer for CUPA-HR.

“The HR Leader as a Thermostat: Exercising Adaptive Leadership”

– Dr. Rick Bommelje



Adaptive leadership is the practice of mobilizing people to tackle tough challenges and thrive. The most common cause of failure in leadership today is treating adaptive challenges as if they were technical problems.

Leading adaptive work is not for the faint-hearted, yet it is crucial for success in the 21st century. During this highly participative session, you will learn important tools to help you in your HR leadership role including: identifying the “purpose of work,” “raising the heat,” “getting off the balcony,” “capturing the focus” and “providing a holding container.”

Dr. Rick Bommelje has more than 30 years of professional experience in leadership, supervision, management and

adult education. Bommelje is an associate professor in the Department of Organizational Communication at Rollins College in Winter Park, Florida. He is the architect of the emerging field of Listening Leadership®. Bommelje also currently serves as the president of the International Listening Association. The appeal and effectiveness of Bommelje's programs are found in his practical and “real world” approach to education and development. His informal delivery style focuses on practical and substantive content that offers participants immediate and measurable benefits.

Bommelje has co-authored a book with Dr. Lyman Steil entitled *Listening Leaders: The Ten Golden Rules to Listen, Lead, and Succeed*. Bommelje holds a master's degree in management and a doctorate in administration, with advanced leadership study at Harvard University and Northwestern University's Kellogg School of Management.

Sponsored by: Fidelity Investments

Schedule of Events

Thursday, May 13

1:00-7:00 p.m.

Registration Open: "The Adventure Starts Here"

3:00-5:00 p.m.

Chapter Leaders Meeting

5:00-6:00 p.m.

Newcomers Reception

6:00-8:30 p.m.

Opening Reception in "Trade Winds" Exhibit Hall

Friday, May 14

6:30-7:30 a.m.

Fun Run

8:00 a.m.-4:30 p.m.

Registration Open: "The Adventure Starts Here"

8:00-11:00 a.m.

"Trade Winds" Exhibit Hall Open

8:00-9:00 a.m.

Breakfast in "Trade Winds" Exhibit Hall

9:00-10:15 a.m.

"Landmarks" (Keynote) — Connie Dieken

10:15-10:45 a.m.

Break in "Trade Winds" Exhibit Hall

10:45 a.m.-12:00 p.m.

"Learning Expeditions" Concurrent Sessions 1

12:00-1:45 p.m.

Lunch, Business Meeting & "Landmarks" (Keynote) — Josh Ulman

1:45-3:00 p.m.

"Learning Expeditions" Concurrent Sessions 2

2:45-3:45 p.m.

"Trade Winds" Exhibit Hall Open

3:00-3:30 p.m.

Break in "Trade Winds" Exhibit Hall

3:30-4:45 p.m.

"Learning Expeditions" Concurrent Sessions 3

6:30-11:00 p.m.

"Explorers' Reception and Dinner" at Tampa History Museum

Saturday, May 15

8:00 a.m.-4:45 p.m.

Registration Open: "The Adventure Starts Here"

8:00-10:45 a.m.

"Trade Winds" Exhibit Hall Open

8:00-9:00 a.m.

Breakfast in "Trade Winds" Exhibit Hall

9:00-10:15 a.m.

"Landmarks" (Keynote) — Rick Bommelje

10:15-10:45 a.m.

Break in "Trade Winds" Exhibit Hall

10:45 a.m.-12:00 p.m.

"Learning Expeditions" Concurrent Sessions 4

12:00-1:30 p.m.

"Discoverers' Recognition" Lunch, Awards and Exhibitor Prize Drawings

1:30-2:45 p.m.

"Learning Expeditions" Concurrent Sessions 5

2:45-3:00 p.m.

Break

3:00-4:15 p.m.

"Learning Expeditions" Concurrent Sessions 6

4:15-5:15 p.m.

"Explore" Tampa on Your Own/Networking & Chapter Meeting Opportunities

9:00-11:00 p.m.

Chair's Hospitality Social

Learning Expeditions (Concurrent Sessions)

Sponsored by: ING

Concurrent Sessions 1

Friday, May 14 | 10:45 a.m.

- Childcare Programs Help Institutions Attract and Retain Key Faculty, Staff and Students
- Benefits Designs and Redesigns Maximizing Strategic Cost/Benefit
- Training, Equipping, Monitoring and Supporting: HR's Role With Search Committees
- Guess Who's Coming to Dinner? How to Prepare for a 403(b) Plan Audit Before the IRS Comes Knocking
- Understanding Higher Ed Academe: Perspectives, Concepts and Practices — A Glimpse of the Academic Enterprise

Concurrent Sessions 2

Friday, May 14 | 1:45 p.m.

- Making Better, More Strategic Staffing Decisions Utilizing the HR Benchmarking Survey
- Creating Personal and Institutional Value Through Process Change
- New Employee Orientation as a Passport to Contribution
- HR Analytics: What Data Do You Measure and More Importantly Why?
- Economic Issues on Campus — A Year After the Storm

Concurrent Sessions 3

Friday, May 14 | 3:30 p.m.

- Social Media: You Can Be an Innovator! But Should You?
- Why and How to Prepare Your Retirement Plan for an IRS Audit
- Leadership Development — Strategies for Building Your Talent From Within
- The Flex Team: A New Staffing Reality
- Selecting the Right People: New Tools in Employee Selection

Concurrent Sessions 4

Saturday, May 15 | 10:45 a.m.

- Healthcare Reform — What It Is and What You Should Know
- Client-Centered Design: A Case Study — Enhancing Recruiting and Hiring Processes
- Where Have All Your Employees Gone? Optimizing Your Leave-of-Absence Program
- Restructuring the HR Division to Deliver Exceptional Service: Service Center Implementation — A Case Study
- Transforming the Compensation and Records Department From a Budget Drainer to a Revenue Generator

Concurrent Sessions 5

Saturday, May 15 | 1:30 p.m.

- Increasing Retirement Plan Participation Through a Plan Brand Identity
- Who's Hiring? National Trends in Higher Education Employment
- Is It Over Yet? Managing 403(b) Compliance
- Future Trends and Creative Workforce Planning
- Social Media for Recruitment and Brand Building in Higher Education

Concurrent Sessions 6

Saturday, May 15 | 3:00 p.m.

- The Defining Components of a Great Academic Workplace
- 403(b) Plans: Now and in the Future
- The Changes We've Been Dealt — Complying With New Laws and Regulations
- Wise Employee Cost Reduction Strategies
- Performance Management: Driving Results and Accountability at Edison State College

General Information

Airport

Tampa International Airport (TPA), provides service to 24 commercial airlines. TPA is approximately eight miles from the Marriott Tampa Waterside.

Transportation

The conference hotel recommends using Super Shuttle (reserve by calling 727-572-1111); fee: \$12 one-way. The estimated taxi fare is \$22 (one-way) from TPA. Hertz provides the on-site car rental for the conference hotel (reserve by calling 813-226-4205).

On-site valet parking at the hotel is \$20 per day and self parking is available at South Regional Parking Garage across the street for \$5-\$15.

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 Southern 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 Saturday 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 Marriott Tampa Waterside is a smoke-free hotel.

Time and Weather

Tampa is in the Eastern time zone. Average May temperatures for Tampa are a high of 86 degrees and a low of 69 degrees.



Hotel and Registration Information

Landfall (Hotel Information)

A striking silhouette along the Channel Riverwalk, near Ybor City, the Tampa Marriott Waterside hotel overlooks Tampa Bay in the heart of downtown Tampa. This world-class hotel boasts complete business services as well as a full-service spa and several delicious restaurants such as Cafe Waterside and Champions. Part of the Channelside District, the Tampa Marriott Waterside is among the most luxurious hotels near Ybor City, with newly-renovated rooms and suites offering private bay or city-view balconies.

The CUPA-HR group rate is \$179 plus 12 percent tax for single or double occupancy and \$20 for each additional guest. Reservations are based on room availability and may be made until April 20 to receive the CUPA-HR group rate. Reservations can be made online via the link provided at <http://www.cupahr.org/southern2010/hotel.asp> or by calling 888-268-1616. Be sure to mention the CUPA-HR rate to be included in the room block.

Register by April 2 for the Biggest Savings!

Full registration for the CUPA-HR Southern 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 online conference registration closes April 26. After that date, registration will be available onsite at the conference.

Registration Fees

	Early (by April 2)	Regular (after March 26)
Member Full Registration	\$345	\$420
Member (Additional)	\$320	\$395
Nonmember Full Registration	\$420	\$495
Honorary Life Member	Complimentary	Complimentary

Visit the registration page of the conference website at www.cupahr.org/southern2010/registration.asp for details and guidelines including one-day registration options, guest fees and payment options.

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