

CUPA-HR Western Region Conference

SURVIVOR 2010: REALITY HR

Overcoming Incredible Challenges
During an Incredible Time

Portland, Oregon • March 21-23

Conference Highlights

- Strengthen your alliances and share ideas through **professional networking**.
- Sharpen your skills with **relevant educational sessions**.
- Gain the advantage with tools and inspiration from keynote presenters **Dr. Jeremy Hunter**, co-founder of CoreWorks Consulting, and **Cheryl Cran** of Synthesis at Work.

Register by February 5 for the Biggest Savings!



College and University Professional Association for Human Resources

SURVIVOR 2010: REALITY HR

Dear colleagues:

It is my pleasure, on behalf of the Western Region board of directors, to invite you to the 2010 Western Region Conference, March 21-23 in Portland, Oregon! As higher ed has become more challenging during the past year, HR departments have become more creative with their resources. This year's conference offers an excellent opportunity to hear from higher ed HR leaders and identify the tools we need to not only survive, but thrive.

We have more than 25 educational sessions to choose from this year with even more exciting opportunities for you to connect and reconnect with other higher ed HR professionals! Portland, a bustling, eco-friendly urban center, offers beautiful natural surroundings and welcoming accommodations.

Visit the conference website (<http://www.cupahr.org/western2010>) for further information and to register. We look forward to seeing you in Portland!

Kevin Price, Western Region Chair | kprice@sheridan.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.



KEYNOTE PRESENTATIONS

“Finding Solid Ground: Managing Uncertainty From the Inside Out” – Jeremy Hunter



In 1991, **Dr. Jeremy Hunter** was told he had a kidney-related autoimmune illness that had a 90 percent chance of killing him within five years. Given no real medical options, he used the illness as a catalyst for personal transformation.

He learned that his internal states directly impacted his external effectiveness and well-being. In turn, Hunter learned to cultivate skills and abilities to create positive, life-giving qualities. Still alive years later, he

synthesized everything he discovered into a series of popular classes in the Executive Management program at the Peter Drucker School of Management. The courses are so powerful and impactful that 13 of his students (including his eventual donor) stepped forward to donate a kidney when told he needed lifesaving surgery in 2008. In his session, Hunter will pass along the distilled essence of what he learned about how to manage uncertainty in challenging times.

Dr. Jeremy Hunter is co-founder of CoreWorks Consulting. The founding principles of CoreWorks are based on the research and teaching Hunter developed working with executives at the Drucker School for nearly a decade. The programs are organized around the needs of working executives and are designed to improve not only executive effectiveness and productivity, but the quality of their professional and personal lives. Hunter holds advanced degrees from The University of Chicago and Harvard University.

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“Take Positive Control of the Future!” – Cheryl Cran



What if you had a crystal ball? Based on **Cheryl Cran's** best-selling leadership book, *The Control Freak Revolution: Make Your Most Maddening Behaviors Work for Your Company and to Your Advantage*, this session will

show how being a positive control freak is necessary in tough times. It will motivate and teach you to channel your passion for quality and performance into specific positive leadership techniques that prepare everyone

for challenging times and the future ahead. Cran offers humorous examples of why negative control leads to failure, and how harnessing positive control of the future can lead to a fun, funky brand of leadership that inspires others to follow.

Cheryl Cran is a sought-after consultant on trends in the workplace. Her firm, Synthesis at Work, is a generational leadership consulting and training company with high-profile clients across the nation. Cran worked her way through the ranks of leadership during two recession-like environments. As a consultant, Cran researches workplace trends and advises her clients on attracting and retaining the best of the generations while showing positive controlled leadership skills. As a speaker, she brings energy, thought-provoking ideas and a passion for creating a workplace of choice.

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SCHEDULE OF EVENTS

Sunday, March 21

- 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, March 22

- 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 – Jeremy Hunter
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, March 23

- 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 – Cheryl Cran
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 the Crystal Ballroom



CONCURRENT SESSIONS

Concurrent Sessions Sponsored by: ING

Concurrent Sessions 1

Monday, March 22 | 10:30 a.m.

- Economic Issues on Campus – A Year After the Storm
- Social Media for Recruitment and Brand Building in Higher Education
- Is It Over Yet? Managing 403(b) Compliance
- Rewards of Effectively Engaging the Employee Community

Concurrent Sessions 2

Monday, March 22 | 1:00 p.m.

- Who's Hiring? National Trends in Higher Education Employment
- Competency-Based Training and Development
- Retiree Healthcare Funding in the "New Normal" Economic Environment
- Making Better, More Strategic Staffing Decisions Utilizing the HR Benchmarking Survey
- Boot Camp: Employer Obligations and Employee Rights Under Military Leave Laws

Concurrent Sessions 3

Monday, March 22 | 3:00 p.m.

- Creating a Safe Zone Program for GLBTQ Faculty, Staff and Students
- Student Health Insurance – Collaboration Saved \$7 Million
- Where Have All Your Employees Gone? Optimizing Your Leave of Absence Program
- Workplace Disputes & Violence – Recognition, Prevention and Mediation
- Wellness Initiatives: Effectiveness, Strategies and Measures

Concurrent Sessions 4

Tuesday, March 23 | 10:30 a.m.

- Are We Finished Yet? Wrapping Up a Major Classification Study
- Healthcare Reform – What Is It and What Should You Know
- Handling a Reduction in Force
- Blood, Sweat and Tears – Surviving a HRIS Implementation
- Making the Case for a Centralized Recruiting Process

Concurrent Sessions 5

Tuesday, March 23 | 1:00 p.m.

- LinkedIn and Follow a Friend – Recruiting Using Social Networks
- From Camouflage to Campus: The Hidden Benefits of Adding Military Veterans to Your Workforce
- So You Have to Design a Training Session
- Retirement Plan Participation Through a Plan Brand Identity
- Process Designed/Redesigned: Using a Modified GE Workout Approach to Change Initiatives

Concurrent Sessions 6

Tuesday, March 23 | 3:00 p.m.

- Creating a Culture of Health on Your Campus – A Case Study/Success Story
- Training, Equipping, Monitoring and Supporting: HR's Role With Search Committees
- 403(b) Plans: Now and in the Future
- It's Not Just a Catch Phrase – Getting Maximum Return on Investment From Technology Projects
- Sharing Best Practices Within the Core Areas of Background Screening

GENERAL INFORMATION

Airport

Portland International Airport (PDX) provides service to 14 commercial airlines. The airport is approximately nine miles away from the Portland Marriott Downtown Waterfront.

Transportation

The conference hotel recommends using Blue Star Transportation (503) 249-1837; fee: \$14 (one-way); reservation required. The estimated taxi fare is \$35 (one-way). Car rental nearby: Hertz (503) 223-1234.

Portland also boasts an extensive light rail system — the MAX. A trip on the Red Line from the airport takes approximately 40 minutes to the Yamhill Station (Stop 8336). Yamhill Station is the closest stop to the conference hotel. The easy, level walk is five city blocks. The entire one-way trip costs \$2.30. For more details or to plan your trip, visit the Max website at www.trimet.org/max/.

What to Wear

Conference dress is business casual. Tuesday's off-site event is casual. Pack a light sweater or jacket; hotel meeting rooms tend to be chilly. For the Healthy Campus Fun Run/Walk, workout/exercise wear and athletic shoes are recommended.

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 Western Region Conference 2010 has been submitted to HRCI for credit hour preapproval. Be sure to keep appropriate materials, especially a copy of the final program, to document your attendance. Pending HRCI approval, 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 provides 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 Portland Marriott Downtown Waterfront is a smoke-free hotel.

Time and Weather

Portland is in Pacific Time. Average March temperatures for Portland are a high of 56 degrees and a low of 38 degrees.



HOTEL AND REGISTRATION INFORMATION

Hotel Information

The recently renovated Portland Marriott Downtown Waterfront hotel features rooms with 32-inch LCD TVs, modern bathroom decor, local artwork and wireless internet. Guests at the hotel will enjoy the indoor pool, whirlpool, on-site fitness center and nearby golf and spas. Dining options are provided in Allie's American Grille and Champion's Sports Bar. The Portland Marriott Downtown Waterfront is one of the few hotels in downtown Portland to earn the prestigious ENERGY STAR label and is Green Seal Certified for its efforts to protect the environment.

Reservations at the Portland Marriott Downtown Waterfront **MUST be made by February 25** in order to ensure that you get a room at the conference hotel. Due to a city-wide event that coincides with the conference, hotel rooms in Portland will be scarce!

The CUPA-HR group rate is \$149 plus 12.5 percent tax for single or double occupancy rooms. Reservations are based on room availability and can be made by calling 800-546-9513 or by visiting the hotel's website at www.marriott.com/hotels/travel/pdxor-portland-marriott-downtown-waterfront/. Be sure to mention the CUPA-HR rate to be included in the room block.

Register by February 5 for the Biggest Savings!

Full registration for the CUPA-HR Western 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 will qualify for a discount. Please coordinate with your colleagues to receive this discount, as no exceptions will be made. Early registration for the conference closes Feb. 5. Advanced conference registration closes **March 8**. After that date, registration will be available on site at the conference.

Registration Fees

	Early (by February 5)	Regular (after February 5)
Member Full Registration	\$375	\$425
Member (Additional)	\$325	\$375
Nonmember Full Registration	\$475	\$525

Visit the registration page of the conference website at www.cupahr.org/western2010/registration.asp for details and guidelines including one-day registration options, guest fees and payment options.

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