



## 2004 Southern Region Report

<b>Conference Chair:</b>	Maria Martinez, Rollins College
<b>Host Committee Chair:</b>	Mark Barber, Caldwell Community College and Technical Institute
<b>Theme:</b>	Elevate Your Spirit: HR at the Summit
<b>Dates of Conference:</b>	May 23 - 26, 2004
<b>Location:</b>	Grove Park Inn Asheville North Carolina

<b>Total Number in Attendance</b>	<b>350</b>
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### Highlights

This year's conference had three speakers. John Alston, "Stuff Happens (and then you fix it!)" is an internationally known speaker bringing the message of improving people's lives and encouraging personal achievement and character development. Eric Chester, "Generation Why? Understanding, managing and motivating your new workforce" is a former teacher and coach and is the author of five books for and about this generation. There was many heads nodding in the audience during his sessions since many of our participants have children in this age bracket. Mai K. Vu "Human Resources: Keepers of the Spirit" is Co-Founder of Innerworks Solution, CEO and Executive Coach and Leadership. The speakers were well received and had the audience attention.

In addition to the keynote speakers, the concurrent sessions were very well received. In several of the sessions additional chairs needed to be brought in. It was impressive to see that even the 3:00 o'clock sessions were very well attended. With the collaboration of the Host Committee, lead by Mark Barber of the Caldwell Community College and Technical Institute and the entire Southern Region Board, the participants were provided with 3 days of excellent programming, beautiful location, and great social events. We had record breaking numbers attending the conference. The jury still out whether it was the mountains, the spa, the gulf, the Biltmore Estate, the program or the combination of all of these that made this year's conference so successful. Based on our program evaluation we received a rating of 4.57 out of 5.

Our social events included a new comers reception sponsored by ING. We had record attendance for this group; 58 first-timers attended the conference this year. On Sunday evening, we had our Opening Reception in the Grand Ballroom with a variety of heavy o'uderves. For our Evening Out, sponsored by the Segal Company, the Biltmore Estate tour, dinner and music at the Deer Park Restaurant on the premises of the Biltmore was a delight. The band serenaded us during dinner with the swing, blues, jazz, and blue grass music. For those that enjoy dancing the Chair's Hospitality, sponsored by ING, had everyone kicking off their shoes. Although no salsa was played we ended the night doing the Conga all around the room. Our President Stewart Mixon has now a new name "Steve". Maria decided to rename him when she introduced him at the Business meeting. He took it well in stride by thanking "Mary" for the introduction.

The conference hotel, Grove Park Inn, received extremely high ratings from our participants. Many of the participants enjoyed relaxing in the spa and playing gulf. The food, service and accommodations were excellent.

### Activities and Accomplishments

1. While we are still calculating the final numbers, the preliminary figures indicate that this conference provided us with a small surplus. Based on feedback from the participants, the location was a huge draw for many of those who attended.
2. Pat Deery, Ex Officio Director of Communications and Marketing/Newsletter Editor, prepared two newsletters which are available electronically on our website. Email notifications are sent to the membership indicating the

newsletter is now available. We've found this format is highly acceptable from our membership and extremely cost-advantageous.

3. Debra Allen, our Webmaster, totally re-designed the Southern Region web site, which is easy to navigate and very pleasing to the eye. Debra also added an entire section for our sponsors and exhibitors, which was well received by them.
4. We re-designed our sponsorship system and adapted the system of the National office and several other regions. Rather than placing a dollar amount on each single event we grouped the events into Platinum, Gold, Silver and Bronze. We also added an incentive to the sponsorships whereby the three top categories of sponsorship had an ad in varying sizes in the conference program. We also added advertisement of sponsors in our program.
5. At the suggestions of one of our Corporate sponsors we provided the conference participants list in two formats; alphabetical and by State. The rationale is that one may remember the State from which a particular person is from but may have forgotten their name.
6. A Leadership Development Program for Chapter Presidents to include a \$100.00 subsidy for expenses and pay all meals to attend the Fall CUPA-HR Southern Region Board meeting was adopted by the Board. The purpose is to develop state chapters and national membership for CUPA-HR SR board opportunities. This also serves as a way to develop and utilize talents of region's membership through service on committees and Board.
7. The Board also approved an increase in the member's registration fee to be more comparable with other regions.
8. Next year Board members responsible for Program development and Sponsors and Exhibitors will have a helping hand. The Board approved the establishment of committees to assist in the development of the conference. A Program Development and a Sponsor and Exhibitor Committee will now be a part of the Southern Region. Volunteers will be solicited for these committees from the Region.
9. With the assistance of Susan Reichbart of the CUPA-HR National Office, the region secured a contract for the 2006 conference site. The conference will be held in Knoxville Tennessee.
10. Letters were sent to the president of each institution from which a member received a regional award. Letters were also sent to award winners' supervisors.
11. We now have a raffle for two free registrations to the following year's conference. One is given for the participant that has their exhibitor and sponsor card completed. The winner for this raffle is Sue Helms from Mississippi State University. The other is a raffle for those that submit their program evaluation. The winner for this raffle is Sharon Saunders from Randolph Macon Women's College.

### **Regional Award Winners**

#### **Distinguished Service Award**

Susan Reichbart, CMP, Director of Conferences and Meetings for the National Office of CUPA-HR. Although this award has been traditionally given to a Southern Region member, this year the Board set those rules aside to award it to Susan who has been a constant support to all the regions.

#### **Quality in Human Resources Practice Award**

George Mason University in recognition of their Human Resources and Payroll Awards program

#### **Excellence in Human Resource Management Award**

Human Resource Department of Auburn University under the leadership of Lynn Hammond, Assistant Vice President of Human Resources.

#### **Special Recognition Award**

Mike Jacaruso, our Audio Visual Expert, for his dedicated service at regional conference in our region and other regions since 2000.