

**Special points of interest:**

- The Conference at Clearwater, May 4 -7.
- CUPA-HR National moving to Knoxville, Tenn.
- Who is Buford Fuddwhacker?
- And what's wrong with his dog?



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## The Beach Is Ready: Are You?

According to **Trudie Frecker**, the Host Committee Chair for the upcoming Regional Conference in Clearwater Beach, the Sheraton Sand Key Resort is ready for us: The weather is warming up. Presenters are polishing concurrent sessions. And the Host Committee is busily completing the detailed work necessary to make the conference go smoothly. All that is needed is your attendance from May 4 through 7.

Trudie, Associate Vice President for Human Resources at the University of South Florida (USF), credits the Host Committee for doing all the work to prepare for our education and entertainment. Members of the committee are, from USF, **Sandi Conway, Jennifer Carter, Barbara Fleischer** and **Nancy Ward**; from Hillsborough Community College, **Sue Flair and Kim Campbell**; from St. Pete College, **Doug Duncan, Tamara Smith, and Catherine Ladewig**; and from the University of Tampa, **Donna Popovich**.

On behalf of Trudie and the Host Committee, we encourage you to register immediately for the Conference in Clearwater. As Trudie says, "There are two things I value most from my association with CUPA: the wealth of information available from the web site, publications, and the people; and the networking--I have met so many wonderful people because of CUPA." Come to Clearwater, meet Trudie, and find out what she means about publications, people, and networking.

(For related stories see pages 5 and 6)

## Key Conference Facts

**When:** May 4 through 7, 2003

**Where:** The Sheraton Sand Key Resort, Clearwater Beach, Florida

**How:** To register, go to <http://rce.sc.edu/hr/>

For hotel accommodations, call 727-595-1611

**What:** For Program information, visit

<http://hr.sc.edu/cupasr/upevent/confannc.html>

## CUPA-HR's National Office on the Move

Both figuratively and literally, the CUPA-HR National Office is on the move. In the figurative sense, the Association has developed a model for delivery of key products and services and a strategic plan which will position us so that these products and services can be provided "excellently, without compromise."

The CUPA-HR board of directors began, in 1999, to examine how the Association could best position itself to meet members' evolving needs. Thus began an examination of the array of products and services the Association offers. The review continued under Presidents Andy Brantley and Patti Couger with the latter creating, in 2001, an Operations Task Force, chaired by former President Mary Ann Wersch and charged with identifying priorities for directing resources.

In the summer of 2002, the task force's efforts produced a model for the future consisting of four key product and services categories: (1) HR Career Development-- products and services which develop, promote, and sustain the knowledge skills, and competencies necessary to meet the complex human resource needs of higher education; (2) HR Knowledge Center--products and services providing higher education HR professionals with state-of-the-art tools, products, services, and information necessary to transform their role as the HR professional on campus; (3) Association Operations--the capacity to conduct the Association's business effectively and efficiently; (4) Networking and Relationships--the ability to bring

together higher education HR professionals to participate in and experience the synergy of collective thought and action.

While the products and services were being reviewed and this four-point model produced, President-Elect Stewart Mixon was also reviewing the Association's strategic plan. The goal of this review was to align national office operation with CUPA-HR's strategic priorities and core activities as expressed in the four-point model. The strategic planning model was released in September 2002.

In the words of CUPA-HR President John Toller, "The Association has outlined an ambitious Strategic Plan that will allow it to provide outstanding opportunities for HR competency development, expand the HR knowledge base, and pursue valuable collaboration with institutions nationwide."

Toller continued, "In support of those goals, the CUPA-HR National Board of Directors is pleased to announce that the National Office is moving to Knoxville, Tennessee, effective May 1, 2003." John believes that the move enhances members services by (1) significant cost savings consistent with the Strategic Plan and including improvements in the National Office infrastructure designed to improve member services; (2) collaboration with faculty to provide opportunities for HR competency development, credentialing, and other advanced programs; and (3) expanded research opportunities which will enhance the HR knowledge base.

Figuratively and literally, CUPA-HR is an organization on the move.

## Around the Region

### Chapter News

The **Alabama Chapter** held its winter meeting on March 11, 2003, in the C. Beaty Hanna Horticulture and Environmental Center of Birmingham's Botanical Gardens. The guest speaker--Mr. Bill Gardner of Cabaniss, Johnson, Gardner, Bumas & O'Neal, a Birmingham legal firm--provided an update on recent employment related legal decisions, legislation, and pending legislation. After the presentation and a brief business meeting conducted by **Chair Lee Vardaman** of Troy State University, attendees were provided a guided tour of the Gardens.

The **Kentucky Chapter** will hold their annual **Spring Conference on April 16-18, 2003, at Bowling Green, Kentucky**. The theme, "Exploring HR Below the Surface," will be developed by sessions on Developing and Implementing a Compensation Plan, Leadership and HR, Dealing with Difficult People, a review of the book *Walking the Talk Together*, and information on health care in Kentucky. New chapter officers will be selected, and **Chair Marieth McBride**, Western Kentucky University, will turn things over to new Chair Lynn Bynum of Bellarmine University. The "evening out" will be held at Lost River Cave.

The **North Carolina Chapter** will focus its **spring "drive-in" workshop** on legal issues affecting HR. Scheduled for **April 25, 2003, at the Special Events Center in the Greensboro, NC, Coliseum** complex, the program will include presentations on immigration laws, USERRA--the military leave act, workplace harassment, and a legal update of cases affecting higher education.

For more details, contact **NC Chair Ron Klepcyk** at klepcyk@elon.edu.

The **Florida Chapter** is trying to revive its chapter activities. If you are interested in resuming active participation in and revitalization of FLCUPA-HR, please **contact Matt Hawks**, the Director of Human Resources at Rollins College. His email address is mhawks@rollins.edu.

### Member News

#### A Welcome Back...

The Region welcomes **Jack Heidler** to the staff of Georgia Southern. Jack is the HR Director there and rejoins the Southern Region after having spent several years at Adams College in Colorado.

#### Congratulations Are Due...

Two Kentucky Chapter members have received professional certifications: **Sandra Fortner**, Bellarmine University, received a PHR Certification and **Kimberly Moore**, Asbury Theological Seminary, a SPHR Certification. Additionally, **Phyllis DeHart**, a 19 year employee of Morehead State University, received her bachelors degree last May and has been awarded the 2003 Distinguished Staff Award.



## Conference Keynote Speakers

### Wayne Kost: “Understanding the Quality Revolution”

Our first keynote speaker is Wayne Kost, an internationally accomplished lecturer, consultant, and quality management professional. He has taught and consulted in Quality Management and Organizational Transformation on six continents and is credited with creating and building the practice of indigenous consulting companies throughout Europe, Africa, Asia, and North and South America. In his 17



years with Philip Crosby Associates II, Inc., currently as President and CEO, Wayne has presented to over 10,000 senior executives, helping them to prepare for organizational culture change and business redevelopment.

His presentation on Monday, May 5, will explain the spectrum of quality from a reactive environment through all the phases of reaching an adaptable, proactive creative culture. You will learn how to assess where your organization is positioned on the “Quality Spectrum.”

### Bob Rosner: “12 Steps to Better Bossing”

Tuesday’s Keynote features Bob Rosner, author of the *Wall Street Journal* and Amazon business best-sellers *The Boss’s Survival Guide* and *Working Wounded: Advice That Adds Insight to Injury*. His business column, “Working Wounded,” is carried in the *NY Daily News*, *LA Times*, ABCNews.com, and other leading newspapers and web sites.

Bob has spoken humorously and memorably to some of America’s largest corporations and associations, including Boeing, AAA, SHRM, MGM/Mirage, Amazon.com, and ASTD. A recognized



observer of workplace trends, he has been featured in *People* and the *Wall Street Journal* as well as on NPR, CNN, Fox, and Good Morning America.

Bob’s “12 Steps” presentation promises to change the way you think about bossing: He will offer a wide variety of practical tools for increasing employee longevity and productivity, and he will inspire you with his contagious enthusiasm for what is possible. Bob promises to provide strategies and solutions that have been tested in the real world.

### Buford P. Fuddwhacker: “Put Your Hound Dog out of His Misery”

The Keynote speaker on Wednesday, May 7, promises to be a change of pace: Buford P. Fuddwhacker, a.k.a. Roger Reece, will provide his formula for maintaining a positive attitude, converting stress to a fuel for success, and shifting the focus from conflict to the value of relationships. Through audience participation, karaoke, and dueling Elvi and based loosely on his soon to be published book *The Seven Rabbits of Highly Defective Hound Dogs*, Buford will show us how to “Stress for Success.”

He will be assisted by Roger Reece, who has 10 years in sales training and management and 15 years in corporate product development and marketing. Throughout his corporate career, Roger was a frequent speaker at management and technology conferences in the US and Europe.



# Member SPOTLIGHT

## Maria Martinez

Assistant VP, HR and Risk Management, Rollins College

Those of you who have registered for the upcoming conference in Clearwater Beach,



Florida, have already had contact with the lady pictured at the left. Most of us have received at least one email from her in the last few weeks, but you're more likely to remember her from the dance floor at Savannah and Myrtle Beach.

This is Maria Martinez, the Program Chair for the upcoming Conference and the Chair-Elect of the Southern Region.

She has been engaged in the planning for the Conference at Clearwater for almost a year. The host committee is still hard at work (see the related story on page 1) completing all the necessary finishing touches and accounting for all the details that go into a successful conference. The planning and preparations are almost completed; all that can be done to ensure that we increase our knowledge, revive our spirits, and enjoy ourselves in the process. Maria puts it more succinctly: "I hope that this conference proves to be educational, inspirational, and fun for all that attend. We look forward to seeing everyone at Clearwater."

The lady that once won a dance contest at a CUPA-HR National Conference and enjoys an occasional Cuban cigar obviously knows about having fun, and her background points to her expertise in human resources and inspiration.

Maria is the the Assistant Vice President for Human Resources and Risk Management at Rollins College. She has a BA from DeSales University in Pennsylvania, a Masters in Education Human Development from Lehigh University, Bethlehem, Pennsylvania, and has completed the Management Program at

Rollins' Crummer Graduate School of Business. Before coming to Rollins, Maria was in HR at Lehigh for ten years.

At Rollins, she is a member of the President's Administrators Staff, Budget Committee and the strategic planning group for the college. She says that she loves "all aspects of Human Resources and Risk Management. The variations in these fields are a continuing learning experience." This February was her fifteenth year at Rollins, and she counts among her accomplishments "having the Human Resources Department...recognized (as) an integral partner of Rollins College."

Maria has helped out with both Regional and National conferences and been on the Southern Region board for four years. She firmly believes that "We need CUPA-HR to be a part of every Human Resources department at all higher education institutions. With CUPA-HR's new strategic plans, the organization is sure to succeed and continue to show how important this organization is to our profession." She adds that "my involvement with CUPA-HR would not be possible without the support of my staff at Rollins College."

### Southern Region Conference Calendar

**2003 - Clearwater Beach, Florida  
The Sheraton Sand Key Resort**

**May 4-7**

**2004 - Asheville, North Carolina  
Grove Park Inn Resort and Spa**

**May 23-26**

**2005 - Mobile, Alabama  
Adam Mark Hotel**

**April 10-13**

**2006 - Knoxville, Tennessee**

Newsletter Editor  
Patrick Deery  
Auburn University  
Langdon Hall  
Auburn University, Alabama 36849



## CUPA-HR SOUTHERN REGION LEADERS

**Yohna Chambers Cone, Chair**

Medical University of South Carolina  
chambeyo@musc.edu

**Maria Martinez, Chair Elect**

Rollins College  
mmartinez@rollins.edu

**Albert Snipes, Secretary/Treasurer**

Auburn University  
snipeal@auburn.edu

**Diane Baca, Past Chair**

Mercer University  
baca\_dh@mercer.edu

**Ron Klepcyk, Director-at-Large**

Elon University  
klepcyk@elon.edu

**Jeff Mudrak, Director-at-Large**

Transylvania University  
jmdrak@transy.edu

**Donna Popovich, Director-at-Large**

The University of Tampa  
dpopovich@ut.edu

**Stewart Mixon, Past-Past Chair**

Medical University of South Carolina  
mixonsa@musc.edu