

WESTERN ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS

# WACUBO 2011

WACUBO



Portland

May 1-4, 2011

CONFERENCE PROGRAM

**BRIDGING TO A VIBRANT SUSTAINABLE TOMORROW:  
DEVELOPING THE FUTURE OF HIGHER EDUCATION**

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# WACUBO 2011 BOARD OF DIRECTORS

## BOARD MEMBERS

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<b>PRESIDENT</b>	CHARLES E. INGRAM, UNIVERSITY OF ARIZONA
<b>FIRST VICE PRESIDENT</b>	DANIEL MORRIS, COLLEGE OF SOUTHERN NEVADA
<b>SECOND VICE PRESIDENT</b>	GREGG GOLDMAN, UNIVERSITY OF SOUTHERN CALIFORNIA
<b>SECRETARY</b>	BILL RAY, PACIFIC UNIVERSITY
<b>TREASURER</b>	JEAN VOCK, UNIVERSITY OF ARIZONA
<b>COMMUNICATIONS</b>	STUART ROBERTS, UNIVERSITY OF ALASKA, FAIRBANKS
<b>AT-LARGE MEMBERS</b>	KEITH A. FOSTER, GRAYS HARBOR COLLEGE JEFFREY RIDDELL, CORNISH COLLEGE OF THE ARTS PAUL JENNY, UNIVERSITY OF WASHINGTON
<b>NATIONAL REPRESENTATIVES</b>	CHARLES E. INGRAM, UNIVERSITY OF ARIZONA DENNIS KLAUS, SALT LAKE COMMUNITY COLLEGE DAN MORRIS, COLLEGE OF SOUTHERN NEVADA

## PROGRAM COMMITTEE

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<b>CHAIR -</b>	GREGG GOLDMAN, UNIVERSITY OF SOUTHERN CALIFORNIA LINDA BECKMAN, WESTERN WASHINGTON UNIVERSITY TERESA COSTANTINIDIS, UNIVERSITY OF CALIFORNIA, BERKELEY JEANNE DEMATTEO, SAINT MARY'S COLLEGE OF CALIFORNIA JEFF FOLLMAN, UNIVERSITY OF WASHINGTON CHERYL HEATH, NORTHERN WYOMING COMMUNITY COLLEGE DISTRICT LEDA JOHNSON, ESTRELLA MOUNTAIN COMMUNITY COLLEGE PAIGE MACIAS, UNIVERSITY OF CALIFORNIA, IRVINE CARINA CELESIA MOORE, UNIVERSITY OF CALIFORNIA, DAVIS JAN PARTEN, CALIFORNIA STATE UNIVERSITY, FRESNO ROBYN PENNINGTON, CALIFORNIA STATE UNIVERSITY, CHANCELLOR'S OFFICE PAUL PHILLIP, WASHINGTON STATE UNIVERSITY DENISE (DEE) WENDLER, PORTLAND STATE UNIVERSITY JEFF WEST, UNIVERSITY OF UTAH LYRAE WILLIAMS, COLORADO COLLEGE
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## HOST COMMITTEE

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<b>CHAIR</b>	BRAD SINN, LINFIELD COLLEGE
<b>CO-CHAIR</b>	PAT (OLIVER) PUTNAM, UNIVERSITY OF SAN DIEGO ALLISON HORN, LINFIELD COLLEGE ANDREA LEE, UNIVERSITY OF ARIZONA CHARLES INGRAM, UNIVERSITY OF ARIZONA DEAN CALVO, CLAREMONT GRADUATE UNIVERSITY DEBORAH LISK, LINFIELD COLLEGE DEE WENDLER, PORTLAND STATE UNIVERSITY DENNIS RANSMIER, UNIVERSITY OF PORTLAND FREDDIE CHEW, LINFIELD COLLEGE GEORGE BATTISTEL, LEWIS & CLARK COLLEGE GREG COPELAND, LINFIELD COLLEGE GREGG GOLDMAN, UNIVERSITY OF SOUTHERN CALIFORNIA HAROLD HEWITT, CHAPMAN UNIVERSITY JUSTIN FLEMING, OREGON STATE UNIVERSITY LYNN VALENTER, WASHINGTON STATE UNIVERSITY, VANCOUVER PAUL JENNY, UNIVERSITY OF WASHINGTON SPENCER ELLIS, LINFIELD COLLEGE STUART ROBERTS, UNIVERSITY OF ALASKA, FAIRBANKS TIM DAVENPORT, EASTERN WASHINGTON UNIVERSITY

## INFORMATION EXCHANGE

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<b>CHAIR</b>	DEAN CALVO, CLAREMONT GRADUATE UNIVERSITY MICHAEL CATANZARO, UNIVERSITY OF SAN DIEGO LINDA STEWART, SAN DIEGO STATE UNIVERSITY
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*Happy 2011 to our WACUBO Members and Friends,*

On behalf of the entire WACUBO Board of Directors, I welcome you to the 73rd Annual Meeting of the Western Association of College and University Business Officers in beautiful Portland, Oregon. With their thoughtful land-use planning, well laid out transportation systems, and their emphasis on environmental consciousness, it is no wonder that Portland is known as one of the most “green” cities in the world. Not only are they forward thinking on eco-friendliness, but “green” also refers to Portland’s many gardens and parks, as well as their close proximity to scenic landscapes in places like Mount Hood, the Columbia River Gorge and the northern Willamette Valley wine country. “Green” is also a nod to their farmers’ markets, “shop local” boutiques and regionally minded chefs; who put Portland on New York Times’ list as the “full-fledged dining destination.” What better host location than at North America’s “Best Big City,” Portland, Oregon.

As you know, the primary mission of WACUBO is to promote and maintain professional standards by providing development and networking opportunities. Throughout the year, we have provided numerous high quality seminars to fulfill our mission, and this year’s annual event will be no exception. Whether you are a seasoned business officer or just beginning your career, you will find this year’s annual event (Themed: “Bridging to a Vibrant Sustainable Tomorrow”) to be packed with sessions that apply to your needs and help prepare us for building a foundation that is sustainable in the future.

As a former Program Committee Chair, I am familiar with the incredible amount of dedication and work that goes into planning and organizing such a large event. Because of this, I owe a big thank you to our 2nd Vice President and this year’s Program Committee Chair, Gregg Goldman, Sr. Associate Dean and CFO of University of Southern California, Marshall School of Business and his committee for the coordination and development of this exciting program. The committee has put together an awesome collection of professional development sessions focusing on such areas as public and private partnerships, rethinking the way you do business, trophy kids going to work, work styles, LEAN, business models and compliance.

Additional thanks go to this year’s Host Committee, under the leadership of Brad Sinn from Linfield College and Pat (Oliver) Putnam from the University of San Diego, for the many creatively planned events that not only draw on the unique attributes of the meeting venue, but also provide relaxing opportunities for professional networking and information gathering with friends, colleagues, and vendors. This committee has worked hard to organize the details of our location and to ensure that our social activities and entertainment reflect the beautiful culture that Portland has to offer. The opening event will be at OMSI (Oregon Museum of Science and Industry), a world class scientific, educational, and cultural resource center. OMSI will serve as the perfect place to kick off our event, with its breathtaking riverfront views, catering of Pacific Northwest culinary, 200 interactive exhibits, and an opportunity to meet and network with new and old colleagues. This, plus the many additional activities and events the Host Committee has planned will provide for numerous opportunities to meet and interact with friends, colleagues, sponsors and vendors through multiple social events, information exchanges and other activities that will make this conference one that you don’t want to miss.

Finally, I would like to thank our IEP Committee, their Chair Dean Calvo, Assistant Vice President/Assistant Treasurer of Claremont Graduate University, and the Sponsors that have supported WACUBO, providing much of the financial support that helps us put on such a great meeting. Please be sure to take advantage of the opportunity to meet with all of our vendors at the Information Exchange Sessions.

I look forward to enjoying this year’s annual meeting with you and “bridging” to our future in the City of Roses, Portland, OR.

Cheers,



Charles Ingram

# WACUBO 2011 KEYNOTES

## MONDAY - MAY 2, 2011



8:30-9:45 AM KEYNOTE I

**PRESENTATION TITLE: ANATOMY OF A SEARCH: LESSONS IN RISK, RESPONSIBILITY AND RESOURCES FROM MOUNTAIN RESCUE**

**SPEAKER: CHRISTOPHER VAN TILBURG, M.D. EDITOR, WILDERNESS MEDICINE, MEDICAL COMMITTEE MEMBER, MOUNTAIN RESCUE ASSOCIATION, STAFF PHYSICIAN, MOUNTAIN CLINIC, MOUNT HOOD MEADOWS, OREGON**

Description: When Dr. Van Tilburg received a page on December 9, 2006, to respond to Oregon's Mount Hood, little did he know that he'd be involved in one of the largest search and rescue missions in the U.S. His team, Hood River Crag Rats, the oldest mountain rescue unit in the U.S., spearheaded the ten-day search, battling five feet of new snow, gargantuan crevasses, 100 mph winds, single-digit temperatures and extreme avalanche danger.

Dr. Van Tilburg describes the search first hand and shows exclusive images of the search operations based out of 120-year-old Cloud Cap Inn, the advanced search base perched at 6,000 feet on Mount Hood's rugged and remote North Side. Dr. Van Tilburg recounts the history of the Crag Rats, starting with their initial rescue in 1927. He highlights canyon rope rescues in the Columbia River Gorge, advance life support in the Mount Hood National Forest and body recoveries on Mount Adams, in Washington.

Along the way, Dr. Van Tilburg describes prominent controversies: What is the risk of climbing mountains and adventure sports? Who should pay for search and rescue? And who is ultimately responsible?

## TUESDAY, MAY 3, 2011



9:15-10:30 AM KEYNOTE II

**PRESENTATION TITLE: EVOLVE OR DIE: SEVEN STEPS TO RETHINK THE WAY YOU DO BUSINESS**

**SPEAKER: ROBIN CROW, SPEAKER, AUTHOR, ENTREPRENEUR, AND ONE OF THE MOST INNOVATIVE GUITARISTS IN THE WORLD.**

Description: Businesses that adapt the fastest to change are the ones most likely to prosper. In this presentation, Robin Crow will share with you seven critical steps that will revitalize your business.

Business growth cannot be sustained if it remains in its present form. We have already witnessed the disintegration of traditional business models from the excesses of the 90s and early 2000s. Achieving higher levels of efficiency, excellence, and profitability has never been more challenging. In "Evolve or Die," Robin clearly demonstrates how businesses and organizations must position themselves to be constant innovators able to adapt to and embrace change. In this keynote Robin lays out a practical series of proven tools and real-world techniques to help you successfully navigate your business to long-term sustainability and greater profitability.

In this presentation, you will learn:

- How to adapt to a changing global economy.
- How to stay one step ahead of the competition.
- Why constant innovation is the gateway to growth.
- Three practical steps to building an accountability matrix.
- Innovative ways of creating organizational efficiency.
- How to combine people, planet, and profit for a triple bottom line.

## WACUBO 2011 KEYNOTES



### TUESDAY, MAY 3, 2011 (CONT.)

3:30-4:45 PM KEYNOTE III

**PRESENTATION TITLE: THE CHANGING RELATIONSHIP BETWEEN INTERCOLLEGIATE ATHLETICS AND THE ACADEMIC ENTERPRISE**

**MARK EMMERT, PRESIDENT, NATIONAL COLLEGIATE ATHLETIC ASSOCIATION**

Description: The intersection of athletics, business, and the campus community is often a complex and misunderstood place. Please join us as Mark Emmert draws upon his experience as a university president and now President of the NCAA to share his views on the role that intercollegiate athletics plays within campus life and community.



### WEDNESDAY, MAY 4, 2011

9:30-10:45 AM KEYNOTE IV

**PRESENTATION TITLE: FIND WHERE THE WIND GOES**

**DR. MAE JEMISON, NASA ASTRONAUT AND THE FIRST WOMAN OF COLOR IN TO GO INTO SPACE**

Description: Looking back at her life growing up and forward toward future possibilities, Dr. Jemison is struck by how the flow of life events is like the wind. Events that change us and redirect our lives may begin very subtly, like as small changes in air temperature. The hint of a breeze that kisses your cheek may turn into a full-fledged hurricane that uproots trees and old ideas. Wind can flood the shoreline and change the course of rivers. A miniscule drop in atmospheric pressure may signal a tornado that in one intense minute knocks over buildings and blocks of the imagination. The next second the wind is gone, but your path in life is altered forever. Please join us as Dr. Jemison shares, inspires, and encourages us as she shares the achievements and obstacles presented in her own life, always bringing sense of humor to each story she tells.

## EVENTS SUMMARY

### GOLF TOURNAMENT

**SUNDAY MAY 1, 2011 - GHOST CREEK GOLF COURSE AT PUMPKIN RIDGE**

**6:00 A.M. – 1:30 P.M.**

**INSTITUTIONAL MEMBERS - \$110.00**

**NON-MEMBERS, GUESTS AND BUSINESS PARTNERS - \$165.00**

Ghost Creek Golf Course at Pumpkin Ridge is a departure from the mundane. Its superb Bob Cupp design provides a Great Northwest golf experience that rivals the most elite clubs and courses. But don't take our word for it. Golf Digest chose Ghost Creek as the Best New Public Course of 1992, while Golf Magazine ranked it fifth out of the "Top 100 You Can Play" in 1996. And if that doesn't impress you, maybe some of the championships held at Pumpkin Ridge Golf Club will; like the 1993 and 1994 Nike Tour Championships or the 1996 U.S. Amateur won by one of our favorite guests, Tiger Woods as well as the 2003 US Women's Open and in 2006 the Women's Amateur. For more information, contact Greg Copeland at [gcopelan@linfield.edu](mailto:gcopelan@linfield.edu).

### PRE-CONFERENCE WORKSHOP

**SUNDAY, MAY 1, 2011 - WELCOME TO HIGHER EDUCATION**

**WATERFRONT MARRIOTT**

**12:30 P.M. - 3:00 P.M.**

**REGISTERED PARTICIPANTS: \$49.00**

WACUBO is offering a new workshop designed to help you effectively navigate through the higher education organization and assist you in a more successful transition to your college or university. This workshop is designed to highlight important beliefs and traditions that guide the decision-making process at institutions of higher learning. You will have an opportunity to interact with colleagues and share their experiences and strategies that have helped them be more effective educational leaders.

### OPENING RECEPTION AND KICK-OFF EVENT

**SUNDAY, MAY 1, 2011 - OREGON MUSEUM OF SCIENCE AND INDUSTRY**

**6:00 P.M. - 10:00 P.M.**

**SPONSORED BY: FOLLETT HIGHER EDUCATION GROUP**

It's time to kick off the 2011 annual conference, Bridging to a Vibrant Sustainable Tomorrow. Join us in the soaring halls of the Oregon Museum of Science and Industry (OMSI) on the Willamette River. Just a short ride from the Waterfront Marriott hotel is one of the nation's leading science museums. OMSI is 219,000 square feet of brain-powered fun! Five enormous halls bring science to life with hundreds of interactive exhibits and displays. This year's kickoff will take place among the exhibits, including Lost Egypt where the secrets of an ancient Egyptian world are unearthed in an interactive exhibition featuring the hidden stories and artifacts of a lost civilization. Menus will feature inspired Pacific Northwest cuisine, that

unique blend of local tastes that has made Portland one of the nation's best food and wine destinations. Along with the exhibits, entertainment will feature the OMSI Band which combines music (a blend of classic songs, cultural standards, and folk music favorites) with demonstrations on the underlying physics of music and instrument design.

### MEMBER APPRECIATION LUNCHEON

**TUESDAY, MAY 3, 2011**

**12:00 P.M. – 1:45 P.M.**

**SPONSORED BY: MOSS ADAMS LLP**

Join us as we get together after the morning sessions to extend an enthusiastic Thank You to WACUBO Members, Guests and Sponsors with food and the entertainment will feature the comedy of Art Krug. Connecting with colleagues and discussing the morning's Keynote is part and parcel of what makes WACUBO special. This lunch is our opportunity to thank you for your input and participation in thinking about how to build a higher education foundation that is sustainable in the future.

### ANNUAL RECEPTION

**TUESDAY, MAY 3, 2011**

**6:00 P.M. – 7:30 P.M.**

**SPONSORED BY: GEORGE K. BAUM AND COMPANY**

After a full day, relax with refreshments and colleagues at the Annual Reception. Mix, mingle and prepare for the Grand Event – the capstone of our annual meeting.

### ANNUAL BANQUET

**TUESDAY, MAY 3, 2011**

**7:30 P.M. – 10:30 P.M.**

**SPONSORED BY: BANK OF AMERICA**

Before the final morning of Sessions, let's get together for one more evening at the Ballroom at the Waterfront Marriott. It's the perfect time to reflect on the 2011 WACUBO conference, friendships with colleagues renewed and Bridging to a Vibrant Sustainable Tomorrow. The evening will feature the best of Pacific NW cuisine, in the unique and emerging Portland-style. Following dinner, the night will light up with Stolen Sweets. Not a typical cover band, The Sweets' repertoire includes swing and jazz originals from the 1920s-1940s. The Sweets incorporate gypsy jazz guitar accompaniment, reminiscent of Django Reinhardt. Get up out of your chair, it's your night to shine.



# CONFERENCE INFORMATION

## HOTEL RESERVATIONS

**WACUBO'S 73RD ANNUAL MEETING IS LOCATED AT:  
PORTLAND MARRIOTT DOWNTOWN WATERFRONT HOTEL  
1401 SW NAITO PARKWAY, PORTLAND, OR 97201**

**RESERVATIONS CONTACT:  
PHONE: (800) 266-9432 OR  
[HTTPS://RESWEB.PASSKEY.COM/GO/WACUBO](https://resweb.passkey.com/go/wacubo)**

The Marriott Downtown Waterfront Hotel in Portland is ideally located on the riverfront near Portland State University and many of the top attractions in the downtown area. Guests at our hotel will enjoy our indoor pool, whirlpool, complimentary 24-hour fitness center, nearby golf courses and relaxing spas.

Please make reservations directly with the Marriott Hotel by calling (800) 266-9432 or using the web link provided above. WACUBO's single/double rate is \$139 plus 12.5% tax.

Please identify yourself as a member of WACUBO when you are making the reservations. The conference runs May 1-4, 2011. Rate is good for the period April 29 through check-out May 8 to allow members to extend their trip in Oregon and the surrounding area.

## TRANSPORTATION

**PARKING:** Valet Parking will be available at the hotel at the group discounted rate of \$15 per day for overnight guests. Day parking in the hotel garage for commuting participants is the standard rate of \$30 per day.

Portland State University offers daily parking for \$9-\$12 within walking distance of the hotel. For more information on parking at PSU visit PSU online at <http://www.pdx.edu/transportation/short-term-parking>.

**AIRPORT SHUTTLE:** Door-to-door shuttle service to and from the Portland airport may be arranged through Blue Star Airport Shuttles Charters and Tours, (800) 247-2272. The cost for this service is \$14 one way, or \$24 round trip.

**MAX LIGHT RAIL SYSTEM:** For a more authentic Portland experience, participants can take the Red Line on the MAX light rail system from the airport (Westbound to City Center) to the "Morrison/SW 3rd Ave" stop in downtown Portland. This stop is 0.5 miles from the hotel. The fare each way for MAX is \$2.35.

Further information on the MAX Red Line can be found at: <http://trimet.org/schedules/maxredline.htm>

**CONFERENCE ATTIRE:** Suggested attire for all sessions and meals, including the closing banquet, is business casual. Please wear your school colors and logo clothing as appropriate.

**POLO AND SWEATSHIRT SALES:** We are offering first quality sweatshirts and polo style shirts with the Portland meeting logo for sale only through the conference registration form. Please make sure to order your shirt now on line, as they WILL NOT be sold at the conference.

**CONTINUING EDUCATION CREDIT:** The state of your professional licensure may recognize CPE credits generated by your attendance at this WACUBO professional development program. You will need to check with your own state licensing board for any specific requirements. To aid you in self-reporting, please pick-up a form at the registration desk on site, and at the end of this professional development experience complete and retain the form for your own records. This form is intended to document your attendance at the professional development sessions offered by the Western Association of College and University Business Officers.

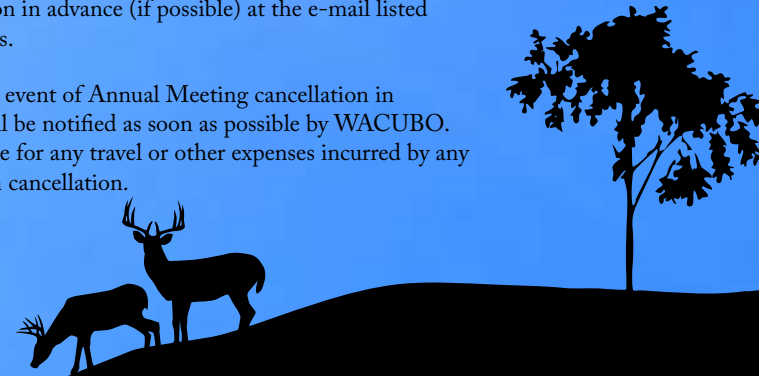
**EARLY BIRD REGISTRATION:** March 17, 2011 is the deadline for WACUBO Institutional members to qualify for the discount rate. Full payment must be postmarked by that date.

**ONLINE REGISTRATIONS:** Again this year, WACUBO will be offering an online registration process available through our web page at [www.wacubo.org](http://www.wacubo.org). The secure shopping cart is available for all payment options. Most forms of credit cards such as Visa, MasterCard, Discover and American Express are accepted. If you have questions please contact Patricia (Oliver) Putnam, Associate Vice President, University of San Diego, 5998 Alcalá Park, San Diego, CA 92110, (619) 260-7430 (phone), (619) 260-4606 (fax), [poliver@sandiego.edu](mailto:poliver@sandiego.edu) (e-mail).

Please note: Corporate partners and/or subscriber members must register through the Information Exchange Program – contact Dean Calvo (909) 607-3183 or e-mail [dean.calvo@cgu.edu](mailto:dean.calvo@cgu.edu).

**REFUNDS:** Request for refunds will be honored if received by April 1, 2011, by written notification to the address or fax number listed above for Patricia (Oliver) Putnam or by e-mail to [poliver@sandiego.edu](mailto:poliver@sandiego.edu). No refunds will be made after that date for any reason, but substitutions are permitted at any time. There is a \$50 fee for all cancellations (no cancellation fee for guests if the primary registrant is also canceling). Please notify WACUBO registration in advance (if possible) at the e-mail listed above regarding substitutions.

**CANCELLATIONS:** In the event of Annual Meeting cancellation in whole or part, registrants will be notified as soon as possible by WACUBO. WACUBO is not responsible for any travel or other expenses incurred by any participant due to a program cancellation.





# WACUBO 2011 ANNUAL MEETING SCHEDULE OF EVENTS

## SATURDAY, APRIL 30

8 AM - 12 PM  
WACUBO BOARD MEETING

1 - 5 PM  
REGISTRATION

## SUNDAY, MAY 1

6 AM - 1:30 PM  
GOLF TOURNAMENT  
GHOST CREEK GOLF COURSE AT  
PUMPKIN RIDGE

8 AM - 5 PM  
REGISTRATION

2 - 4 PM  
IEP OPENING EVENT

2:30 - 3:30 PM  
INFORMATION EXCHANGE/ICE  
CREAM SOCIAL

5 - 6 PM  
NEWCOMERS AND INSTITUTES  
RECEPTION

6 - 10 PM  
OPENING EVENT/RECEPTION AND  
DINNER AT OMSI  
SPONSORED BY FOLLETT HIGHER  
EDUCATION GROUP

## MONDAY, MAY 2

7 AM - 4:30 PM  
REGISTRATION

7 - 8:15 AM  
INFO EXCHANGE/CONT. BREAKFAST  
SPONSORED BY: COMMONFUND

8:15 - 8:30 AM  
WELCOME ADDRESS  
SPEAKER: DR. THOMAS L. HELLIE,  
PRESIDENT, LINFIELD COLLEGE  
SPONSORED BY: SIEMENS

8:30 - 9:45 AM  
KEYNOTE I  
PRESENTATION TITLE: ANATOMY OF A SEARCH:  
LESSONS IN RISK, RESPONSIBILITY AND RESOURCES  
FROM MOUNTAIN RESCUE  
CHRISTOPHER VAN TILBURG, M.D. EDITOR,  
WILDERNESS MEDICINE, MEDICAL COMMITTEE  
MEMBER, MOUNTAIN RESCUE ASSOCIATION, STAFF  
PHYSICIAN, MOUNTAIN CLINIC, MOUNT HOOD  
MEADOWS, OREGON  
SPONSORED BY: BON APPETIT  
MANAGEMENT COMPANY

Description: When Dr. Van Tilburg received a page on December 9, 2006, to respond to Oregon's Mount Hood, little did he know that he'd be involved in one of the largest search and rescue missions in the U.S. His team, Hood River Crag Rats, the oldest mountain rescue unit in the U.S., spearheaded the ten-day search, battling five feet of new snow, gargantuan crevasses, 100 mph winds, single-digit temperatures and extreme avalanche danger.

Dr. Van Tilburg describes the search first hand and shows exclusive images of the search operations based out of 120-year-old Cloud Cap Inn, the advanced search base perched at 6,000 feet on Mount Hood's rugged and remote

North Side. Dr. Van Tilburg recounts the history of the Crag Rats, starting with their initial rescue in 1927. He highlights canyon rope rescues in the Columbia River Gorge, advance life support in the Mount Hood National Forest and body recoveries on Mount Adams, in Washington.

Along the way, Dr. Van Tilburg describes prominent controversies: What is the risk of climbing mountains and adventure sports? Who should pay for search and rescue? And who is ultimately responsible?

9:45 - 10:45  
INFORMATION EXCHANGE /  
REFRESHMENT BREAK  
SPONSORED BY:

10:45 AM - 12 PM  
CONCURRENT SESSION 1  
PRESENTATION TITLE: ORGANIZATIONAL  
EFFECTIVENESS  
RUTH JOHNSTON, UNIVERSITY OF WASHINGTON

Description: Universities around the US are working to reduce costs, realign services, become more effective and achieve operational excellence. Presidents and Chancellors are leading these efforts, many using consultants, some doing it themselves. The University of Washington is transforming its business processes through a variety of efforts under the umbrella term of Organizational Effectiveness. Learn how the UW is becoming even better through this effort and hear examples of the methods and the focus areas.

CONCURRENT SESSION 2  
PRESENTATION TITLE: COURSE MATERIAL  
STRATEGIES: EXPLORING OPPORTUNISTIC  
BUSINESS MODELS AND POSITIONING THE CAMPUS  
(BOOK)STORE  
STACEY WAYMIRE, EXECUTIVE DIRECTOR,  
INDEPENDENT COLLEGE BOOKSTORE ASSOCIATION

**ED SCHLICHENMAYER, DEPUTY CEO, NATIONAL ASSOCIATION OF COLLEGE STORES**

**GARY SHAPIRO, SENIOR VP, INTELLECTUAL PROPERTIES, FOLLETT**

**UELI STADLER, MANAGER, REED COLLEGE BOOKSTORE**

Description: Is your institution working to develop a strategy for the changing future of course materials and is it positioned to take advantage of emerging opportunities to best serve your faculty and students? New developments in digital and open source materials as well as new technologies in e-readers, print on demand, etc. are approaching exponential levels compared to historical textbook formats and distribution methods. Traditional roles of authors, publishers, wholesalers, and retailers are blurring with investments in R&D, pilot programs, new partnerships and affiliations. What role might open source play and how might the issues regarding standards, peer review, licensing, and distribution mechanisms play out? When will we hit the “digital tipping point” and are rentals and e-books just bridge technologies during the transition? Do your campus discussions include your Bookstore, the Library, IT, Innovative Teaching staff and faculty? Whether your campus store is leased or self-operated, future business models will be more about market share than margins and about meeting customer demand in ways that add value. Come for an executive update of these turbulent times from those who follow the industry developments closely and are exploring new value-added channels. The next two to four years may be the window of opportunity to evaluate new business models and to proactively position your institution.

### **CONCURRENT SESSION 3**

**PRESENTATION TITLE: TAX UPDATE**

**MR. DOMINIC L. DAHER, MACC, JD, LL.M. IN TAXATION, DIRECTOR OF INTERNAL AUDIT AND TAX COMPLIANCE, UNIVERSITY OF SAN FRANCISCO**

Description: Hear the latest on tax issues, key regulatory developments impacting colleges and universities, and up-to-the-minute legislative news including:

- Be aware of IRS initiatives and enforcement activities;
- Learn about issues being raised in audits and what that might mean for the future;

- Hear about recently enacted tax provision as well as those up for congressional consideration;
- Understand how foreign activities and investments have U.S. tax consequences, which U.S. compliance issues must be monitored and other recent developments such as Form 990, Schedule F, and the Form TDF 90-22.1 for foreign bank account reporting (FBAR);
- Identify the tax risks associated with accidental expatriates such as payroll compliance, tracking, budgeting, immigration and corporate risks.

### **CONCURRENT SESSION 4**

**PRESENTATION TITLE: THE UC DAVIS CAREER MANAGEMENT TOOLKIT – AN INVESTMENT IN HUMAN CAPITAL**

**CARINA CELESIA MOORE, M.A., UNIVERSITY OF CALIFORNIA, DAVIS**

Description: Come take a guided tour of the on-line UC Davis Career Management Toolkit and experience practical, easy-to-use resources such as the Career Fitness Assessment. Explore the career management cycle including: learning about oneself, career exploration (job search, informational interviewing, mentoring), planning next steps (goal setting, individual development plans), and taking action (accomplishment statements, resumes, references, cover letters, interviews). Hear how this on-line tool is integrated throughout human resources programs and discuss how to leverage resources at your institution to develop your “human capital.”

**12 - 1:15 PM**

**LUNCH**

**PRESENTATION TITLE: THE FUTURE OF HIGHER EDUCATION: NAVIGATING YELLOW FLAGS AND PIT STOPS**

**JOHN WALDA, PRESIDENT NACUBO**

**1:15 - 2 PM**

**INFORMATION EXCHANGE/DESSERT**

**2 - 3:15 PM**

**CONCURRENT SESSION 5**

**PRESENTATION TITLE: LEAN: BUILDING A CULTURE OF CONTINUOUS IMPROVEMENT**

**MIKE MARTYN, SISU CONSULTING GROUP, INC.**

Description: LEAN is “a systematic approach to identifying and eliminating waste” which involves creating and deploying aggressive goals, designing systems of continuous process improvement, and engaging staff to identify and solve problems every day. This session will discuss how to implement the principles of LEAN in your organization to build a vibrant and sustainable culture of continuous improvement. Based on 22 years of research, participants will learn how to create systems which embed improvement activities into daily work. Using case study examples, you will learn the basics of policy deployment, visual management, idea systems and leader standard work.

**CONCURRENT SESSION 6**

**PRESENTATION TITLE: THE WHOLE BRAIN MODEL: UNDERSTANDING THINKING AND WORKING STYLES**

**JOHN T. BERBERET, MA, MFT, UNIVERSITY OF CALIFORNIA, SANTA BARBARA**

Description: The Herrmann Whole Brain model presents information which can help you learn more about your preferred mode of thinking, learning and working. In this workshop you will participate in a fun, interactive exercise which assesses your Whole Brain styles. Through the process, you will gain a deeper understanding about yourself and ultimately others. The Whole Brain model offers practical descriptions of the diversity of cognitive styles that managers and team leaders can use to foster creativity in their teams. When work group differences are effectively managed to allow “creative abrasion,” innovative solutions can be achieved. This workshop will describe the different cognitive styles and offer guidelines for managers to move beyond their own limits and manage creative abrasion in teams for more effective results – all while having a lot of fun and insightful experiences.



## CONCURRENT SESSION 7

**PRESENTATION TITLE: INFORMATION TECHNOLOGY FORECAST: CLOUDY WITH A TEN PERCENT CHANCE OF COST-SAVINGS**

**SPEAKER: MARTIN RINGLE, CHIEF TECHNOLOGY OFFICER, REED COLLEGE**

Description: In the past few years, institutions have increasingly trusted their information technology resources to internet-based “cloud computing” services. Many colleges and universities have moved student email to the cloud with considerable success. How far will this trend go? Are we likely to see other resources, such as instructional software and core administrative systems, shift to this model? How do “free” cloud services stack up against home-grown, commercial, and open source options? What are the cloud computing impacts on privacy, confidentiality, business continuity, infrastructure and facilities requirements, IT staffing, IT investment priorities, and most importantly, teaching, learning, and administrative activities?

## CONCURRENT SESSION 8

**PRESENTATION TITLE: CHARTING THE COURSE FOR CO-LOCATING A COMMUNITY COLLEGE AND UNIVERSITY**

**CRAIG MORRIS, VP FINANCE AND ADMINISTRATION- SOUTHERN OREGON UNIVERSITY**

**LYNDA WARREN, VP OF COLLEGE SERVICES/CFO, ROGUE COMMUNITY COLLEGE**

Description: In this session you will learn how a community college and a university created a higher education center, that houses academic offerings from both institutions, a business center, science and computer labs, as well as faculty and administrative offices. This co-location allows students to enroll in courses from both schools, creates an atmosphere for innovative learning, consolidates services and facilitates student transfers from the community college to the university. A win-win for the students and the two institutions. We share our story on what it took and takes to make this partnership a success for us and our students.

3:15 - 4:45 PM

## GENERAL SESSION I

**PRESENTATION TITLE: THE TROPHY KIDS GROW UP: HOW THE MILLENNIAL GENERATION IS SHAKING UP THE CLASSROOM AND WORKPLACE**

**RON ALSOP, AUTHOR/LECTURER AND FORMER EDITOR AT THE WALL STREET JOURNAL**

**SPONSORED BY: UNITED EDUCATORS**

Description: The author of The Trophy Kids Grow Up extensively researched the characteristics of the millennial generation to paint a compelling portrait of these young people and how they are shaking up universities, business schools and the workplace. This presentation will illustrate the many notable differences in the millennial generation's expectations, skills, and attitudes and show how both schools and employers are dealing with the challenges of teaching and managing technology-driven millennials.

4:45 - 5:45 PM

## INFORMATION EXCHANGE - WINE AND CHEESE RECEPTION

**SPONSORED BY: FIDELITY**

5:45 - 8:30 PM

## DINNER ON YOUR OWN

8:30 - 11 PM

## FOLLETT'S SWEETS IN THE SUITE

# TUESDAY, MAY 3

8 AM - 4 PM

## REGISTRATION

8 - 9 AM

## GENERAL MEMBERSHIP BREAKFAST

**SPONSORED BY:**

9 - 10:15 AM

## KEYNOTE II

**PRESENTATION TITLE: EVOLVE OR DIE: SEVEN STEPS TO RETHINK THE WAY YOU DO BUSINESS**

**SPEAKER: ROBIN CROW, SPEAKER, AUTHOR, ENTREPRENEUR, AND ONE OF THE MOST INNOVATIVE GUITARISTS IN THE WORLD.**

Description: Businesses that adapt the fastest to change are the ones most likely to prosper. In this presentation, Robin Crow will share with you seven critical steps that will revitalize your business.

Business growth cannot be sustained if it remains in its present form. We have already witnessed the disintegration of traditional business models from the excesses of the 90s and early 2000s. Achieving higher levels of efficiency, excellence, and profitability has never been more challenging. In “Evolve or Die,” Robin clearly demonstrates how businesses and organizations must position themselves to be constant innovators able to adapt to and embrace change. In this keynote Robin lays out a practical series of proven tools and real-world techniques to help you successfully navigate your business to long-term sustainability and greater profitability.

In this presentation, you will learn:

- How to adapt to a changing global economy.
- How to stay one step ahead of the competition.
- Why constant innovation is the gateway to growth.
- Three practical steps to building an accountability matrix.
- Innovative ways of creating organizational efficiency.
- How to combine people, planet, and profit for a triple bottom line.

10:15- 11 AM

## INFORMATION EXCHANGE/BREAK

11 AM - 12 PM

**CONCURRENT SESSION 9**

**PRESENTATION TITLE: AVOIDING THE QUIT AND STAY PHENOMENON: ENGAGE AND RETAIN YOUR BEST EMPLOYEES**

**SPEAKER: SHARI HARLEY, PRESIDENT, CANDID CULTURE**

Description: During challenging economic times, when turnover is low, employees still quit - they just don't leave the building. Quit and stay is the phenomenon of employees becoming disengaged and less productive while waiting for the economy to improve or for other roles to become available. Do you know which of your employees are engaged and committed to your organization? Do you have a plan for those who are not? Get tools and techniques to keep your best employees physically, mentally and emotionally. Watch a video: [www.youtube.com/shariharley](http://www.youtube.com/shariharley).

**CONCURRENT SESSION 10**

**PRESENTATION TITLE: DON'T BURY THE LEAD AND OTHER TIPS AND TALES OF PRESS RELATIONS**

**LINDA PETERSON, MANAGING PARTNER, PETERSON SKOLNICK & DODGE**

Description: We live in the most dramatic era of press reinvention since Benjamin Franklin launched Poor Richard's Almanac, Jan Wenner launched Rolling Stone, and MTV launched (or destroyed) The Real World. What's a higher education professional to do, either as a willing spokesperson or not, when the old media are under siege, the new media means anyone with a cell phone and a digital presence is a reporter, and you're trying to communicate about serious, complex, nuanced issues?

**CONCURRENT SESSION 11**

**PRESENTATION TITLE: FUNDING PROJECTS THROUGH PRIVATE/PUBLIC PARTNERSHIPS - AN ENTREPRENEURIAL APPROACH**

**DEBBIE ASTONE, ASSOCIATE VICE PRESIDENT FOR AUXILIARY SERVICES, CALIFORNIA STATE UNIVERSITY, FRESNO**

**ROAN BLACKER, SENIOR MANAGING CONSULTANT, THE PFM GROUP**



**DENISE (DEE) WENDLER, ASSOCIATE VICE PRESIDENT FOR FINANCE, PORTLAND STATE UNIVERSITY**

Description: As higher education budgets dwindle, institutions are turning more frequently from traditional financing and bond structures to public/private partnerships and entrepreneurial financing strategies. This session will include a panel discussion of strategies for successful P3 partnerships, including examples of successful models used by institutions.

**CONCURRENT SESSION 12**

**PRESENTATION TITLE: ZERO-BASED BUDGETING**

**LINDA ENGLISH, VP AND CFO-COLORADO MOUNTAIN COLLEGE**

**JAN KRUEGER, BUDGET AND FINANCE MANAGER**

**STEVE BOYD, PURCHASING AND CONTRACT MANAGER**

**MARY LEHRMAN, BUDGET/FINANCIAL ANALYST**

Description: STOP the frivolous spending!! Improve your budget effectiveness by ending the "because we've always done it that way" cycle. Zero Based Budgeting ties resource allocation directly to your strategic plan. Learn how Colorado Mountain College implemented their modified zero based budgeting system so that you do not have to reinvent the wheel. You will take home hands on tools to accomplish a successful transition to a sharper budget process on your campus.

12 - 1:45 PM

**MEMBER APPRECIATION LUNCHEON FEATURING THE COMEDY OF ART KRUG SPONSORED BY: MOSS ADAMS LLP**



1:45 - 2:45 PM

**CONCURRENT SESSION 13**

**PRESENTATION TITLE: WORKING EFFECTIVELY WITH FACULTY**

**SUSAN CHRISTY, PH.D., CHRISTY CONSULTING, INC**

Description: Viewing academia through staff-faculty relationships brings new insights and approaches. Working Effectively with Faculty is intended for business officers, managers, staff – anyone who works closely with faculty.

Participants will:

- Discover principles and strategies
- Identify the impact of academic structure and culture on their relationships with faculty
- Learn about faculty work styles, priorities and stresses
- Appreciate business officers' role and challenges in working with faculty

**CONCURRENT SESSION 14**

**PRESENTATION TITLE: MAKING THE BUSINESS CASE FOR SUSTAINABILITY ON CAMPUS**

**MICHAEL CROWLEY, LEED AP, INSTITUTE FOR SUSTAINABLE COMMUNITIES**

Description: As campuses across the country embrace sustainability programs, financial departments have been changing the way they invest in campus operations. While projects such as green building construction and operations, alternative fuel vehicles and ZipCars, and organic landscaping have been proven to generate returns on investment, traditional budgeting processes often prevent their implementation. This presentation will review new tools and techniques for prioritizing and tracking investments in campus sustainability and will focus on eliminating institutional barriers such as the gap between capital and operating budgets.

**CONCURRENT SESSION 15**

**PRESENTATION TITLE: COMPLIANCE: A NEW ERA OF LIABILITY - COMMON PITFALLS IN HIGHER EDUCATION**

**TOM GLANVILLE, CEO AND FRANK R. MITCHELL, COO; IDENTIFY THEFT LOSS PREVENTION, LLC**

Description: Thieves are targeting colleges and universities across the country since the Education Industry is #1 for losses, breaches, and exposures of Confidential and Sensitive Information. With existing law enhancements and a new type of law that higher educational institutions have not had to comply with in the past, brings unique and sophisticated challenges into the compliance and prevention world. Even though institutions across the country have skilled people in technology and certain laws, they are lacking the required expertise under this new

area leaving them vulnerable and “out-of-compliance.” Since Vicarious Liability has entered the picture, not only making the organization liable, but transferring liability to executives, ownership, board members, and even employees on a PERSONAL level both for civil and criminal charges the risk has become too great to assume the “we are fine with what we’ve done” motto. This presentation will discuss the issue, pitfalls to avoid, and some tips and tricks as they pertain to colleges and universities across the globe. This will be one of the best and most valuable presentations you’ll ever attend – guaranteed!

#### **CONCURRENT SESSION 16**

**PRESENTATION TITLE: MANAGING THE SUCCESSION PIPELINE: ESTABLISHING AN INTERNAL SUCCESSION MANAGEMENT PROGRAM**  
**KAREN A. LOGUE, ASSOCIATE DIRECTOR OF HUMAN RESOURCES-CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO**  
**DALE T. WEST, ASSISTANT VICE PRESIDENT HUMAN RESOURCES AND RISK MANAGEMENT-CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO**

Description: In this session we will outline a roadmap of a succession management strategy and methodology. We will discuss a real case study of the application of this innovative and award winning succession management tool. We show you how to apply guidelines to develop your own objective model to suit your organization’s environment and culture.

**2:45 - 3:30 PM**  
**INFORMATION EXCHANGE/BREAK**

**3:30 - 4:45 PM**  
**KEYNOTE III**  
**PRESENTATION TITLE: THE CHANGING RELATIONSHIP BETWEEN INTERCOLLEGIATE ATHLETICS AND THE ACADEMIC ENTERPRISE**  
**MARK EMMERT, PRESIDENT, NATIONAL COLLEGIATE ATHLETIC ASSOCIATION**

Description: The intersection of athletics, business, and the campus community is often a complex and misunderstood place. Please join us as Mark Emmert draws upon his

experience as a university president and now President of the NCAA to share his views on the role that intercollegiate athletics plays within campus life and community.

**6:30 - 7:30 PM**  
**ANNUAL RECEPTION**  
**SPONSORED BY: GEORGE K. BAUM & CO.**

**7:30 - 10:30 PM**  
**BANQUET AND DANCE**  
**SPONSORED BY: BANK OF AMERICA**

## **WEDNESDAY, MAY 4**

**7 - 8 AM**  
**BOARD OF DIRECTORS MEETING**

**7:45 - 8:30 AM**  
**BREAKFAST BUFFET**  
**SPONSORED BY**

**8:30-9:30 AM**  
**GENERAL SESSION II**  
**PRESENTATION TITLE: THE FIVE DYSFUNCTIONS OF A TEAM: TEAMWORK, EMPLOYEE ENGAGEMENT, AND ORGANIZATIONAL HEALTH**  
**PAT RICHIE, PRINCIPAL CONSULTANT, THE TABLE GROUP**  
**SPONSORED BY: BLX GROUP**

Description: Employees are our greatest asset. The Table Group is a firm dedicated to helping organizations, and the people who work within them, become “healthier” and more effective. From Patrick Lencioni’s books *The Five Dysfunctions of a Team* and *The Three Signs of a Miserable Job*, Pat Richie takes us on a journey to avoid dysfunctional teams and job misery and help our employees work effectively as a team and have renewed engagement at work.

**9:30 - 10:45 AM**  
**KEYNOTE IV**  
**PRESENTATION TITLE: FIND WHERE THE WIND GOES**

**DR. MAE JEMISON, NASA ASTRONAUT AND THE FIRST WOMAN OF COLOR IN TO GO INTO SPACE**

Description: Looking back at her life growing up and forward toward future possibilities, Dr. Jemison is struck by how the flow of life events is like the wind. Events that change us and redirect our lives may begin very subtly, like as small changes in air temperature. The hint of a breeze that kisses your cheek may turn into a full-fledged hurricane that uproots trees and old ideas. Wind can flood the shoreline and change the course of rivers. A miniscule drop in atmospheric pressure may signal a tornado that in one intense minute knocks over buildings and blocks of the imagination. The next second the wind is gone, but your path in life is altered forever. Please join us as Dr. Jemison shares, inspires, and encourages us as she shares the achievements and obstacles presented in her own life, always bringing sense of humor to each story she tells.

**10:45 - 11 AM**  
**CLOSING REMARKS/DRAWINGS**



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The 55th WACUBO Business Management Institute at Santa Barbara from Sunday July 31st and conclude on Friday August 5th. Start planning now to attend next year and experience a week of intensive professional development on important topics presented by nationally known faculty in lovely beachside setting the University of California, Santa Barbara. The Institute is perfect for

higher education managers, supervisors, academic officers, staff and other mid-level personnel who perform administrative and business functions. Anyone new to higher education will benefit from curriculum and networking opportunities. The Institute's four-year progressive curriculum offers an opportunity for mid-level professionals to enhance technical skills, expand and improve management practices, hear updates on the important issues and meet new colleagues. Senior-level administrative officers and Institute graduates may attend the Continuous Learning program and take courses from the Institute curriculum or return to hear favorite faculty. Evening special events provide fun, relaxation and a chance to get to know your colleagues. More information will be available in February 2011.



**THE EXECUTIVE LEADERSHIP  
& MANAGEMENT INSTITUTE**

The Institute will be at the University of Southern California from July 17th to July 22nd 2011. The ELMI's

mission is to offer participants a premier experience designed to develop and enhance the skills essential for success in higher education administration through an intensive, "total immersion" experience, with numbers limited to ensure personal attention. Lasting seven days, the experience permits participants and faculty get to know each other well and to have in-depth discussion of issues, with time to explore and reflect. The ELMI's long-standing curriculum deals with the "building block" skills of successful leaders: understanding the different "cultures" on campus; effectively handling conflict; dealing with academic politics and meeting management; improving the decision making process; thinking and acting strategically; communicating complicated information well; and persuading others. For further information on the 2011 ELMI, please contact: the Office of the Institute Director in Pasadena, California at (626) 449-4356.