

2011 Annual Conference & Trade Show

Agenda

Celebrating 25 years of service to the Collegiate Travel Marketplace

Providence Biltmore, Providence, Rhode Island

September 18 – 21, 2011

www.sctem.org

SUNDAY 9.18.11

8:00 AM – 2:00 PM EXCURSION TO NEWPORT, RHODE ISLAND | MEET IN LOBBY

SCTEM has arranged a pre-conference tour to Newport, Rhode Island, home to spectacular coastal scenery, awe-inspiring architecture, and a thriving waterfront. A trip to New England would not be complete without a visit to historic Newport. With a 90-minute professionally narrated guided tour of the city, a visit to the famous Vanderbilt mansion "The Breakers" for an audio walking tour, and free time to walk downtown for lunch and shopping, we are sure this event will be a highlight for the conference attendees.

Availability is limited and reservations are required. Therefore, it is important that you request this excursion as part of your conference registration.

10:00 AM – 5:00 PM REGISTRATION | GARDEN BALLROOM, 2ND FLOOR

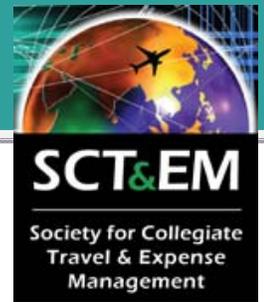
3:30 PM – 5:30 PM ROUNDTABLE DISCUSSIONS | GARDEN BALLROOM, 2ND FLOOR | REFRESHMENTS SPONSORED BY: ENTERPRISE HOLDINGS

Attendees are invited to network with colleagues in these interactive, fast-paced discussions. Whether you are new to collegiate travel and expense management or are an "old pro", bring your questions and experiences and participate in open discussion on a variety of travel related issues. Participants will come away with a wealth of fresh ideas and be ready to tackle the next few days of education. The format moves attendees from table to table to address hot topics such as:

- Managing Airline Contracts – Best Practices
- Practical Guidelines to Hotel Negotiations
- Approaches to Traveler Tracking
- Growing Your Travel Program
- Application of Federal Travel Regulations
- Win-Win Credit Card Solutions

6:30 PM WELCOME NEW ATTENDEES | 3RD FLOOR TERRACE (In event of rain, GARDEN BALLROOM) | SPONSORED BY: SCTEM

If you are a first time attendee, the SCTEM Board members want to personally welcome you to the conference. Please join us for introductions and light refreshment. It will be our pleasure to welcome you to SCTEM.



SUNDAY 9.18.11 cont'd

7:00 PM – 10:00 PM **OPENING RECEPTION AND SILENT AUCTION**
GARDEN BALLROOM, 2ND FLOOR | SPONSORED BY: STA TRAVEL

In celebration of our 25th anniversary, we will return to the 80's to see how it all got started! So dig out the shoulder pads, Members Only jackets and, of course, the big hair and join us as we "like totally chill out for our gnarly opening event!" Attendees are invited to show off their "retro" style school or corporate spirit by wearing their school or corporate gear (shirt with logo) as we kick off SCTEM's 25th year.

A special event of long-standing tradition takes place during the Opening Reception- a Silent Auction! To make this event the most exciting, we ask attendees, both schools and suppliers, to donate silent auction items that will generate excitement and stimulate bidding. When you arrive at the hotel, please drop off your auction item at registration. Come join us for this fun event!

MONDAY 9.19.11

6:45 AM - 7:30 AM **RUN/WALK ALONG THE WATERWAYS OF PROVIDENCE | MEET IN LOBBY**
Hosted by Belinda Borden and Joe DeMille

8:00 AM - 9:00 AM **BREAKFAST | GARDEN BALLROOM, 2ND FLOOR |**
SPONSORED BY: PASSAGEWAYS TRAVEL & ALTOUR

9:00 AM - 10:15 AM **WELCOME AND GENERAL SESSION A | GRAND BALLROOM, 17TH FLOOR**

How leadership skills and teamwork can energize and revitalize projects and programs and help influence much-needed change behavior.

Vincent "Buddy" Cianci, former Mayor of Providence

Vincent "Buddy" Cianci was elected mayor of Providence six times and voted "America's Most Innovative Mayor" by the Association of Government Officials. During Buddy's tenure, Providence dramatically changed from a boarded-up, lackluster city to being named by Money Magazine as the "Best City to Live in the East" and one of America's top 5 urban cities. Because Buddy is widely considered to be one of the most exciting and charismatic leaders in the City of Providence's history, SCTEM members will not want to miss this dynamic and colorful session. Academic administrators will relate to the challenges that Buddy Cianci faced as he wrought the physical and cultural transformation of Providence, making it what USA Today called, "one of the five Renaissance Cities" in the United States. Get ready for a motivating and lively session that will fill you with inspiration on how to take on challenges and accomplish your goals within your respective institutions.

10:15 AM - 10:45 AM **TRADE SHOW AND BREAK | L'APOGEE, 17TH & 18TH FLOORS |**
SPONSORED BY: ANTHONY TRAVEL

MONDAY 9.19.11 cont'd

10:45 AM - 12:00 PM EDUCATIONAL SESSION BLOCK 1

1A Making Travel Compulsory

Kindra Jordan, *Travel Manager* | Willamette University

In today's economy, colleges and universities are looking for ways to cut costs. "Mandating" is a term collegiate leaders have avoided when it comes to travel programs. Three schools have successfully made their travel programs compulsory. Presenters will discuss what led them to introduce this concept and how this change in mindset has cut costs and successfully shown value.

1B Building a Travel Program from Ground Zero

Paul Van Dieren, *Assistant Controller, Payment & Procurement Services* | University of Notre Dame
Vaibhav Agarwal, *Director, Procurement Services* | University of Notre Dame

Does your college or university have a formalized travel program or are you considering implementation of one, but are unsure of the immediate and long-term benefits of such a program? How do managers get support from upper management and buy in from departments? This session is designed to introduce and facilitate discussion of the how's and why's of formal collegiate travel and expense programs. If you are new to collegiate business travel management, this session is for you!

1C Global Travel Programs: Air, Hotel, Ground Transportation Considerations

Kevin Jacobs, *Managing Director, USA & Japan* | STA Travel

What are your travel program's top domestic and international destinations? In today's economic environment, we are all searching for ways to save travel dollars. Discover how negotiated contracts particular to a destination can save your university time and money. In this session, Kevin will demonstrate how partnering with destination hotel and ground transportation companies as well as airlines can guarantee your travelers quantifiable options and save your institution travel dollars.

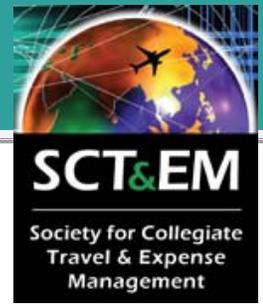
12:00 PM - 1:00 PM LUNCH | GARDEN BALLROOM, 2ND FLOOR | SPONSORED BY: CITIBANK

1:00 PM - 2:15 PM GENERAL SESSION B | GRAND BALLROOM, 17TH FLOOR

The Future of Travel Distribution: Scenarios for Managed Travel

Kevin Mitchell, *Chairman* | Business Travel Coalition

Kevin Mitchell of Business Travel Coalition will provide background and context for recent developments in travel distribution that have potential strategic consequences for the managed travel community. The battle for control of the passenger dollars will be explored including controversial marketplace direct-connect proposals. Kevin will detail the managed travel advocacy initiatives underway to address the evolution of the travel distribution system as well as possible future scenarios.



MONDAY 9.19.11 cont'd

2:15 PM - 2:45 PM **TRADE SHOW AND BREAK | L'APOGEE, 17TH & 18TH FLOORS |**
SPONSORED BY: STARWOOD HOTELS & RESORTS

2:45 PM - 4:00 PM **EDUCATIONAL SESSION BLOCK 2**

- 2A** **Does Your Travel Program Measure Up?**
Bradley Seitz, *President* | Topaz International
Sarah Moon, *Travel Manager & Business Services Buyer* | Boston University
Bob Zartarian, *Director, Travel Services* | Yale University
Aliz Agoston, *Associate Director, Procurement & Payment* | Georgetown University

In the competitive world of traveling for business, how we measure and deliver tangible results is more important than ever to the success of the travel manager. During our session, we will explore the solutions that your peers have developed to effectively measure their travel programs. Moderated by Brad Seitz, President of Topaz International, this lively panel discussion will focus on specific tips and ideas that you can implement into your program quickly and easily!

- 2B** **Card Programs: Hot Topics of the Day**

Mike Casella, *Director – Global Transaction Services* | Citigroup
Paul Fambrini, *Director – North America Public Sector* | Citigroup

At last year's session, you told us you believe there is more to learn about credit card programs. In this session, a panel of credit card experts will address your most pressing issues and provide insight into the current trends of card company programs and how they'll impact your travel program.

- 2C** **Legislative Issues Impacting Collegiate Business Travel**

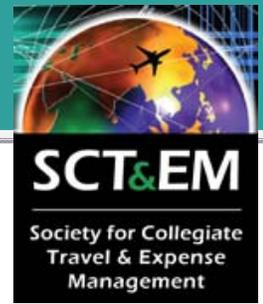
Shane Downey, *Director of Public Policy* | GBTA

Actions by our nation's leaders' impact college and university travel programs in many different ways and to varying degrees. Find out from Shane Downey, GBTA's legislative guru, what the hot topics of the day are and how they may impact your travel program. Policy issues of 2011 include investments in the U.S. travel infrastructure, reduction of federal travel costs, increased passenger efficiency and safety, and promotion of fair taxation and fees.

4:00 PM - 5:00 PM **GENERAL SESSION C | GRAND BALLROOM, 17TH FLOOR**
What's on Your Mind...Let's Talk

Moderator: John Anthony, *President* | Anthony Travel
Panel: SCTEM Executive Board Members

You've asked the questions; we've researched the topics and checked with our colleagues; and here's what we can tell you. A panel of experts representing various facets of collegiate travel and expense management will address questions posed by the membership. Attendees are encouraged to participate in this open dialog. Participants should come away with new insight on managing an efficient and effective travel program in today's ever-changing world.



MONDAY 9.19.11 cont'd

7:00 PM – 10:00 PM DINNER RECEPTION | **WATERPLACE RESTAURANT** |
SPONSORED BY: ENTERPRISE HOLDINGS

Meet in Providence Biltmore Lobby at 6:45 pm or at restaurant anytime after 7:00 pm.
Maps and address printed on 'At-A-Glance' summary agenda.

TUESDAY 9.20.11

6:45 AM – 7:30 AM RUN/WALK ALONG THE WATERWAYS OF PROVIDENCE | **MEET IN LOBBY** |
Hosted by Belinda Borden and Joe DeMille

8:00 AM - 9:00 AM BREAKFAST | **GARDEN BALLROOM, 2ND FLOOR** | **SPONSORED BY: SCTEM**

9:00 AM - 10:15 AM EDUCATIONAL SESSION 3

3A Smart Negotiating OR Is a Perfect Travel Management Company RFP Process Possible?

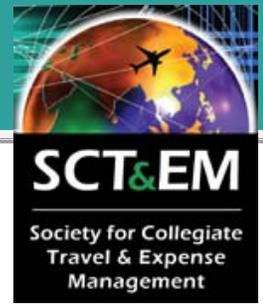
Carol Salcito, *President* | Management Alternatives, Inc.
Sarah Moon, *Travel Manager & Business Services Buyer* | Boston University

Why is the Travel Management Company RFP process so difficult? As a buyer, you wonder why sellers struggle with your process. Sellers wonder why their sales process misses the client's mark. We'll present case studies outlining the most common RFP process mistakes made by both buyers and sellers and more importantly, how to avoid them. Topics will include: single versus multi supplier proposals, travel council participation, data consolidation, and quarterly reporting - all consolidated into a value summary. This session will enlighten both sides of the buy/sell process with real world case studies of what went wrong and what it takes to make it right.

3B Kualii Goes Travel

Karen Osborne, *Travel & Entertainment Analyst - Supervisor* | University of California - Davis
Keiko Takahashi, *Senior Business Analyst* | University of California - Irvine

Over the past few years, SCTEM has provided sessions reporting on the open source financial system that many colleges and universities have developed. Many modules have sprung from the colloquia including the Kualii Travel & Entertainment Module (TEM). From Travel Authorization through Travel Reimbursement, presenters will provide an insight into this travel expense reporting tool built by university travel managers (with the help of rSmart) for collegiate travel programs.



TUESDAY 9.20.11 – cont'd

3C Travel Professional Certification for Travel Arrangers

Marguerite Guskey, *Manager of Travel Services* | The Pennsylvania State University

Marguerite will share the success of Penn State's Travel Professional Certification Program, which was designed to provide a complete picture of the travel process from point of sale to final reimbursement for staff assistants tasked with one or more parts of the travel process for their departments. She will show how class instruction, guest presenters, and behind-the-scene tours of Penn State's two hotels and airport operations all gave participants an inside look at the world of business travel and an opportunity to earn professional development credit.

10:15 AM - 10:45 AM TRADESHOW AND BREAK | L'APOGEE, 17TH & 18TH FLOORS | SPONSORED BY: CONLIN TRAVEL

10:45 AM - 12:30 PM GENERAL SESSION D | GRAND BALLROOM, 17TH FLOOR

The Dollars and Sense of Customer Service

Rick Barrera, *CEO* | Overpromise, Inc.

As travel managers, our traveling faculty and staff are our customers. Travel managers are selling their travel programs to their faculty and staff every day. This session recognizes that taking the "big stick" approach rarely works and does not typically engender support from upper management.

This session will present these key concepts:

- Developing a reputation for delivering outstanding customer service
- Creating either a "moment of misery" or a "moment of magic" for every customer
- Understanding that the customer may not always be right, but is still the customer
- Learning why you should want to create a demanding, difficult, and complaining customer
- Identify and taking advantage of service opportunities

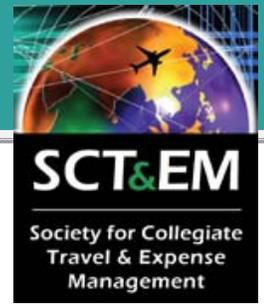
12:30 PM - 1:30PM LUNCH | GARDEN BALLROOM, 2ND FLOOR | SPONSORED BY: CONCUR TECHNOLOGIES

1:30 PM - 3:00 PM EDUCATIONAL SESSION BLOCK 4

4A Questioning, Listening and Using Positive Language

Rick Barrera, *CEO* | Overpromise, Inc.

How well do you really know the people you interact with every day? Do you understand how they view the world and what's most important to them? Do you know how to ask the right questions to understand EXACTLY what they want and need from you and how to communicate using the right positive language that will make them feel heard and understood?



TUESDAY 9.20.11 – cont'd

In this interactive workshop, Rick Barrera, author of 4 books on brand building, persuasive communication and customer service excellence will show you how to ask the right questions to quickly ascertain values, feelings and goals, and how to listen on multiple levels to understand others' "Mental Maps." By working on their map, rather than your own, you'll be able to deliver exactly what they want quickly and efficiently. You'll also be able to use your understanding of their map to get their cooperation on the things that you want.

Using positive language will help you with every relationship in your life! Using positive language communicates more clearly, engenders cooperation and produces excellent service. Positive language elevates your spirits and attitude as well, because you are projecting a "can do" attitude which is energizing to you and your team.

4B Reducing the Cost of Business Travel for Colleges & Universities

Ralph Maier, *Director of Contracts* | E&I Cooperative

As travel and expense managers, we are asked to develop cost saving measures within our programs. One way is through contract management in which institutions as a whole experience savings and their business travelers experience great service. The Educational and Institutional Cooperative (E&I), a not-for-profit collaborative purchasing organization dedicated to higher education, streamlines this process by leveraging higher education's buying power and awarding competitively bid contracts on behalf of its members. E&I has a strong interest in partnering with SCTEM and its members to establish contracts with travel suppliers for higher education. E&I's process is to create a strategic sourcing team inclusive of travel managers specifically charged with establishing contracts. In this session, learn about the future plans for this team and how you can get involved.

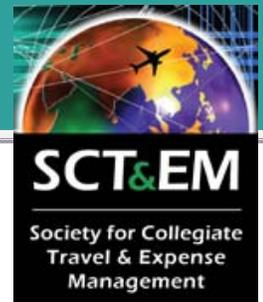
4C Navigating the Fly America Act and Open Skies Agreements

Rick Miller, *Travel and Relocation Policy Program Manager* | General Services Administration

For college and university travel managers who are challenged to interpret the Federal Travel Regulations (FTR), this session is for you! Collegiate travel managers can assist their universities in compliance by being well-versed in the Fly America Act and Open Skies Agreement as they pertain to international travel and federal contracts and grants in the collegiate world of travel. Rick Miller will discuss the finer points and provide insight into application of this regulation and its amendments.

3:00 PM - 3:30 PM

**TRADESHOW AND BEVERAGES | L'APOGEE, 17TH & 18TH FLOORS |
SPONSORED BY: SCTEM**



TUESDAY 9.20.11 – cont'd

3:30 PM - 4:45 PM **GENERAL SESSION E | GRAND BALLROOM, 17TH FLOOR**

Mobile Solutions are Quickly Transforming Your Travelers' Behavior and Expectations! What's a Travel Manager to do?

Moderator: Frank Petito, *President* | Orbitz for Business

Panel: Thomas Marks, *Product Marketing Director* | TripIt

Ashok Dhar, *President & CEO* | ExpenseAnywhere

Greg Lowe, *Enterprise Social Networking Strategist* | Yammer Inc.

Ann Marie Razza, *Vice President of Product Development* | Orbitz for Business

Travelers today are taking more control over their trip itineraries by relying on an increasing number of mobile solutions to search, plan and purchase their travel on the go. This growing trend, driven in large part by skyrocketing adoption of smartphones and other web-enabled portable devices, has many travel managers racing to build a mobile strategy that empowers travelers while ensuring all travel, reporting and reimbursement policies are fully applied to these types of bookings. Join a host of industry experts for an hour-long panel discussion on the meteoric rise of the mobile internet and how travel managers can embrace this trend without losing program controls or efficiency.

4:45 PM - 5:15 PM **THANK YOU AND WRAP UP | GRAND BALLROOM, 17TH FLOOR**

As a thank you for attending, a set of round trip airline tickets will be raffled off by the SCTEM board. A lucky SCTEM attendee will be able to take a companion and travel within the continental United States!

6:30 AM – 10:00 PM **DINNER RECEPTION | LOCAL 121 | SPONSORED BY: DELTA AIR LINES**

Meet in Providence Biltmore Lobby at 6:15 pm or at the restaurant anytime after 6:30 pm. Maps and address printed on 'At-A-Glance' summary agenda.

WEDNESDAY 9.21.11

6:45 AM – 7:30 AM **RUN/WALK ALONG THE WATERWAYS OF PROVIDENCE | MEET IN LOBBY |**
Hosted by Belinda Borden and Joe DeMille

8:00 AM - 12:00 PM **VISIT TO JOHNSON AND WALES UNIVERSITY**

Michael Sabitoni, *Chairperson and Associate Professor, College of Hospitality* | Center for Food Service Management and Center for International Travel & Tourism Studies, Johnson and Wales University

Established by two women in 1914, Johnson and Wales University has grown into an institution of higher learning specializing in business, culinary arts, hospitality management, and technology. Join us for a tour of the Providence "downcity" campus provided by Michael Sabitoni, Chairperson and Associate Professor, College of Hospitality, Center for Food Service Management and Center for International Travel & Tourism Studies. Michael will discuss what JWU students are being taught as it relates to current and forecasted trends in the travel industry specifically related to succeeding in the global economy. Spend our last morning in Providence gleaning pearls of wisdom that we can apply to our travel programs in order to push them to greater success.

GENERAL INFORMATION

REGISTRATION

Registration is \$595 per person and includes admission to all sessions and to the tradeshow, and the following meals: Sunday dinner; Monday breakfast, lunch, and dinner; and Tuesday breakfast, lunch and dinner.

Registration is on line and payment is via credit card: www.sctemmembership.com. Institutions without credit cards should follow the instructions on the registration page or contact Michigan State University for a registration form, and instructions for check payments: Debbie Gulliver: gullives@ctrl.msu.edu or 517-355-0343.

CANCELLATION POLICY

Requests to cancel SCTEM registration must be made in writing and sent via email to: gullives@ctrl.msu.edu. Any cancellations prior to August 15 will be subject to a \$100.00 Administrative Fee. No refund will be made for cancellations received after August 15, 2011. Substitutions may be made at any time.

LODGING

Hotel rooms are available at the Providence Biltmore Hotel at the special conference rate of \$124 per night single/double (plus taxes). Participants should make reservations by either 1) calling (401) 421-0700 or 2) going online at:

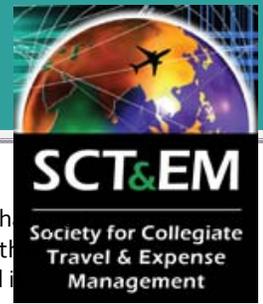
<https://booking.ihotelier.com/istay/istay.jsp?groupID=516958&hotelID=17438> and referencing the following group name:

SCTEM. The special group rate will be extended to SCTEM attendees two days before and after the conference dates. The cutoff date for making reservations at the special rate is August 24, 2011. Reservations after this date will be accepted by the Providence Biltmore on a space available basis, only. **Hotel availability is limited, so attendees should make their reservations early!**

GROUND TRANSPORTATION AND PARKING

- **Rail** – Providence is located on Amtrak's Northeast Corridor between Washington DC/New York City and Boston. High speed Acela Express train service transports passengers from New York City to Providence in about two and a half hours. For tickets call 1-800-USA-RAIL or visit www.amtrak.com.
- **Taxi Service** – The distance from T.F. Green Airport to the downtown area is 9 miles and taxis will cost approximately \$30.00 each way.
- **Shuttle service** - The airport shuttle is available 7 days a week from 5:00 am to 11:00 pm. The shuttle leaves the airport every hour on the hour. From the hotels they leave every hour on the ½ hour. After 7:00 pm reservations for the shuttle are required from the city only. The cost of the shuttle is \$11.00 each way. (401) 737-2868 or toll free 1-888-737-7006 <http://www.airporttaxiri.com/mainindex.html>.
- **Interlink at TF Green Airport** - InterLink offers multiple transportation functions, with a consolidated rental car facility for T. F. Green Airport serving MBTA commuter trains traveling between Warwick, Providence and Boston (utilizing Amtrak rails). It provides a new option for RIPTA bus service to connect to the air, rail and rental cars. Commuter train service at the InterLink began on December 6, 2010.
- **Hotel Parking** – Discounted parking is available at the Providence Biltmore for \$15 per day, per car.

RECOMMENDED DRESS



"Business casual" dress is appropriate attire for all events at SCTEM. Note that each participant is asked to wear attire that represents their school or company colors/logo to the Opening Night Reception. Although weather in Providence during the month of September is typically warm during the day, conference rooms in the hotel may be cool and some participants may find it more comfortable to have a sweater /sweatshirt with them.

SAMPLES FROM SCHOOLS

We encourage you to share pamphlets, policy documents, and promotional items that your institution has created to communicate new policies and procedures or to promote travel and/or expense management programs. Samples can be delivered to the registration booth upon arriving in Providence, and will be made available to SCTEM participants throughout the conference.

TRADESHOW – ATTENDEE INFORMATION

A vendor tradeshow that features the most popular academic suppliers will take place on Monday and Tuesday during extended morning and afternoon breaks. This is an ideal opportunity to view on-line booking and expense report demos, discuss contract opportunities, and network. The vendor trade show attracts travel management companies, airlines, rental car companies, expense reporting applications, on-line booking applications, airport parking providers, hotels, consultants, and much, much more!

TRADESHOW – EXHIBITOR INFORMATION

Participating in the SCTEM Tradeshow is an ideal opportunity for suppliers to network with collegiate decision makers, and to recommend solutions that lead to lower costs, enhanced services, and streamlined efficiencies within the academic enterprise. The Tradeshow will be open during extended morning and afternoon breaks on Monday and Tuesday. The cost for a Conference Registration and a Tradeshow booth is \$1050. To register, go to: www.sctemmembership.com.

Questions about participating in the Tradeshow can be addressed to SCTEM Board Member: John O'Malley, Director of Strategic Accounts, Enterprise Holdings: John.O'Malley2@ehi.com.

OF SPECIAL NOTE – WaterFire Providence® will be taking place on Friday evening, September 16. The Providence Biltmore is within walking distance of the main basin where this will take place. WaterFire's over eighty sparkling bonfires, the fragrant scent of aromatic wood smoke, the flickering firelight on the arched bridges, the silhouettes of the "firetenders" passing by the flames, the torch-lit vessels traveling down the river, and the enchanting music from around the world engage all the senses and emotions of those who stroll the paths of Waterplace Park. WaterFire has captured the imagination of over ten million visitors, bringing life to downtown, and revitalizing Rhode Island's capital city. To learn more and view WaterFire, please visit <http://www.waterfire.org/>.

INFORMATION / QUESTIONS ABOUT SCTEM'S 2011 CONFERENCE & TRADESHOW

Information about SCTEM and the Society's 2011 Conference & Tradeshow is posted on the Society's website: www.sctem.org. Additional questions can be addressed to the Society's Executive Director:

Debbie Gulliver
SCTEM Executive Director / University Travel Manager
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East Lansing, MI 48824-1046

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