

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

ROUNDTABLE DISCUSSIONS

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](#)
- [Growing Your Travel Program](#)
- [Practical Guidelines to Hotel Negotiations](#)
- [Application of Federal Travel Regulations](#)
- [Approaches to Traveler Tracking](#)
- [Win-Win Credit Card Solutions](#)

WELCOME AND GENERAL SESSION A

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.

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 the 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.

GENERAL SESSION B

The Future of Travel Distribution: Scenarios for Managed Travel

[Kevin Mitchell](#), *Chairman* | Business Travel Coalition

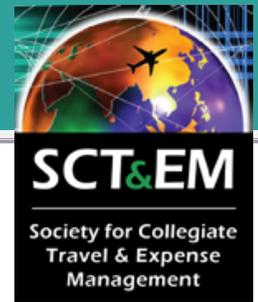
Kevin Mitchell of Business Travel Coalition will provide background and context for recent developments in travel distribution that have potential strategic consequences for the managed travel community. The battle for control of the passenger dollars will be explored including controversial marketplace 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.

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.

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.

EDUCATIONAL SESSION 3

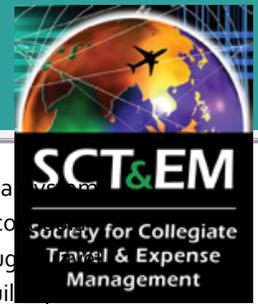
3A [Smart Negotiating OR Is a Perfect Travel Management Company RFP Process Possible?](#)

[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 [Kuali 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 systems that many colleges and universities have developed. Many modules have sprung from the code, including the Quali Travel & Entertainment Module (TEM). From Travel Authorization through Reimbursement, presenters will provide an insight into this travel expense reporting tool built for university travel managers (with the help of rSmart) for collegiate travel programs.

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.

GENERAL SESSION D

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

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?

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.

GENERAL SESSION E

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.