

2012 Annual Conference & Trade Show

Dedicated to the needs of academic travel & expense administrators for over 25 years

Agenda

Ravella at Lake Las Vegas, Nevada
September 30 – October 3, 2012

www.sctem.org

SUNDAY 9.30.12

8:00 AM – 7:00 PM REGISTRATION | **GROUP REGISTRATION DESK, LOBBY LEVEL** |

9:00 AM – 2:00 PM **EXCURSION TO HOOVER DAM & LAKE MEAD** | **MEET IN LOBBY** |
HOSTED by Joe DeMille and John Anthony

SCTEM has arranged a pre-conference tour to Hoover Dam and Lake Mead. Join us as we board a charter bus for the historically famous Hoover Dam to see and hear firsthand how this magnificent architectural mainstay was envisioned and built. There will be a professionally narrated tour of Henderson, Boulder City and the Hoover Dam with ample time for photo opportunities of Lake Mead and the Colorado River. The Hoover Dam Discovery Tour includes access to the theater, exhibit rooms, the generator room, the observation deck, the visitor center and the museum.

Availability is limited and reservations are required. Therefore it is important that you request this excursion as part of your conference registration. The cost of the tour is \$45.00 per person.

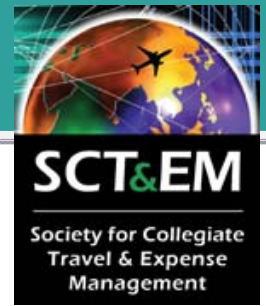
3:00 PM – 5:00 PM **RANT & RAVE** | **SALON 4, LOBBY LEVEL** |
SPONSORED BY: ENTERPRISE HOLDINGS

Whether you are new to collegiate travel and expense management or are an "old pro", jump-start your conference experience by bringing your questions and experiences and participate in open discussion on a variety of travel related issues.

Attendees are invited to share the good, bad, and ugly of their travel and expense management programs in this interactive session. Discussions are guaranteed to be lively as we navigate through topics such as on-line booking; travel policies, procedures, and enforcement; and contract negotiation and institutional promotion (gaining "buy-in"). This is a great networking opportunity that begins with interactive, fast-paced discussions and provides attendees with a wealth of fresh ideas.

6:00 PM – 7:00 PM **WELCOME NEW ATTENDEES** | **TUSCANY COURTYARD, GARDEN LEVEL** |
SPONSORED BY: SCTEM AND ASIANA AIRLINES

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 9.30.12 cont'd

7:00 PM – 10:00 PM **OPENING RECEPTION AND SILENT AUCTION |**
MEDICI CAFÉ AND FLORENTINE GARDEN, GARDEN LEVEL |
SPONSORED BY: DELTA AIR LINES

Welcome to this year's attendees! Join us as we celebrate another year of coming together to share knowledge, glean new ideas, and renew friendships with colleagues. Enjoy an evening of food and fun in the backdrop of a Mediterranean setting.

A special event of long-standing tradition takes place during the Opening Reception which is 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 the SCTEM registration desk. Come join us for this fun event!

New this year: Travel suppliers, who have registered to exhibit, are invited to host a cocktail table exclusively reserved for their auction item during this event. Be sure to stop by, introduce yourself, and bid on their silent auction items.

MONDAY 10.1.12

6:30 AM - 7:30 AM **RUN/WALK ALONG LAKE LAS VEGAS | MEET IN LOBBY |**
HOSTED by Belinda Borden and Joe DeMille

7:30 AM - 8:30 AM **BREAKFAST | MONTELAGO BALLROOM, GARDEN LEVEL |**
SPONSORED BY: CONCUR TECHNOLOGIES

8:00 AM – 5:00 PM **REGISTRATION | PRE-FUNCTION AREA, OUTSIDE SALONS 1 & 2 |**

8:45 AM - 10:15 AM **WELCOME AND GENERAL SESSION A | SALON 1, LOBBY LEVEL |**

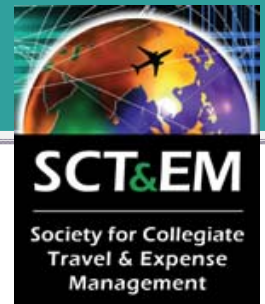
Make it Happen!

Peter Sheahan, *Founder, CEO, Best-Selling Author, Successful Entrepreneur & Business Consultant, and Internationally Acclaimed Speaker* | ChangeLabs TM

We all have good ideas, but how do we turn these into great results? Peter Sheahan, known internationally for inspiring innovative business thinking and creating lasting behavior change, will provide his insight into doing just that. Peter has worked with leaders around the world to flip their thinking, helping them find opportunities where others cannot, and to create innovative approaches to change. Join us as Peter illustrates the five competencies necessary to streamline your thinking, execute your good ideas, and turn them into great results.

As a global thought leader, Peter's insights into business trends and the changing needs of customers and staff have made him a regular presenter on Fox Business, with appearances on ABC and BBC as well.

Peter is the author of six books, including *Making It Happen: Turning Good Ideas into Great Results*, and international bestsellers *Flip* and *Generation Y*.



MONDAY 10.1.12 cont'd

10:15 AM - 10:45 AM **TRADE SHOW AND BREAK | PRE-FUNCTION AREA, OUTSIDE SALONS 1 & 2 |**
SPONSORED BY: MASTERCARD INTERNATIONAL

New this year: The trade show will be open during morning and afternoon breaks on Monday and Tuesday with a cocktail table format to facilitate conversations, collaborations, and information exchange.

10:45 AM - 12:00 PM **GENERAL SESSION A CON'T | SALON 1, LOBBY LEVEL |**

Make it Happen!

Peter Sheahan, *Founder, CEO, Best-Selling Author, Successful Entrepreneur- & Business Consultant, and Internationally Acclaimed Speaker* | ChangeLabs TM

Peter continues his discussion by delving deeper into the five competencies of morphing a good idea into a successful venture. From packaging to reinvention, Peter will discuss how these along with positioning, influence, and acceleration enable you to turn your good ideas into great results.

12:00 PM - 1:00 PM **LUNCH | MONTELAGO BALLROOM, GARDEN LEVEL |**
SPONSORED BY: STA TRAVEL

1:00 PM - 2:15 PM **EDUCATIONAL SESSION BLOCK ONE | SALONS 2, 3, AND 4 |**

1A **Freshen Up Your Mature Travel Program**

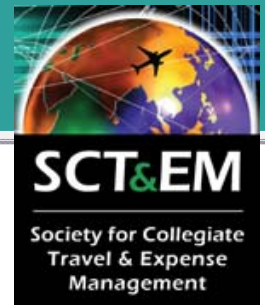
Stacey Clifton, *Contract Manager* | Harvard University
Bradley Seitz, *President* | Topaz International
Will Tate, *Senior Vice President* | Management Alternatives, Inc.

When you have some of the major pieces of the travel management puzzle in place and business travelers are utilizing your services, what's next? How can you continue to add value to your travel program? Join Stacey Clifton, Contract Manager at Harvard University with guests Bradley Seitz of Topaz International and Will Tate of Management Alternatives to discuss the value of audit and survey services and what you can do with the data provided by these services.

1B **Developing a Travel Program**

Deborah Rizzo, *Director – Contract Compliance & Admin., University Procurement* | Drexel University
Lisa Ascali, *National Account Manager* | Direct Travel

Travel is one of the top three expenses in any organization. Developing a travel program that creates savings for the institution as well as benefits for its travelers is just one component of a comprehensive travel management program. In addition, institutions must have sound travel policies and procedures that make sense to travelers, are easily enforceable, and will be supported by senior management. These policies and procedures must also be fluid so that they can easily be adapted to industry changes and institutional modifications. This session will provide touch points for consideration as you develop your own travel program.



MONDAY 10.1.12 cont'd

1C Travel Management Development in Partnership with your Travel Agency

Dan Sampson, Assistant VP of Financial Controls, University of California
Matthew J. Golden, Director of University of California Travel Management Services
Debra Almason, External Relations Manager, UC Travel Management Services
Kevin Jacobs, US President of STA Travel
Christine Lidstone, Regional Account Manager, STA Travel

Join us for updates on the consolidation of \$200 Million in T&E spend spanning 11 locations and 180,000 employees that comprise the University of California systems. What started out as a directive to address Travel and Entertainment spend has turned into a four and a half year creation of a Managed Travel Program called CONNEXXUS. Learn what steps they have taken to generate savings, implement technologies, create a data depository and develop a relationship with STA Travel, to specifically address Education Abroad, in addition to the three Connexus preferred service providers for business travel.

2:15 PM - 3:30 PM EDUCATIONAL SESSION BLOCK TWO | SALONS 2, 3, AND 4 |

2A Understanding Airline Distribution

Mark Paparo, Agency Sales Development | Delta Air Lines

Mark will begin by providing a glossary of airline jargon that will give attendees a greater understanding of inventory management and pricing concepts within the airline industry. Included in the discussion will be an explanation of the interplay of inventory and filed fares, and its impact on available pricing to the consumer. Additionally, Mark will discuss network planning concepts and provide a high level overview of airline considerations when adjusting service levels to and from a city.

2B Gaining Greater Visibility through Travel & Expense Automation

Gayle Stetler, *Accounts Payable, P-Card, Travel Manager* | Purdue University
Joseph Jacobson, Manager | Concur Technologies

Part of transforming a manual T&E process to full automation is the incremental increase of data. What data is important to our institution? What data isn't? And how do I go about making that determination? Join Purdue University as they discuss key elements and best practices in the data opportunity. Also, Concur Technologies will also share their ideas and experiences on how a vendor can help support this process.

2C Tame Your E-mail Beast and Improve Your Productivity

Randy Dean, *MBA* | Randall Dean Consulting & Training, LLC

Randy Dean, national speaker and author of *Taming the E-mail Beast*, will present attendees with clear steps and recommendations for increasing their e-mail efficiency and organization so that they can be more productive in a shorter amount of time. Randy will provide proven strategies for increasing e-mail and work efficiency by creating an "e-mail infrastructure" and following a thorough "decision tree" for handling, prioritizing, and managing e-mail. In addition, attendees will learn how to get rid of all those "quick little" e-mails once and for all, handle CC's and forwards, and mitigate or even eliminate much of that annoying and costly junk and spam e-mail.

MONDAY 10.1.12 cont'd

3:30 PM - 4:00 PM **TRADE SHOW AND BREAK | PRE-FUNCTION AREA, OUTSIDE SALONS 1 & 2 |**
SPONSORED BY: ANTHONY TRAVEL

4:00 PM - 5:30 PM **GENERAL SESSION C | SALON 1, LOBBY LEVEL |**

Recovering from the Recovery

Dr. Christopher Thornberg, *Founding Partner* | Beacon Economics

What is the economic outlook for the future? What key indicators will affect the travel industry? Dr. Christopher Thornberg will present a comprehensive outlook focusing on the current U.S. economic recovery. Attendees will gain insight into the direction the economy will take over the near and long-term future including a discussion about the potential risks still facing the economy from the European debt crisis to the U.S. trade and federal deficits. Dr. Thornberg will also present a historical look at the leading causes behind the 'Great Recession' and many of the driving forces behind the 'trends and bends' occurring in today's economy.

6:30 PM – 10:00 PM **COCKTAILS & DINNER RECEPTION | PAVILLION ON LAKE LAS VEGAS |**
SPONSORED BY: ENTERPRISE HOLDINGS

Join us for cocktails on the lawn and dinner at the Ravella's Pavilion on Lake Las Vegas. Unwind, relax, and be entertained in the ambiance of an Italian evening out with your friends and colleagues.

TUESDAY 10.2.12

6:30 AM - 7:30 AM **RUN/WALK ALONG LAKE LAS VEGAS | MEET IN LOBBY |**
HOSTED by Belinda Borden and Joe DeMille

8:00 AM - 9:00 AM **BREAKFAST | MONTELAGO BALLROOM, GARDEN LEVEL |**
SPONSORED BY: CONCUR TECHNOLOGIES

9:00 AM - 10:15 AM **EDUCATIONAL SESSION THREE | SALONS 2, 3, AND 4 |**

3A **Can a Fully Automated Travel Program Exist & Succeed in Higher Education?**

Kevin Crabtree, *Senior Buyer* | University of Virginia

The University of Virginia has taken on the difficult challenge of creating a travel program of which has never existed; addressing vendor consolidation, policy creation, and technology implementation, choosing to do so without the resource of a full time, dedicated Travel Manager. Kevin Crabtree, Senior Buyer is excited to share his strategies, implementation processes, lessons learned, and results for the many facets of the "re-booted University Travel Program."

TUESDAY 10.2.12 – cont'd

3B Hotel Negotiations: Meeting Contracts: A Legal and Practical Analysis Joe DeMille, Senior Director Business Development, Dolce Hotels & Resorts

For many in Travel, Procurement and Administration you recently were given responsibility to review and approve Hotel Contracts. The challenge is that site selection, negotiation and terms have all been established and you are being asked to review and approve an agreement in the final stages of the process.

Explore options of creating a standardized RFP and meetings addendum, and/or engaging a third party vendor, to assist your institution's meeting planners to assure compliance to University policies and to mitigate risk for your institution. In this session, we will also review standard hotel contract template and cover major contract terms and conditions such as attrition or slippage.

3C Marketing Your Travel Program Using Social Media in a Non-Mandated Environment

Jay Campbell, *Chief Social Media Strategist* | Social Media Consulting

Jay Campbell will demonstrate how social media will enhance your value and importance as a travel manager. In this ever changing world of technology, travel managers find their travel programs competing against online travel sites and social media. Discover how using social media can turn the tables in the travel manager's favor and reinforce your role and value to your travelers. Strategies, such as utilizing Twitter and other online tools, will be discussed to teach travel managers how to take business away from online travel sites and more in order to gain greater compliance to their travel programs.

10:15 AM - 10:45 AM **TRADE SHOW AND BREAK | PRE-FUNCTION AREA, OUTSIDE SALONS 1 & 2 |**
SPONSORED BY: ASIANA AIRLINES

10:45 AM - 12:00 PM **GENERAL SESSION D | SALON 1, LOBBY LEVEL |**

Getting Value in a Managed Academic Travel Program - You're Not Alone!

Greeley Koch, *Director of Strategic Development* | Acquis Consulting Group

With the abundance of travel information on the internet, academic and business travelers believe they have become travel experts who believe they can always independently find better deals than through official travel programs. Travel Managers who can position themselves and their department for the future, create and continue on a strategic path of improving the travel experience while keeping costs in check will find success in attaining greater acceptance and participation in their institution's travel program. Greeley will explore proven steps that can be taken that will result in your travelers wanting to use your travel program.

12:00 PM - 1:00 PM **LUNCH | MONTELAGO BALLROOM, GARDEN LEVEL |**
SPONSORED BY: ALTOUR

TUESDAY 10.2.12 – cont'd

1:00 PM - 2:15 PM EDUCATIONAL SESSION BLOCK FOUR | SALONS 2, 3, AND 4 |

4A Duty of Care and Travel Risk Management: A Team Approach

Dr. Lizbeth Claus, *Ph.D., SPHR, GPHR, Professor* | Willamette University

Jennifer Hulsey, *Director, Emory Marketplace, Travel Services Manager* | Emory University

Each day there are natural disasters, civil unrest, and violence that impact travelers' safety and security. Having a solid Duty of Care and Travel Risk Management program are essential components of collegiate travel programs in order to mitigate risk, alleviate hardship, and ensure the safety of our globally mobile students, faculty and staff. Dr. Lisbeth Claus, author of the recent International SOS "Duty of Care and Travel Risk Management Global Benchmarking Study" will present newly-released findings on these topics that are specific to higher education. In addition, as their case study, presenters will demonstrate how Emory University identified their need, role responsibilities and assignments, and integrated policy with their university travelers and travel providers.

4B Ch-Ch-Changes! Tips for Successfully Navigating Change

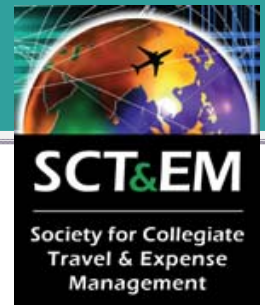
Sandy Hicks, *CPPB, Assistant Vice President & Chief Procurement Officer* | University of Colorado

Change is going to happen. Your choice is to fight it and probably lose; or embrace it and win. The University of Colorado Procurement Service Center has dealt with significant changes during the past two years involving a new travel policy, fiscal procedural changes, and travel, expense and procurement system changes. This session will provide ideas and tips on how to proactively manage change for the procurement staff as well as the University community so everyone ends up a winner.

4C New Solutions in Credit Cards

Michael Casella, *Director* | CitiBank

Banks and credit card companies offer many new, diverse, and innovative programs that address the specific needs of colleges and universities. Two such programs are Meeting Planner Card and Virtual Card Programs. Meeting planner cards remove inefficiencies, provide visibility and control, and allow cardholders to minutely evaluate spend data. Virtual cards can be set up according to specific traveling needs and safeguard against unauthorized spend, help prevent fraudulent charges, and simplify reconciliation. The presenter will discuss the nuances of each program and their benefits.



TUESDAY 10.2.12 – cont'd

2:15 PM - 3:00 PM **GENERAL SESSION E | SALON 1, LOBBY LEVEL |**

SCTEM Member Survey Results: The Road to Best Practice

Will Tate, *Founder & President* | 3d Travel Metrix

Join us as we reveal the details of our recent member survey of hundreds of participating schools. The singular focus of our survey: to identify the road to best practice. In addition to the school demographic information, we tallied measures of both efficiency (the level of effort) and effectiveness (the results). You will gain valuable insight from many perspectives about the current state of university managed travel!

3:00 PM - 3:30 PM **TRADE SHOW AND BEVERAGES | PRE-FUNCTION AREA, OUTSIDE SALONS 1 & 2 | SPONSORED BY: ASIANA AIRLINES**

3:30 PM - 4:45 PM **GENERAL SESSION F | SALON 1, LOBBY LEVEL |**

Gamification

Tom Ruesink, *Owner* | Ruesink Consulting Group

Gamification: The use of game thinking and game mechanics to not only engage external users but drive internal behaviors. Tom Ruesink demonstrates how gamification can be applied to collegiate travel programs by making it simple, flexible, and usable in order to build loyalty. Instead of relying on policy, rules, and restrictions, travel managers can create a program that uses incentives, scores, and gaming to drive good and thoughtful behavior. In this interactive session, Tom will explore how gamification and travel are currently intersecting in a manner that provides opportunities for you to implement gamification strategies at your institution to help drive compliant behaviors in a fun and compelling way.

4:45 PM - 5:00 PM **THANK YOU AND WRAP UP | SALON 1, LOBBY LEVEL |**

At this brief wrap-up, SCTEM will reveal its 2013 destination. 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 PM – 10:00 PM **DINNER RECEPTION | SUNSET & VINES | SPONSORED BY: CONCUR TECHNOLOGIES**

Meet in Ravella Lobby at 6:15 pm or at Sunset & Vines in The Village anytime after 6:30 pm. Maps and address printed on 'At-A-Glance' summary agenda.

WEDNESDAY 10.3.12

7:30 AM - 8:45AM **BREAKFAST | MEDICI CAFÉ GARDEN LEVEL /**
SPONSORED BY: DOLCE HOTELS & RESORTS

If you are participating in the “back of the house” tour of Wynn Las Vegas on the Las Vegas strip, please join us for breakfast. We will load the bus to depart at 9:00 AM for the Las Vegas strip for our tour and transfer to the Las Vegas airport.

8:45 AM - 12:00 PM **BACK OF THE HOUSE TOUR OF WYNN LAS VEGAS**

Brian Gullbrants, *EVP/General Manager* | Wynn Las Vegas

Wynn Las Vegas Resort often referred to as simply the Wynn is a resort and casino located on the Las Vegas Strip. The property has 2,716 guest rooms and suites and opened in 2005. The resort has earned AAA five-diamond, Mobil five-star and Forbes five-star ratings. Our tour will include a behind the scenes look at their employee facilities, the chocolate shop, pastry shop, cake shop, horticulture and floral preparation areas, the bakery, the purchasing and receiving area and their warehousing spaces. This unique experience will help you understand the inter-workings of a five star facility and the emphasis that they devote to the quality of food preparation and the highest regard for genuine employee care and concern.

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 online and payment is via credit card: www.sctemmembership.com. Institutions without credit cards should follow the instructions on the registration page for check payments: If you have additional questions, please contact Debbie Gulliver: gullive5@ctrl.msu.edu or 517-355-0343.

CANCELLATION POLICY

Requests to cancel SCTEM registration must be made via the Registration Cancellation Form and sent via E-mail to: gullive5@ctrl.msu.edu. Any cancellations prior to August 30 will be subject to a \$100.00 Administrative Fee. No refund will be made for cancellations received after August 30, 2012. Substitutions may be made at any time.

LODGING

Hotel rooms are available at the Ravella, A Dolce Hotel & Resort, at the special conference rate of \$149 per night single/double (plus taxes). Participants should make reservations by either:

1) Telephone (888) 810-0440 and referencing the following group name: **SCTEM**

2) Online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8157654 and referencing the following group name: **SCTEM**

The special group rate will be extended to SCTEM attendees three days before and after the conference dates. The cutoff date for making reservations at the special rate is September 6, 2012. Reservations after this date will be accepted by the Ravella on a space available basis, only. **Hotel availability is limited, so attendees should make their reservations early!**

GROUND TRANSPORTATION AND PARKING

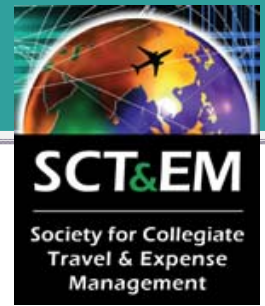
- **Taxi Service** – The distance from McCarran International Airport to the downtown area is 17 miles and taxis will cost approximately \$65.00 each way. We highly recommend taxicab sharing to reduce costs. .
- **Shuttle service** - The hotel's airport shuttle is available 7 days a week from 10:30 am to 10:00 pm. The shuttle leaves the airport every three hours. The cost is \$30 per person each way. To schedule hotel shuttle call (702) 567-4700 and Guest Services can arrange your transportation. Flight arrival information will be requested at the time of booking.
- **Hotel Parking** – Self Parking is complimentary. Valet overnight parking is available at the Ravella 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 sports their school or company colors/logo to the Opening Night Reception. Although weather in Nevada in the fall is typically warm during the day, conference rooms in the hotel may be cool and some participants may find it 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 and will be made available to participants throughout the conference.



GENERAL INFORMATION Cont'd

TRADE SHOW– ATTENDEE INFORMATION

A vendor trade show 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 online 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, online booking applications, airport parking providers, hotels, consultants, and much, much more!

TRADE SHOW– EXHIBITOR INFORMATION

Participating in the SCTEM trade show 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.

New this year: As a registered exhibitor, a cocktail table will be exclusively reserved for you at the opening reception on Sunday evening where your silent auction will be bid upon.

The trade show will be open during morning and afternoon breaks on Monday and Tuesday and again will be cocktail table format without the need for elaborate exhibit displays or materials. The cost for a Conference Registration with or without trade show participation is \$1195. To register, go to: www.sctemmembership.com. If you wish to have a trade show exhibit, please be sure to register for the trade show so we can reserve your table for both the Opening Reception and Trade Show.

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

Information about SCTEM and the Society's 2012 Conference & Trade Show 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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