



**SOCIETY FOR COLLEGIATE TRAVEL
& EXPENSE MANAGEMENT**

2013 Annual Conference & Trade Show

**Vinoy® Renaissance St. Petersburg
Resort & Golf Club
September 29 – October 2, 2013**

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

Agenda

SUNDAY 9.29.13

8:00 AM – 7:00 PM **REGISTRATION / GROUP REGISTRATION DESK, VINOY HOTEL LOBBY |**

9:00 AM – 2:00 PM **BRUNCH & THE ARTS | MEET IN LOBBY |
HOSTED BY SCTEM**

SCTEM has arranged a pre-conference activity of “Brunch and the Arts Tour.” You can choose from either Brunch and the Dali Museum or Brunch and the Chihuly Collection. Both are easy walking distances from the Vinoy. **Reservations are required** and you can request to be included on this excursion as part of your conference registration.

11:00 AM – 2:00 PM **CONCUR IMMERSION SESSIONS | PLAZA ABC |
SPONSORED BY: CONCUR TECHNOLOGIES**

Concur is pleased to offer pre-conference consulting sessions on a topic of your choosing. The sessions are in 30 or 60 min blocks and are open to both current clients and non-clients. Regardless of the topic, Concur would love to discuss how your institution can advance their T&E program in an informal, non-sales environment. **Registration required** as part of your conference registration.

3:00 PM – 5:00 PM **RANT & RAVE | PLAZA ABC |
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.

SUNDAY 9.29.13 Cont'd

6:00 PM – 7:00 PM **WELCOME NEW ATTENDEES | FRED'S BAR/PATIO |**
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.

7:00 PM – 10:00 PM **OPENING RECEPTION AND SILENT AUCTION | MEZZANINE/TERRACE |**
SPONSORED BY: ENTERPRISE HOLDINGS

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.

SCTEM's Silent Auction, a special event of long-standing tradition takes place during the Opening Reception! 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! **The auction will close at 9:00 pm!**

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 9.30.13

6:30 AM - 7:30 AM **RUN/WALK | MEET IN LOBBY |**
HOSTED by Joe DeMille

7:30 AM - 8:30 AM **BREAKFAST | MEZZANINE/TERRACE |**
SPONSORED BY: SCTEM

8:00 AM – 5:00 PM **REGISTRATION / PALM COURT FOYER |**

MONDAY 9.30.13 Cont'd

8:45 AM - 10:15 AM **WELCOME AND GENERAL SESSION A | MAJESTIC 123AB / CENTER COURT |**

SPONSORED BY: SCTEM

Managing the Generational Mix

Mark Taylor, M.S.W., Ed.D.

Programs/Workshops/Keynotes

Today's working world of colleagues and customers can be an exciting, though not always harmonious, mixture of four generational cohorts; Traditionals, Boomers, Xers and our youngest workers from Generation NeXt. Successful leadership, management, customer service and supplier relations, requires being able to understand, communicate with and motivate everyone at work, from each generational group. Understanding typical generational values, traits, preferences and styles can improve recruitment, workplace communication, effectiveness, harmony and employee satisfaction and retention, as well as aid in garnering program support and in providing effective customer service. This workshop will address the generational issues and dynamics in the workplace with specific, immediately applicable suggestions for developing the most productive, positive and effective work setting for all travel professionals.

10:15 AM - 10:45 AM **TRADE SHOW AND BREAK / PALM COURT FOYER |**

SPONSORED BY: SCTEM

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 B | MAJESTIC 123AB / CENTER COURT |**

SPONSORED BY: SCTEM

Dream, Believe, Accomplish

Dick Rutan, Voyager Pilot, Entrepreneur, Adventurer

Challenge. We confront this obstacle daily and manage some way around, over, or through. Some decide to avoid challenge, some decide to meet it and others decide to take it one step further. Dick Rutan, a master storyteller, will share his experience with believing in one's self and one's team as he sought and made history in his 9 day, 3 minute, 44 second Voyager flight around the world.

MONDAY 9.30.13 Cont'd

12:00 PM - 1:00 PM **LUNCH | MEZZANINE/TERRACE |**
SPONSORED BY: SCTEM

1:00 PM - 2:05 PM **EDUCATIONAL SESSION BLOCK ONE | ROYAL1AB, 2AB, 3AB |**

1A **Reporting Customer Value**

Kristin Shovlin / Managing Director – Sales Operations/ Delta Air Lines

Learn how Delta Air Lines is working to provide detailed, value-added reporting to its corporate, Sports/University and travel agency customers. Hear what data is most important to the airline's travel professional customers and their business travelers. Gain perspective of the equitable return for customers - beyond the price of a ticket. Understand how data translates into a complete value proposition for your organization and how the transparency provided helps to build stronger partnerships.

1B **Travel and Expense Management Acquisition Process**

Mary Gallagher / Change Management Specialist of EProcurement Solutions / Huron Consulting Group

Is your institution starting your solution selection process to replace your manual processes or move to an updated technology platform? This session will focus on the necessary components for building an effective team and understanding the technological landscape of travel and expense management solutions.

1C **Collaborate Successfully**

Beth Tapp/Travel Manager / University of Minnesota

John O'Malley/ Strategic Sales Manager / Enterprise Holding

Eric Holifield / Sales Account Executive / Delta Air Lines

An open dialogue discussing ways universities can collaborate. Learn how the Big Ten Travel Managers have worked together. Discussion items may include: Communication, Collective Purchasing, Program Management, Business Processes, and Contract Management.

2:30 PM – 3:00 PM **TRADE SHOW AND BREAK / PALM COURT FOYER |**
SPONSORED BY: ANTHONY TRAVEL

MONDAY 9.30.13 Cont'd

3:00 PM - 4:05 PM **EDUCATIONAL SESSION BLOCK TWO | ROYAL 1AB, 2AB, 3AB |**

- 2A** **Evolution & Application of Federal Regulation**
Rick Miller /Travel and Relocation Policy Program Manager / General Services Admin.
Since the Fly America Act's enactment in 1974, innumerable changes have taken place in the airline industry. Because of this evolution and the introduction and evolution of Open Skies Air Transport Agreements, the Fly America Act and the federal travel regulations promulgated under the act have been revised to allow travelers, whose international travel is supported by U.S. federal funds, more flexibility while remaining in compliance with the law. Our presenter will provide a full explanation (including examples of permissible routes) of the multilateral agreement in place so that qualifying travelers, whose travel is supported by federal funds, may travel on U.S. Flag Air Carriers, or European Union airlines as long as they touch down in an EU country.
- 2B** **Smarter Data is the Answer: What was the Question?**
Rock Blanco / Vice-President, Product Innovation & Marketing / Cornerstone Info. Systems
Everywhere you turn, the headlines are screaming, "Big Data". Is the amount of data you can access really the key to improved travel policy, operations efficiency, and overall program performance? In this discussion, attendees will learn how the move is on from Big Data to Smarter Data, and the lessons learned from companies that are using resources like Business Intelligence as part of their data-driven decision making process for measuring program performance and value.
- 2C** **Overcoming International Payment Obstacles**
Paul Fambrini/ Director, Transaction Services – NA Public Sector /CitiBank
Gone are the days where schools need to worry about how payments to tour guides in Italy for foreign exchange programs will be processed or how a research student conducting a study in Africa can get access to cash. This session will provide the participants with an understanding of the various ways they can satisfy payment requirements for international programs. Payment options such as a Travel & Expense Card program can alleviate some of the pain that exists in funding international operations. Please join us to learn more about these cost efficient solutions.

MONDAY 9.30.13 Cont'd

4:05 PM - 5:15 PM **GENERAL SESSION C | MAJESTIC 123AB / CENTER COURT |**
SPONSORED BY: SCTEM

Risk Management for the International Traveler

Gary Langsdale, University Risk Officer, The Pennsylvania State University

Managing risks for international travel can be – well – risky! Institutions have a duty of care obligation for the health, safety, security, and well-being of their business travelers which takes a multi-prong approach and a team effort in order to create and effectively manage a program in which encompasses policies, procedures, education, traveler tracking, intervention, and evaluation. Hear from one risk management officer on how their school is succeeding in mitigating risks associated with international travel.

6:00 PM – 6:30 PM **COCKTAILS AND NETWORKING OPPORTUNITY | ESPLANADE |**
SPONSORED BY: DELTA AIR LINES

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

TUESDAY 10.1.13

6:30 AM - 7:30 AM **RUN/WALK | MEET IN LOBBY |**
HOSTED by Joe DeMille

8:00 AM - 9:00 AM **BREAKFAST | MEZZANINE TERRACE |**
SPONSORED BY: SCTEM

TUESDAY 10.1.13 Cont'd

9:00 AM - 10:05 AM **EDUCATIONAL SESSION THREE | ROYAL 1AB, 2AB, 3AB |**

3A **T&E Issues, Shenanigans and Accounts Payable Challenges**
Mary Schaeffer / Editorial Director – AP Now / Author of 101 Best Practices for Accounts Payable

Creativity when preparing a travel and expense reimbursement request is not a desirable approach. Yet, it happens and sometimes more frequently than most would like to admit. This session will focus on the different games some employees play when attempting to get reimbursed for more than they actually spent along with best practices you can use to stop this problematic behavior.

3B **Finding an Extra Hour Every Day**
Randy Dean / Randall Dean Consulting & Training, LLC

Randy Dean, the “Totally Obsessed” Time Management/E-mail Guy goes into many of the most common areas of productivity loss. His goal is to help stressed out performers learn several new and immediately useful strategies for finding a few minutes on tasks, activities, and actions you are already doing, leading to at least an extra hour of productivity every day.

3C **Easy Money: Why Scammers, Con Artists and Pickpockets Still Have a Job**
Officer Rebecca Bywater / Manager Threat Assessment / Community Education
/ The Pennsylvania State University Police and Public Safety

We all know the basics on traveling safe, but so do con artists. They have improved their scams and tricks; why haven't we changed how we identify them? This program offers information and discussion about the latest in practical techniques for protecting yourself and your belongings traveling. This program will help you to create an awareness of possible unsafe scenarios and to reduce your risks of becoming a victim.

10:05 AM - 10:35 AM **TRADE SHOW AND BREAK / PALM COURT FOYER |**
SPONSORED BY: SCTEM

TUESDAY 10.1.13 Cont'd

10:35 AM - 11:50 AM **GENERAL SESSION D | MAJESTIC 123AB / CENTER COURT |**
SPONSORED BY: SCTEM

What the Industry Trend Open Booking Means for Higher Education

Mike Koetting / EVP, Supplier Management / Concur

Marguerite Gustkey / Manager, Travel Services / The George Washington University

With “mandate” being a dirty word on campus that creates a disproportionate amount of travel leakage, what options does a Higher Education T&E manager have? Could Open Booking be a viable option? Join Concur thought leader Mike Koetting and travel manager veteran Marguerite Gustkey from The George Washington University as they walk through this hot topic. Mike and Marguerite will look at Open Booking from an industry trend, technological and practical implication perspective.

11:50 AM - 12:50 PM **LUNCH | MEZZANINE/TERRACE |**
SPONSORED BY: SCTEM

12:50 PM - 1:55 PM **EDUCATIONAL SESSION BLOCK FOUR | ROYAL1AB, 2AB, 3AB |**

4A **Travel System Implementation - How to Keep the Train on the Track**
Adam Donaldson / Business Management & Analysis Group / The George Washington University

The George Washington University will share experiences and tips on how formal project management helped ensure a smooth transition to a new travel management system. This session will address key issues including stakeholder involvement, change management, system adoption, vendor coordination, system testing and more.

4B **American Airlines/US Airways Merger: Now What?**
Holly Hegeman / Founder, CEO / PlaneBusiness.com

Come join Holly as she gives us the "straight talk" about the "New American," in addition to her candid take on what is next on the horizon for other major U.S. airlines, including Southwest Airlines, Delta Air Lines, United Airlines, JetBlue and Alaska. Want to know what's really going on in the airline industry? You won't want to miss this session.

4C **Travel from a University Traveler's Point of View: What Every Travel Manager Should Know**
Jim Peck / Executive Producer / Director of Photography / Videography / Communications and Brand Strategy / Michigan State University

Why do colleges and universities need travel managers? How do travel managers build loyalty with their campus' business travelers? Hear seasoned University traveler Jim Peck speak about how he works within the confines of his university travel policies by embracing travel programs while building loyalty with his preferred travel vendors and his staff to create unique work opportunities.

TUESDAY 10.1.13 Cont'd

2:05 PM - 3:20 PM **GENERAL SESSION E | MAJESTIC 123AB / CENTER COURT |**

SPONSORED BY: SCTEM

Trends in Managed Travel

Evan Konwiser / Entrepreneur and Technologist

This session will discuss what trends are changing the shape of travel. We will review the major game-changers, how they are having an impact on the business travel industry, and how our travelers are adapting. Topics will include consumer technology, travel technology, mobile, and demographics, among others. You'll walk out with a sense of the challenges that await us down the road and some near-term steps to keep yourself ahead of the curve.

3:20 PM - 3:50 PM **TRADE SHOW AND BEVERAGES / PALM COURT FOYER |**

SPONSORED BY: SCTEM

3:50 PM – 5:00 PM **GENERAL SESSION F | MAJESTIC 123AB / CENTER COURT |**

SPONSORED BY: SCTEM

The Future of a Travel Manager

Brad Seitz / President and CEO / Topaz International

The future of the travel manager is in jeopardy. What is a travel manager to do? Join the discussion, as Brad reviews facets of collegiate travel programs and valuable options for travel managers can use to demonstrate that they are valuable assets to their organizations. Bring your questions and concerns, and let's see if we can work together as a group to find solutions you can take back to your institutions.

5:00 PM – 5:15 PM **THANK YOU AND WRAP UP | MAJESTIC 123AB / CENTER COURT |**

At this brief wrap-up, SCTEM will reveal its 2014 destination.

6:00 PM – 6:45 PM **WINE & CHEESE NETWORKING OPPORTUNITY | VINOY HOTEL & GOLF CLUB |**

SPONSORED BY: CONCUR TECHNOLOGIES

6:45 PM - 10:00 PM **DINNER: EXPERIENCE LOCAL CUISINE FROM NEARBY RESTAURANTS.**

SPONSORED BY: CONCUR TECHNOLOGIES

WEDNESDAY 10.2.13

7:30 AM - 9:00 AM **BREAKFAST | MARCHAND'S BAR & GRILL |**
SPONSORED BY: SCTEM

9:00 AM - NOON **ALBERT WHITTED AIRPORT, ST. PETERSBURG, FLORIDA**
We will be walking from the Vinoy to the Albert Whitted Airport for a tour and aviation history lesson. The Albert Whitted Airport is celebrating its 100th anniversary of the first passenger flight (St. Pete to Tampa). This airport is the site of the first scheduled air flight, birthplace of National Airlines, home of the Good Year blimp, military base during WWII.

GENERAL INFORMATION

REGISTRATION

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

Registration for supplier attendees is \$1195 for the first representative from your company. Additional attendees are \$595 per person and includes participation in the tradeshow, and the following meals: Sunday dinner, Monday and Tuesday all meals and breaks.

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, 2013 will be subject to a \$100.00 Administrative Fee. No refund will be made for cancellations received after August 30, 2013. Substitutions may be made at any time.

AIRFARE

Delta Air Lines is a proud sponsor of SCTEM and has provided discounted airfare to all attendees choosing to fly Delta. Dates of travel must fall between September 26 and October 5, 2013 and flights must be into Tampa International Airport. Further details will be posted to the Membership section of the SCTEM website and an announcement will be sent out via the SCTEM List Serve.

GENERAL INFORMATION

LODGING

Hotel rooms are available at the Vinoy® Renaissance, at the special conference rate of \$149 per night single/double (plus taxes). Participants should make reservations by either:

- 1) Call 1-800-468-3571 and referencing the following group name: **SCTEM**
- 2) Online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10564738

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, 2013. Reservations after this date will be accepted by the Vinoy 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 Tampa International Airport to the downtown area is approximately 20 miles and taxis will cost approximately \$60 each way. We highly recommend taxicab sharing to reduce costs. .
- **Shuttle service** – Another option for you is to take the SuperShuttle. Use this link to reserve your discounted SuperShuttle service: <http://www.supershuttle.com/default.aspx?GC=MRD3R>
- **Hotel Parking** – Self Parking is \$14/day. Valet overnight parking is available at the Vinoy for \$20 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 Florida 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.

TRADE SHOW– ATTENDEE INFORMATION

A supplier 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!

GENERAL INFORMATION

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.

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 2013 Conference & Trade Show is posted on the Society’s website: www.sctem.org. Additional questions can be addressed to the Society’s Executive Director:

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