



Showing the world
the **benefits** of the
campus housing
and **conference**
services experience.

Bring It to the Beach
October 20-23, 2007 • Virginia Beach



Program Book
Exhibitor Guide
Conference Guide

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About Virginia Beach

There's more to see at the beach besides the ocean. Virginia Beach offers a variety of activities for guests such as the Virginia Air and Space Center, historic homes and plantations, the Contemporary Art Center, and live music in the city's parks. Wildlife enthusiasts can take a wildlife observation boat tour, and beach bums can tour the shores on foot or rent a bike. Visitors can also enjoy a taste of the Atlantic Ocean and Chesapeake Bay seafood delicacies at the city's many seafood restaurants. Virginia Beach provides countless shopping opportunities from boutiques to strip malls, so tourists can purchase the perfect east coast souvenirs.

Dear Participants:

Welcome to the 32nd annual ACUHO-I Conference Services Conference. On behalf of the planning committee, I can't tell you how thrilled we are that you've joined us for this wonderful event. Over the past year, we've been reviewing program proposals, securing the keynote speaker, developing networking opportunities, and fine-tuning the workshop schedule so that you can have a rewarding professional development experience.

The opportunity to get together with colleagues who work in the collegiate conferencing profession is unique. Often times, no one on our "home" campuses really understands the full scope of the work that we do and the impact that it has on our campus, our students, and our staff. Our work generates interest from prospective students. Our marketing and booking of conferences generates awareness from literally thousands of people who would otherwise not have a reason to be on our campus. Our efforts generate learning opportunities for the students we train as managers, coordinators, and colleagues. Our work as conference professionals generates income for our campuses in the areas of housing, dining, catering, recreation, parking, union/meeting space, etc. Take time during these next few days to reflect on your contributions to your campus, and to celebrate your success.

Part of making the most out of this conference experience is talking to your colleagues – meet new people by introducing yourself to someone new at each interest session you attend. Meet new people at meals – ask questions, be sure to offer your own experiences as input, and exchange business cards. I've been attending this conference since 1988 (and have only missed one during all of those years!) and have had the good fortune to meet new people at each event, and to develop long-lasting friendships. I always come away from this workshop refreshed, re-energized, and committed to making significant improvements to the way I manage conferences on our campus. For that, I thank you – my friends and colleagues.

So welcome and enjoy. This is your conference. This is your opportunity. Make the most of it.

Sincerely,

Amy D. Lopez-Matthews
 Chair, ACUHO-I Conference Services Committee
 University of Dayton



From the President



Dear Friends and Colleagues,

G'day mates. One of the things that makes ACUHO-I such a vibrant association is the wide range of different jobs, responsibilities, and duties that our members hold on their respective campuses. Nowhere is that more in evidence than during the 2007 ACUHO-I Conference Series. Whether you are focused on apartments, conference services, facilities, information

technology, marketing strategies, or living-learning communities, I hope you embrace the fact that you are part of ACUHO-I and take full advantage of the professional development opportunities that are available to you.

I would like to take this opportunity to extend a special thank you to our host cities of Virginia Beach, Ponte Vedra, and St. Louis, as well as our conference hosts from area colleges and universities. Also, thank you to everyone attending and supporting this year's conference series events. Just like every ACUHO-I event, this conference series is the result of work done by many individuals, all collaborating and cooperating to put together the events dedicated to the areas of expertise within the student housing operation. I extend my gratitude and appreciation to the committee chairs and members, and the many dedicated volunteers who give selflessly for a greater good.

The programming committees have worked extremely hard to offer a wide variety of educational sessions and featured speakers to inspire and challenge you with the most important issues that are shaping housing operations, and the most up-to-date information on these hot topics. I hope you too will be encouraged to educate your colleagues with your own presentation on such pressing housing issues at the 2008 conference series. I wish all this year's presenters the very best for a successful outcome. Thanks!

The conference series is only possible because of the commitment and goodwill of our sponsors, vendors, and corporate friends. The exhibitors at this year's conference series are true partners of ACUHO-I and can provide you with useful solutions to your student housing challenges and needs. Each sponsor, exhibitor, and corporate partner is eager to educate you and your staff on their products and services which can help you succeed on your campus. So, go ask them. They'd appreciate your visit.

The conference series provides the perfect opportunity to socialise and network with friends and colleagues from around the world. Whether it's at the golf outings, campus tours, in a conference session, over a meal, or experiencing all Virginia Beach, Ponte Vedra, or St. Louis have to offer, don't miss the chance to create fond memories with new and longstanding mates.

It is an honour to serve as president of ACUHO-I. I hope you enjoy your time at the conference and return to your campuses all the stronger to reinvest the because of your attendance. Blessing for the future and thanks for being a part of ACUHO-I! Have a beaut conference!

David Holmes, President, ACUHO-I
La Trobe University

our vision

ACUHO-I is committed to inspiring the development of an exceptional collegiate residential experience.



our mission

ACUHO-I is the preeminent professional association dedicated to supporting and promoting the collegiate residential experience by:

Creating value through services, information, and collegial relationships that are indispensable to its members;

Continually changing and adapting in ways that assist members in meeting the needs of dynamic campus environments.

We do this with the constant purpose of making a positive difference in the lives of members and those they serve.

our core values

Volunteer Leadership and Governance in Partnership with Staff

Fiscal Responsibility

Provision for Opportunities for Learning and Networking

Commitment to Diversity

Increase in Value to Members

A World View

Ethical Decision Making

Collaboration and Participation

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Committee Awards

The New Professional Scholarship Award

This \$500 scholarship is awarded to a conference services professional who has been in the field three years or less and could not financially afford to attend this conference. This scholarship is funded by the ACUHO-I Foundation. This year's winner is Malia Witherspoon, University of Maryland.

Outstanding Program Scholarship

This \$500 scholarship is awarded for the outstanding program presented at the 2007 conference (as reflected by the program evaluations). This scholarship is funded by the ACUHO-I Research and Education Foundation and is to be used toward the recipient's attendance at the 2008 ACUHO-I Annual Conference and Exposition. This award will be presented at Tuesday's award luncheon.

Outstanding Program Proposal

Two registration scholarships are given to the top two program proposals as defined by the ACUHO- I Conference Services Committee to attend the conference. All programs submitted to Deidre Smith by the July 5, 2007 deadline were eligible for this award. This year's winners are: Daria-Yvonne Graham, University of Dayton, *Smooth as Sand: Ideal Uses for Technology in Summer Conferences*; and Abbie Dickinson and Susan Taylor, Colorado Mountain College, *SPF for You and Your Conference Staff*. Abbie and Susan as co-presenters share one scholarship. In order to give you the opportunity to attend both sessions, these presentations will be offered twice, on both Sunday and Monday.

The Lois Fariello Award

The Lois Fariello Award recognizes persons who, through their efforts and accomplishments, have made a particularly significant contribution to the college and university conference services field. The award, named for a mentor of ACUHO-I Conference Services, will be presented at Tuesday's award luncheon.

The Thomas M. Dunning Award

This award acknowledges service to the profession of conferences and to the ACUHO-I Conference Services Committee and its membership. Their conference work experience is not necessarily extensive. This year's winner will be announced at Tuesday's award luncheon.

Keynote Speaker: Sue Hershkowitz-Coore



Sue Hershkowitz-Coore, CSP, one of the top business speakers in the country, makes a difference in the way your attendees think, communicate, and perform. A communications expert, Hershkowitz-Coore believes that success is dependent on how you communicate your message to your customers, colleagues, staff, and even to yourself.

Hershkowitz-Coore's high-energy way of presenting energizes and excites audiences. They connect with her and listen to her message; not just because she offers fresh thinking and practical information, but because they know she cares about their success. Of course, the fact that she keeps you laughing throughout the presentation helps too!

As an award-winning speaker, Hershkowitz-Coore mixes practical business applications, constant research, and life experiences to make a difference in the way you think, communicate, and perform. Hershkowitz-Coore earned her bachelor's degree in education from the University of Bridgeport, her master's degree in counseling from Arizona State University, and her fellowship at the University of California-Berkeley.

An entrepreneur, Hershkowitz-Coore started her company with only a dream — that she has made come true. She is not only an internationally acclaimed author (*Power Sales Writing*; McGraw-Hill, ranked five stars on amazon.com), she has been named a "platinum" speaker by the prestigious 30,000-member Meeting Professionals International (Hershkowitz-Coore has held this designation for six consecutive years). She also received the National Speakers Association, President's Award for Distinguished Service (2005), and was appointed as a founding member to MPI's Women's Leadership Initiative.

Acknowledgement of Committee Members

I would like to thank the Conference Services Committee for their hard work in planning this event, and for their continued service to ACUHO-I and its membership. This has been a year of transition and 'new ways of doing' which always presents challenges. These committed individuals have offered support and insight, and dedicated lots of time to ensure that our professional development and networking needs are met. Please be sure to thank them for their service to this conference and to ACUHO-I.

A special thanks also goes to those who volunteered in support of this conference. Volunteers moderate sessions, assist with registration check-in, facilitate roundtables, and serve as hosts for our night on the town. Additionally, the interest session and comprehensive session presenters have contributed their time, experience, and expertise back to the profession. For that, we are all grateful.

Many of you have asked about future volunteer opportunities. Because of the transition involving the ACUHO-I Central Office and the overall conference coordination, we have hesitated to create a new committee structure until we fully understand what roles are needed. As we look toward a future composition that supports learning initiatives, as well as a professional development experience, we will be looking for volunteers to serve in a variety of capacities. We appreciate your understanding and continued commitment to the conference, and we look forward to forthcoming developments in partnership with the ACUHO-I Central Office.

Amy D. Lopez-Matthews, Chair
University of Dayton

Conference Services Committee

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University of Utah

Program Development Chair - Deidre Smith
University of San Francisco

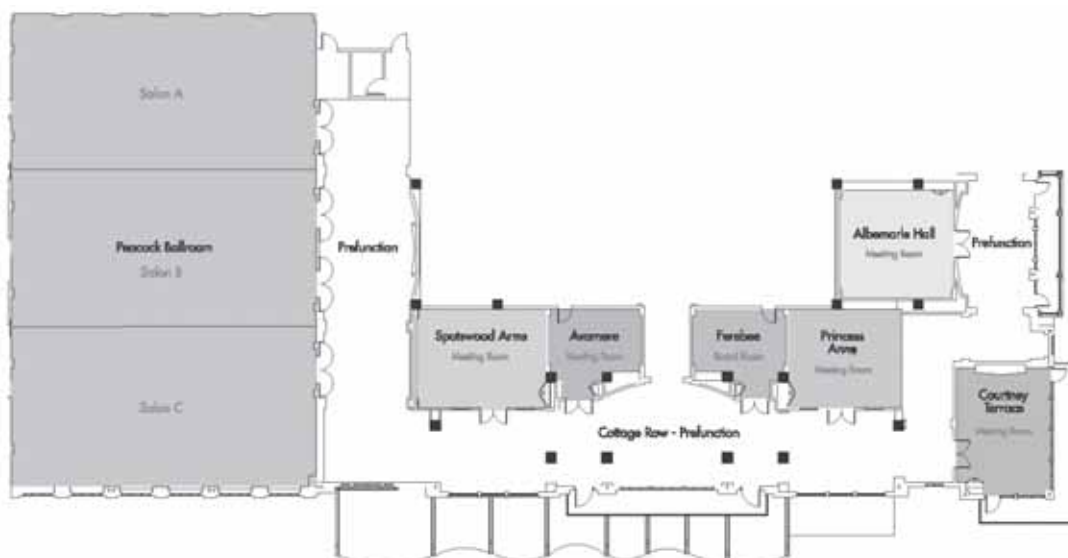
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Conference Schedule

Friday, October 19

9 a.m. – 5 p.m. Committee Meeting - Courtney Terrace

Saturday, October 20

7:30 a.m. – 6:30 p.m. Registration - Cottage Row Prefunction

8:30 a.m. – 4 p.m. Optional Tour – Colonial Williamsburg

4:30 – 5 p.m. Presenters Orientation - Spotswood Arms

5 – 6 p.m. First Time Attendees - Peacock Salon A

6 – 7:30 p.m. Opening Reception/Dinner - Peacock Salons
B-C

7:30 – 8:30 p.m. Networking Activity - Salon A

Sunday, October 21

6:30 – 7:30 a.m. Bring It to the Beach Activity

7:30 – 10 a.m. Registration - Cottage Row Prefunction

7:30 – 9 a.m. Continental Breakfast Roundtables - Peacock
Salon B-C

9 – 10:30 a.m. Keynote Speaker - Peacock Salon B-C

10:45 a.m. – Noon Interest Session 1

Noon – 1:15 p.m. Liaison Lunch - Peacock Salon B-C

1:30 – 2:45 p.m. Interest Session 2

2:45 – 4 p.m. Exhibitor Break - Peacock Salon B-C

4 – 5 p.m. Roundtable Session

6 – 9 p.m. Dinner at Aquarium

Monday, October 22

6:30 – 7:30 a.m. Bring It to the Beach Activity

7:30 – 8:30 a.m. Continental Breakfast with Exhibitors - Peacock
Salon B-C

8:30 – 11 a.m. Comprehensive Session 1

11:15 a.m. – Noon Mini Session

Noon – 1:30pm Lunch w/ Exhibitors - Peacock Salon B-C

1:45 – 3 p.m. Interest Session 3

3 – 3:15 p.m. Beverage Break - Cottage Row Prefunction

3:15 – 4:30 p.m. Interest Session 4

6 p.m. Night on the Town - Local Restaurants

Tuesday, October 23

7:30 – 8:30 a.m. Continental Breakfast - Peacock Salon C

8:30 – 11 a.m. Comprehensive Session 2

11:30 a.m. – 1 p.m. Awards Lunch - Peacock Salon C

1:30 – 5 p.m. Committee Meeting - Ferebee Boardroom

Sunday, October 21, 2007

6:30-7:30 a.m.

Cruising the Beach

Meet in the lobby

Presenter: Perry Hacker, *University of Utah*

Bring your sweats and tennis shoes for a stroll on the beach. This is a great opportunity to exercise while you calm your nerves to the soothing sounds of crashing waves.

7:30-9 a.m.

Breakfast Roundtables

Room: Peacock Ballroom B-C

Interest Session 1: 10:45 a.m.-1 p.m.

101 Conference and Event Services Promotion: Interactive Marketing Essentials You Need to Know

Room: Spotswood Arms

Presenter: Tim Copeland, *SunGard Higher Education*

According to recent research, trust levels in traditional advertising can't get much worse. With declining advertising influence, consumers crave control of media, and more than anything else, their experiences determine your success more than anything else. Given these rough waters, how do you navigate the seas to promote your conference and event services? By taking an interactive marketing approach! 'Build it and they will come' is no longer a viable marketing strategy for any business or service. During this session, discover the interactive marketing essentials you need know to connect with the community and land new conference opportunities. Discover successful practices for your Web site, search engine placement, and e-mail to anchor your promotional marketing efforts. Sail away with specific actions and tips that you can utilize immediately. Each participant

Special Events

Saturday, October 20

6 - 7:30 p.m.

Opening Reception and Networking Activity

All conference participants should meet in the Peacock Ballroom of the hotel for the Opening Reception. This is the first opportunity to gather together at the 32nd annual ACUHO-I Conference Services Conference. After a brief welcome, informal conversations, and heavy hors d'oeuvres, you will participate in a "getting to know one another" ice-breaker. Be sure to bring a few business cards and a healthy enthusiasm as we spend some time renewing friendships and meeting new colleagues. The Opening Reception is included in the registration cost for all participants. (cash bar provided)

Sunday, October 21

6:30 - 7:30 a.m.

Bring It to the Beach Activity

Bring your sweats and tennis shoes for a stroll on the beach. This is a great opportunity to exercise while you calm your nerves to the soothing sounds of crashing waves.

6 - 9 p.m.

Dinner at the Virginia Aquarium and Marine Science Center

Beginning at 5:45 p.m., buses will shuttle participants from the Hilton to the Virginia Aquarium and Marine Science Center. It is a short ride to more than 700,000 gallons of one of the best aquariums and live animal

habitats in the country. There will be ample time to view exhibits and enjoy several food and beverage stations inside the aquarium. The evening will conclude with an IMAX theater presentation on a screen that is six stories tall and eight stories wide. Buses will return to the hotel at approximately 9:30 p.m. (cash bar provided)

Monday, October 22

6:30 - 7:30 a.m.

Bring It to the Beach Activity: Pilates for the True Beginner

If you are looking for an optional, early morning activity to get the body moving and the mind working, meet in the lobby for a short yoga session on the beach. (Please note: This is not Tai Chi; however, feel free to enjoy some Chai Tea on your own!)

Tuesday, October 23

11:30 a.m. - 1 p.m.

Closing Awards Luncheon

Meet in the Peacock Ballroom for a special closing luncheon. Program items include a conference wrap-up; presentation of special awards; recognition of the program presenters, outstanding programs, and our many volunteers; and a preview of the 2008 conference. The Closing Awards Luncheon is included in the registration cost for all participants.

Program Listings

Sunday, October 21, 2007

will receive an Interactive Marketing Tool Kit that contains a worksheet, a checklist, and guidelines to evaluate and immediately improve your promotional marketing efforts back on campus.

Participants will learn: *Why the legacy advertising model is failing; how businesses are accessing information to select conference and event services; to tune-up your Web site and search engine placement with tips that you can implement immediately; and to understand how carefully planned e-mail can initiate dialogue with your current customers and prospects.*

102 Buried Treasure: Introducing an ACUHO-I Intern to Your Conference Services Program

Room: Princess Anne

Presenters: David M. Brown, *Case Western Reserve University* and Betty J. Misch, *Case Western Reserve University*

Is your guest housing program lost on the beach? Are you searching through the seashells for new ways to improve your conference and guest housing services? We've found a treasure trove of creative input from our ACUHO-I interns over the past few years. This session will share with you the process of bringing an ACUHO-I intern to your campus. Also, we'll examine a variety of unique roles that your conference services ACUHO-I intern can play for you and the many ways that they can benefit from the learning experience. We'll introduce some very successful conference services ACUHO-I interns, and you'll get their insights from the experience as well.

Participants will learn: *The process, as well as some helpful hints and strategies for bringing an ACUHO-I intern to their campuses; gain knowledge of the ACUHO-I intern experience from the perspective of both campus hosts and former interns; and creative strategies for*

developing ACUHO-I intern roles to benefit their conference services program and provide an excellent learning experience for their interns.

103 SPF for You and Your Conference Staff

Room: Albermarle Hall

Presenters: Abbie Dickinson, *Colorado Mountain College-Spring Valley* and Susan Taylor, *Colorado Mountain College-Spring Valley*

Come join us for an interactive presentation that will help you and your conference staff work without worry of staff burnout or ridiculous amounts of stress. Creating times of relaxation and fun during the summer will assist you with achieving a successful and stress-light summer conferencing schedule. Every summer conferencing staff (whether comprised of student staff or not) faces a high amount of stress at some point during the conferencing season—entire building turnover in less than 24 hours, lack of linens, power outages, etc. While some conferencing staffs buckle under such pressure, others are able to overcome the stress and continue working efficiently and effectively with and for their guests. Learn how to cultivate a working atmosphere that is efficient and values teamwork. Help make the summer conferencing staff's job more memorable and fun. Keep your sanity and focus. To learn more about beating the heat of summer conferencing, step away from the baby oil and join our fun-filled session! The presentation will include PowerPoint, group work, and hands-on activities. Topics covered include: Staff development, campus connections, relaxation, and time management.

Participants will learn: *New ideas to help maintain a healthy level of stress within the conference staff; the difference between good stress and bad stress, the benefits of being proactive, and the importance of maintaining*

an atmosphere of hospitality during the conferencing season; and specific activities and training tools to share with others. These tools will be applicable when dealing with other departments, colleagues, staff, supervisors, and conference guests and/or students.

104 Building Sandcastles When Others Are There to Ride the Waves

Room: Courtney Terrace

Presenter: Michael Kervin, *South Dakota State University*

This session will show conference coordinators how major or minor construction projects on their campuses can be an asset not a liability. The presenter will show ways to work with contractors to make construction part of the campus experience for guests and turn work into an educational and informative recruitment tool instead of an eyesore. Conferences can ride the waves all day long and not disturb the construction of the castles and the castles add to the beauty of the beach.

Participants will learn: *To understand the need for construction to take place on college campuses on a tight schedule in the summers; how to work with the campus liaisons to make the experience a positive one for all; and how to use construction to build business.*

Interest Session 2: 1:30-2:45 p.m.

201 One Contract, One Contract, One Bill: The One-Stop Shop Model for Collegiate Conferences

Room: Spotswood Arms

Presenter: Tom Flynn, *University of Maryland*

True or false? When someone holds a conference on your campus, they have to work with each

Sunday, October 21, 2007

individual service-providing department separately in order to secure all the services they need. If you answered true, you are probably doing a disservice not only to the client, but your institution as well. The one-stop shop has long been an accepted best practice in the collegiate conference field. Developing a "one contact, one contract, one bill" system on your campus provides benefits to both the client and your campus. Planners prefer a one-stop shop because it reduces their workload and makes them feel more secure their event will run smoothly. Campuses benefit through improved cross-functional coordination and communication.

Participants will learn: *The definition of a one-stop shop operation; the benefits of establishing a one-stop shop; developing a one-stop shop model on your campus; coordination strategies to help your one-stop shop succeed; and a new certification program for one-stop shop operations.*

202 Are Your Youth Camp Programs Communicating via Hurricane or Calm Waters

Room: Princess Anne

Presenters: Dr. Debi Melby, *University of North Dakota* and Rita Houg, *University of Missouri-Columbia*

How does your institution communicate with parents or campus departments concerning youth camps processes and procedures? The University of North Dakota and the University of Missouri-Columbia will compare and contrast their institutions youth camp communication processes prior to the campers arrival. In addition, challenges in utilizing electronic locks with youth camps will be discussed along with any other participant driven hot topics.

203 Smooth as Sand: Ideal Uses for Technology in Summer Conferences

Room: Albermarle Hall

Presenter: Daria-Yvonne Graham, *University of Dayton*

Attention all beachgoers! Has the business part of your conference services job become like pebbles on your beach? Do you find yourself using several different programs to accomplish the necessities of your position? For many of us, the business and financial tasks associated with our work have become cumbersome; we must use numerous software packages and processes in order to complete them. This interactive, hands-on session will show participants how to identify their "pebbles" and remove them, so the business area of your summer conferences operation will be as smooth as sand. Drawing on general practices for communication and billing, the presenter will offer innovative recommendations for streamlining the business process by utilizing different technologies. New (and not so new) software applications will be discussed. Bring your sunglasses, towel, and ideas to share. Leave this session with resources and easily executable tips that are bound to improve your experience at the beach!

Participants will learn: *To make better use of the Microsoft Office programs; to identify cumbersome and/or unnecessary technological procedures in the accounts payable, accounts receivable, and tracking processes; and of other software programs that are available and how they help to streamline the billing process.*

204 Teaming for Success - Building Your Sport Camp Supervisory Program

Room: Courtney Terrace

Presenter: Laurin Gierman, *Michigan State University*

We all want our sport camp participants to have a great experience while remaining safe and secure. In this session, we will discuss ways to partner with athletics to provide fun for participants while maintaining the safety that parents expect.

Participants will learn: *How to work with athletics to devise clear supervisory expectations; to recruit and hire top-notch supervisory staff; and to evaluate the program for effectiveness and satisfaction for all areas involved.*

Roundtable Session: 4-5 p.m. Sustainability in Conferencing

Room: Spotswood Arms

Presenter: Marci Healy, *University of Utah*

Working with Sports Camps

Room: Princess Anne

Presenter: David Baskett, *University of Mississippi*

Components for a Successful Summer Conference Operation

Room: Albermarle Hall

Presenter: Jeffrey Jacobs, *The New School*

Technology and Conferencing

Room: Courtney Terrace

Program Listings

Monday, October 22, 2007

Presenter: Vanessa Rodriguez, *Wichita State University*

6:30-7:30 a.m.

Pilates for the True Beginner

Meet in the lobby

Presenter: Merlinda Swearingen, *Old Dominion University*

An optional, early morning activity to get the body moving and the mind working. Meet in the lobby for a short yoga session on the beach. (Please note: This is not Tai Chi. However, feel free to enjoy some Chai Tea on your own!)

Comprehensive Session 1: 8:30-11 a.m.

1.1 Bring It to Your Business - Developing a Business Plan for Your Conference Operation

Room: Spotswood Arms

Presenter: Joel Hauff, *University of Arizona*

We all know that the business of conference services is exactly that - operating a business. As with any business in the world, success comes from developing a sound business plan, following it, and changing it as circumstances require. Do you have a business plan for your conference operation? Do you know what the critical elements of a plan should be? Is your business plan adaptable to the changing world in which you exist? This workshop will explore the fundamental components of a business plan and provide resources for developing each of them to fit your unique business environment, including: Marketing and sales; innovation; contracting; budgets and rate setting; operations management; and assessment. If you have never developed a business plan for your operation, or if it is time for a business plan refresh, join us for this interactive and informative session.

1.2 Finding Buried Treasure: Customer Service, Complete Guest Satisfaction and Loyalty

Room: Princess Anne

Presenter: Perry Hacker, *University of Utah*

Customer satisfaction is directly related to positive interaction with your employees. In today's competitive market, your advantage comes from your customer's belief that your employees want to meet and exceed their expectations. Providing world-class service is the key to increasing profits. Additionally, the need for repeat business is a vital factor that contributes to your bottom line. Operations that develop customer loyalty by delivering superior value will be the programs that succeed and that last. Satisfied customers drive long-term financial results. Every business has a culture. Communicating and nurturing the culture of your organization is vital to the success of your employees. From recruiting to career management, employees want to know your expectations and how you are going to support them in meeting those expectations so they can deliver the quality customer service your customers want. Based on many of the Disney principals, this program is designed to help you improve your organization's quality service, attention to detail and training, and how it relates to employee service and customer loyalty.

Participants will learn: *To anticipate the needs, wants, and emotions of your customers in order to exceed their service expectations; bring personality to your organization by establishing a service theme and standards; design delivery systems that focus on the employees, environment, and processes that enhance quality service; create a service plan that integrates service standard and delivery systems that promote quality; harness the power of your brand; align your product to the expectations*

of your customers; analyze and improve your customer's experience at all points of contact; develop employee enthusiasm that leads to customer satisfaction; design an action plan that promotes loyalty in your organization; select employees with the skills who are the right "fit" for your organization's culture; train employees to make their best contribution and provide them with opportunities to improve their performance; communicate with all levels of your organization; and provide a supportive environment that celebrates success.

1.3 Endless Summer: How Not to Be Left High and Dry by the Student Staff Supervising Experience

Room: Albermarle Hall

Presenters: David Ruble, *Western Washington University* and Nick Fomin, *Western Washington University*

Having a successful summer is a lot like preparing for a trip to the beach. Do you have your sunscreen to protect you from potentially harsh exposure? Did you account for all the kids so none are left behind? Did you plan ahead for meals? Does everyone know the drill in the event of a shark sighting? In the end, more often than not, the whole idea was much more romantic than the reality of getting salt water up your nose and a splinter in your big toe from the boardwalk. This session will provide a look at our complete summer timeline from the first few preparations with staff selection until it's time to wash off your feet and head home at the end of summer. Specific highlights will include: online staff application and tracking system, initial and on-going training schedule, a look at the continuing development of our DeskHub program (a web-based communications and information tool that can also be used as an on-going training platform), successful methods we use to cultivate constructive feedback from our

Monday, October 22, 2007

students on ways to improve the program, and a few pointers on how to avoid getting sunburned, pulled away by a rip tide, or have sand kicked in your face.

Participants will learn: *To provide insight into the changing needs of student employees as technology driven training programs are designed; receive an overview of a complete hiring and training program for new professionals or experienced folks looking for new ideas; and realize the importance of and practical application of utilizing evaluation methods in their student employee program.*

*Note: Please bring your training models/schedules with you to share in the beach blanket bingo of ideas!

1.4 Does Your Campus Marketing Plan Look Like a Sandcastle with the Tide Coming In?

Room: Courtney Terrace

Presenter: Debbie Tucker, *University of Utah*

Identify who your campus audience is, understand what your campus audience wants and their needs, learn effective ways to reach that campus audience, and learn proven marketing principals that work for all campus markets.

Participants will learn: *To identify who your campus audience is, who the decision makers are, and how to effectively reach them; to understand your campus audience needs and how to meet those needs; to discover effective marketing messages and how to deliver them; and proven marketing principles that apply to all campus audiences.*

Mini Sessions: 11:15 a.m.-12 p.m.

• Dress for Success with Dillard's

Room: Spotswood Arms

Presenter: Allison Dorsey, *Dillard's Ladies Department Assistant Manager, Lynnhaven Mall, Virginia Beach*

Come join us for fashion tips from Dillard's Department Store. Representatives from Dillard's will provide tips on how to dress for success in today's "business casual" world.

• Back of the House Tour

Room: Princess Anne

Presenter: Hilton Representative, *Hilton Hotel*

See how a hotel operates from behind the curtain; laundry, food service, housekeeping, conference set-up, and sales.

• Local History of Virginia Beach

Room: Albermarle Hall

Presenter: Fielding Tyler, *Old Coast Guard Station at Virginia Beach*

Learn the history of our beautiful host city.

• Making Salt Water Taffy

Room: Courtney Terrace

Presenter: TBA

Virginia is known for many delicacies besides seafood; salt water taffy happens to be a sought-after sweet in Virginia Beach. Come and learn how this delicious candy is made.

• Rock Your Troubles Away

Hotel Rocking Chairs (Facing Ocean)

Presenter: Amy Lopez-Matthews, *University of Dayton*

This mini session is designed for those who want to take a break from stress, decision-making, supervision, budgeting, etc. and practice a little creative visualization. We'll meet at the hotel rocking chairs, facing the ocean, and just rock...we can be quiet, tell stories, close our eyes, listen to the waves, and reap the benefits of unstructured time. If you feel pulled in 10 different directions and really want to spend some intentional, focused time practicing relaxation, then leave your cell phone and PDA in your room, and come join us on the rockers.

Program Listings

Monday, October 22, 2007

Interest Session 3: 1:45-3 p.m.

301 The Evolution of a Centralized, 24-Hour Summer Housing Operation

Room: Spotswood Arms

Presenter: Harry Knabe, *George Washington University*

Over the course of AY 2005-2006, GW Housing Programs completed a comprehensive program review of its Summer and Conference Housing Program. Goals were to: (1) elevate customer service delivery, (2) enhance communication to conference groups and individual guests, (3) develop a staffing pattern that was more efficient, and (4) increase revenue by increasing number of participants and reducing overhead costs. Learn how George Washington revamped its traditional summer program into a centralized, 24-hour operation, and learn how it has evolved over the past two seasons, achieving each of its management goals.

Participants will learn: *To consider a move to a centralized summer and conference housing program as a means to reduce staffing overhead and provide more efficient services; the steps to a comprehensive program analysis, including benchmarking information collected about other institution summer and conference housing programs and management practices; break down and provide details about the various management practices, including realistic assessments of their strengths and challenges; and also share how these management practices have evolved from concept to reality over two seasons.*

302 Managing Paradise From Your Desert Island: Mountain Lakes have Beaches, Too

Room: Princess Anne

Presenters: Chelley Schneider, *University of Wyoming* and Tom Wilson, *University of Wyoming*

Knight Watkins Recreation Camp above Centennial, Wyoming. Approximately 45 miles from campus in the Snowy Range Mountains and the challenges involved in managing and maintaining a remote, rustic site, as well as tying it into the department and university missions.

Participants will learn: *To demonstrate unique venue, options for use by on and off-campus groups; the challenges involved in managing and maintaining a remote, rustic site, as well as tying it into the department and university missions; partnerships with federal agencies (Forest Service) and how they enhance and constrain use; and lots of pretty pictures. I think it would appeal to those who are unfamiliar/curious about Wyoming. Also would be a little different from the usual conference workshop fare.*

303 Beefing Up Your Lifeguards! Structure and Empowerment for our Student Staff

Room: Albermarle Hall

Presenter: Chad Garland, *Central Michigan University* and Steely Pegg, *Central Michigan University*

Looking to mix things up or increase the challenge for the lifeguards at your beach? Well then, lifeguards assemble! Join us for an opportunity to discuss staffing structures and the use of students in significant leadership roles for summer conferences. Learn how this

empowerment can directly impact student staff and what they gain in both leadership and personal development from their experiences.

Participants will learn: *Exposure to different staffing structures for summer conference programs; how to prepare and empower students for professional and semi-professional leadership roles within summer conferences; and understanding the significance of leadership and personal development of summer conferences student staff.*

304 How to Save Time and Money on Your Conference Promotional Items

Room: Courtney Terrace

Presenter: Marty Bear, *Professional Marketing Services, Inc.*

Find out 10 proven tips for saving time and money on your next promotional item order for bags, folders, lanyards, and more. See what are the "hot new" items for 2008-09. Learn how to make your events and conferences "green" with recycled and organic flair!

Participants will learn: *How to simplify the ordering process; how to save money on hidden costs; how to communicate as an educated buyer; and how best to explore new opportunities and fresh ideas.*

Monday, October 22, 2007

Interest Session 4: 3:15-4:30 p.m.

401 Smooth as Sand: Ideal Uses for Technology in Summer Conferences

Room: Spotswood Arms

Presenter: Daria-Yvonne Graham, *University of Dayton*

Attention all beachgoers! Has the business part of your conference services job become like pebbles on your beach? Do you find yourself using several different programs to accomplish the necessities of your position? For many of us, the business and financial tasks associated with our work have become cumbersome; we must use numerous software packages and processes in order to complete them. This interactive, hands-on session will show participants how to identify their "pebbles" and remove them, so the business area of your summer conferences operation will be as smooth as sand. Drawing on general practices for communication and billing, the presenter will offer innovative recommendations for streamlining the business process by utilizing different technologies. New (and not so new) software applications will be discussed. Bring your sunglasses, towel, and ideas to share. Leave this session with resources and easily executable tips that are bound to improve your experience at the beach!

Participants will learn: *To make better use of the Microsoft Office programs; identify cumbersome and/or unnecessary technological procedures in the accounts payable, accounts receivable, and tracking processes; and of other software programs that are available and how they help to streamline the billing process.*

402 Not Your Average Summer Job at the Boardwalk

Room: Princess Anne

Presenter: Kayla Nuss, *University of San Francisco*

When students think of working for Summer Guest Housing, do they think of the paycheck, the fun times that will be had over the summer, or the professional and team development skills that they will learn? At the University of San Francisco, we hope that they think of all three. This interactive presentation will discuss the extensive professional and staff development activities and opportunities that summer guest housing staff members are afforded during their employment. From staff outings to involvement in mid-summer evaluations, the Summer Guest Housing operation implements intentional opportunities for development that support the mission of the institution. Come and discuss how to make the summer conference operation an enriching and learning experience for your student employees and not just another summer job selling ice cream on the boardwalk.

403 SPF for You and Your Conference Staff

Room: Albermarle Hall

Presenters: Abbie Dickinson, *Colorado Mountain College- Spring Valley* and Susan Taylor, *Colorado Mountain College- Spring Valley*

Come join us for an interactive presentation that will help you and your conference staff work without worry of staff burnout or ridiculous amounts of stress. Creating times of relaxation and fun during the summer will assist you with achieving a successful and stress-light summer conferencing schedule. Every summer conferencing staff (whether comprised of student

staff or not) faces a high amount of stress at some point during the conferencing season—entire building turnover in less than 24 hours, lack of linens, power outages, etc. While some conferencing staffs buckle under such pressure, others are able to overcome the stress and continue working efficiently and effectively with and for their guests. Learn how to cultivate a working atmosphere that is efficient and values teamwork. Help make the summer conferencing staff's job more memorable and fun. Keep your sanity and focus. To learn more about beating the heat of summer conferencing, step away from the baby oil and join our fun-filled session! The presentation will include PowerPoint, group work, and hands-on activities. Topics covered include: Staff development, campus connections, relaxation, and time management.

Participants will learn: *New ideas to help maintain a healthy level of stress within the conference staff; the difference between good stress and bad stress, the benefits of being proactive, and the importance of maintaining an atmosphere of hospitality during the conferencing season; and specific activities and training tools to share with others. These tools will be applicable when dealing with other departments, colleagues, staff, supervisors, and conference guests and/or students.*

Program Listings

Tuesday, October 23, 2007

404 ACUHO-I Update - Get in the Know

Room: Courtney Terrace

Presenter: Amy Lopez-Matthews, *University of Dayton*; Perry Hacker, *University of Utah*; and Peter Galloway, *West Chester University of Pennsylvania*

Join us for an informal conversation about changes in the ACUHO-I Conference Services Committee and how you can be a part of those changes. We're working toward moving from a committee that develops a conference to a knowledge-based committee to further align with the Central Office and mission of ACUHO-I. We will review our past, discuss our present, and brainstorm our future. What can we offer to the membership of ACUHO-I that informs and enhances conference operations on campuses? How do we structure a committee to do that? What is our role with the fall conference, and how can we continue to provide a professional development experience that meets the needs of our membership and attendees? This and more will guide our discussion, and input from everyone from "seasoned" to new conference attendees is desired.

Comprehensive Session 2: 8:30-11 a.m.

2.1 Bring It to Your Business - Developing a Business Plan for Your Conference Operation

Room: Spotswood Arms

Presenter: Joel Hauff, *University of Arizona*

We all know that the business of conference services is exactly that - operating a business. As with any business in the world, success comes from developing a sound business plan, following it, and changing it as circumstances require. Do you have a business plan for your conference operation? Do you know what the critical elements of a plan should be? Is your business plan adaptable to the changing world in which you exist? This workshop will explore the fundamental components of a business plan and provide resources for developing each of them to fit your unique business environment, including: Marketing and sales, innovation, contracting, budgets and rate setting, operations management, and assessment. If you have never developed a business plan for your operation, or if it is time for a business plan refresh, join us for this interactive and informative session.

2.2 Finding Buried Treasure: Customer Service, Complete Guest Satisfaction and Loyalty

Room: Princess Anne

Presenter: Perry Hacker, *University of Utah*

Customer satisfaction is directly related to positive interaction with your employees. In today's competitive market your advantage comes from your customer's belief that your employees want to meet and exceed their expectations. Providing world-class service is the key to increasing profits. Additionally, the need for repeat business is a vital factor that

contributes to your bottom line. Operations that develop customer loyalty by delivering superior value will be the programs that succeed and that last. Satisfied customers drive long-term financial results. Every business has a culture. Communicating and nurturing the culture of your organization is vital to the success of your employees. From recruiting to career management, employees want to know your expectations and how you are going to support them in meeting those expectations so they can deliver the quality customer service your customers want. Based on many of the Disney principals, this program is designed to help you improve your organizations quality service, attention to detail and training and how it relates to employee service and customer loyalty.

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**Note: Please bring your training models/ schedules with you to share in the beach blanket bingo of ideas!*

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Exhibitor Information

As of October 8, 2007

CollegeKitchen

www.collegekitchen.com
1445 West Tufts Avenue
Englewood, CO 80110

CollegeKitchen provides housewares packages for fundraising programs and guest/conference/faculty housing. We partner with universities and private developers nationwide to make housewares easy - for you, your residents, and your community.

Harbor Linen Company



www.harborlinen.com
Two Foster Avenue
Gibbsboro, NJ 8026

Harbor Linen is a manufacturer and distributor of fine quality linens. Supplying the linen requirements of colleges and universities nationwide for over 25 years.

Kinetic Software, Inc.



www.kxsoftware.com
100 Susan Drive
Johnstown, PA 15905

Kinetic Solutions offers a comprehensive and affordable software system for universities and colleges operating a dedicated conference program. The software called Kx seamlessly manages meeting space, accommodations, billing, catering, marketing/sales. Kx is the ideal software system for the one-stop-shop conference department.

PMSI - Professional Marketing Services, Inc.



www.callpms.com
32 Berwick Court
Fairfield, CT 6825

PMSI offers the lowest prices guaranteed on all your promotional item needs - lanyards, badge holders, pens, folders, bags, and orientation and special event items. One- to three-day rush service. Speak to live sales production experts.

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Seattle Technology Group, Inc.

Conference Sponsor

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1923 25th Avenue East
Seattle, WA 98112

Seattle Technology Group provides software exclusively to colleges and universities to help manage their student and conference housing operations. Conference Programmer is utilized by over 1125 universities to manage their summer guest housing operation. Our latest product, STG Housing, is operational at seven very satisfied university customers in North America.

StarRez, Inc.

www.starrez.com
5340 S. Quebec Street
250 S
Greenwood Village, CO 80111

StarRez is the leader in housing and conference software with over 13 years experience and more than 200 clients worldwide. We provide a total solution from online applications (admission for housing, online contracts, roommate and room selections), flexible billing, integrated mail merge with automatic e-mail, user-friendly reporting,

auto-room assignments, incidents tracking, conference management, room maintenance, inventory (condition), and key management all with Web-based self-service and staff access modules. We integrate with a variety of campus systems and other applications. We are passionate in partnering with higher education to develop successful residential communities and provide on-site installation, training, data conversion, and superior support.

Unique Venues

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www.uniquevenues.com
5 Wild Rice Drive
Simpsonville, SC 29681

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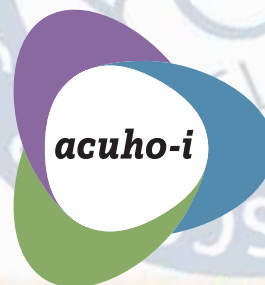


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• October 8-11, 2008

Living Learning Programs Conference • October 25-27, 2008

Conference Services Conference • October 18-21, 2008
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