



2009 BUC\$ on the BEACH CONFERENCE AGENDA

We're on the beach mixing business and fun! The dress code is ultra casual. Feel free to dress comfortably in appropriate shorts, Capri's and sandals. No swimwear please.

Sunday, October 11, 2009

Noon - 4:00pm	Exhibitor Setup	Corpus B/C
3:00pm	Hotel Check-in Begins	
2:30pm - 4:00pm	Registration	Corpus Foyer C
4:30pm - 9:00pm	Beach Party	Beach Front

Meet in the lobby to catch the shuttle. The shuttle will run regularly between the hotel and beach site.

Monday, October 12, 2009

Exhibits Open 10:00am-4:00pm

7:30am - 9:00am	Late Registration	Corpus Foyer C
7:30am - 9:00am	Breakfast	Corpus A
9:00am - 9:45am	Welcome and Announcements	Nueces A/B
	Introduction of Exhibitors	

9:45am - 10:45am	General Session—Kathryn Childers	Nueces A/B
	“Doing It Scared”	

Moderator: *Kathy Woods, 2009 Texas BUC\$ President*

Kathryn is an expert at doing it scared. As one of the first female United States Secret Service Agents, veteran broadcast journalist and producer, award-winning community advocate, author and founder of her own publishing company, Kathryn seized the unexpected and has forged a lifetime adventure most would be afraid to dream of! Join us as Kathryn coaches us to face life's challenges dead-on, leaving life's "shoulda, coulda, woulda's" in the dust!

10:45am - 11:05am	Exhibitor and Colleague Networking Break	Corpus B/C
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11:05am - Noon	General Session; continued	Nueces A/B
	Kathryn Childers - “Doing It Scared”	

Noon - 1:00pm	Lunch	Corpus A
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1:00pm - 2:00pm	Exhibitor Open House	Corpus B/C
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Visit the Exhibitor Hall to meet the exhibitors, meet and network with your peers.

2:00pm - 3:15pm	Breakout Sessions	
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Social Media		Nueces A
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Presenter: *Nehemiah Kuhns*

Moderator: *Trisha Jacobson, 2009 Texas BUC\$ Public Institution Representative*

This invigorating and stimulating session will provide insight from a college student's perspective on the role that texting, instant messaging, Facebook, My Space and You Tube play in the lives of today's generation.

Return on Investment Case Studies		Nueces B
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Presenter: *Dirk Bravence, TouchNet*

Moderator: *Sherry Pollett, 2009 Texas BUC\$ Community College Representative*

In these times, doing more with less has never been more important. With enrollments on the rise and budgets extended to the max, how can you justify an investment in Business Office automation? This session will help you build that "Return on Investment" model you need to get the solutions that will help you succeed in these challenging times. You need a Commerce Management System to not only automate your business office, but to secure your

campus commerce. Learn how to justify your investment with an ROI that just might surprise you (and your boss).

Developing Your Phone Image

Laguna Madre

Presenter: *Scott Medley, GRC*

Moderator: *Karrie Boyd, 2009 Texas BUC\$ Health Institution Representative*

This presentation is an energized and interactive session that involves the learner audience. We begin with the first contact with a student and proceed through the collection cycle to the end result, closing the deal.

We will explore versatility in approach which includes the use of positive and negative response. Scott will share tips that will help develop your phone image and how to use your "new" phone image to deal with emotional and argumentative students. Then we explore the role of reassurance in the collection process. This presentation will also help you determine what kind of listener you are.

3:15pm - 3:30pm **Transition Break**

3:30pm - 4:30pm **Breakout Sessions**

Campus Essentials

Nueces A

Presenter: *Missy Bryant, Southern Methodist University*

Moderator: *Pat Woods, SMU Bursar and Texas BUC\$ Founder*

SMU implemented a new program at orientation this summer titled "SMU Essentials." The thirty-minute presentation covered the essential services and information that all students and parents must be aware of before returning to campus. This session will describe the program in detail and talk about how you can help to implement a Campus Essentials presentation at your orientation.

Texas Higher Education Coordinating Board Update

Nueces B

Presenters: *Lois Hollis, Senior Advisor to the Deputy Commissioner of Business and Finance and Jane Caldwell, Director of Grants and Special Programs, THECB*

Moderator: *Ehren Wixson, 2009 Texas BUC\$ Vice President*

An overview of changes from the 81st Legislature, including the Hazlewood Act, other exemptions, and bills passed that should have hit institution radar.

Calling All Rock Stars!

Laguna Madre

Presenter: *Kevin Gelabert - ConServe*

Moderator: *Karrie Boyd, 2009 Texas BUC\$ Health Institution Representative*

Join us for a wild and highly interactive session on discovering and leveraging your own personal leadership style. In this session we will help our "Rock Stars" uncover their leadership strengths and provide tips for overcoming daily leadership challenges. Participants will leave the course with a clearer and stronger understanding of their own personality type and their leadership style as well as gain an appreciation for seeing leadership potential in others.

This session is guaranteed to ROCK!

Refund Disbursements – How to efficiently deliver refund \$\$ to your students, reduce your budget and save staff time

Matagorda

Presenter: *Walter Hinckfoot, Higher One; Panel Members: Kayle Godinez, UNT; Jeff Cermin, Blinn College; Yesica Avila, South Texas College*

Moderator: *Kayle Godinez, 2009 Texas BUC\$ Secretary*

It's been a challenging year for higher education. Colleges and universities across the country are fighting increasing enrollments and decreasing budgets. Dollars are being stretched to simply maintain normal service levels. So what are institutions in Texas doing to address these problems?

Come to this presentation and listen to a panel of your peers as they discuss the impact electronic refund distribution has had on their campus communities. You'll learn how they implemented the Higher One Refund Management TM service, why they opted to partner rather than build a program of their own, and how students and staff have responded.

5:00pm – 6:15pm **Dinner**

Corpus A

6:30pm - Meet in the lobby for a short walk to the pier to board Captain Clark's Flagship for our evening cruise of Corpus Christi Bay, dessert and entertainment.

7:00 – 9:30pm

Evening Cruise & Entertainment – Captain Clark's Flagship

Sponsored By: **Platinum and Gold Sponsors**

NOTE: There will be no early return from this event.

Tuesday, October 13, 2009

Exhibits Open 10:00am-4:00pm

Exhibits Will Be Taken Down by 5:00pm

7:30am – 9:00am	Breakfast	Corpus A
9:00am - 9:45am	Opening Remarks 2009-2010 Board Nominee Introductions Discussion of 2010 Texas BUC\$ Regional Meetings; Pat Woods Discussion of 2010 Conference; Ehren Wixson	Nueces A/B
9:45am – 10:45am	General Session – <i>Mark Taylor, M.S.W., Ed. D.</i> "Juggling Cats: Managing the Multi-Generational Workplace"	Nueces A/B

Moderator: *Ehren Wixson, 2009 Texas BUC\$ Vice President*

Dr. Mark Taylor is a nationally recognized educator, expert, speaker and consultant dedicated to

- helping colleges and universities better understand and serve our students for learning, development, persistence and successful integration into the "after college" world and
- Businesses and organizations to better manage the multigenerational workplace, and to successfully bring younger workers into productive roles.

Today's workplace can be an exciting, though not always harmonious, mixture of four generational cohorts; Traditionals, Boomers, Xers and our youngest workers from Generation NeXt. Successful management, especially with the current changing generational dynamics and issues with worker availability and readiness, requires being able to understand, communicate with and lead everyone at work, from each generational group. Understanding typical generational values, traits, preferences and styles can improve recruitment, workplace effectiveness, harmony and employee satisfaction and retention. This program 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 workers.

9:45am	Exhibitor Meeting (Board of Directors ONLY)	Corpus B/C
Exhibitors with door prizes should meet with representatives from the Board of Directors. The door prize drawings will be held in advance and the winners will be announced by the vendors in the general session following lunch. Attendees are limited to one vendor door prize and you must be present to win!		
10:45am – 11:05am	Exhibitor and Colleague Networking Break	
11:05am – 12:15pm	General Session; continued <i>Mark Taylor, M.S.W., Ed. D.</i> "Juggling Cats: Managing the Multi-Generational Workplace"	Nueces A/B
12:15pm – 1:30pm	Lunch	Corpus A
1:30pm - 3:00pm	General Session Texas Bursar Scramble Drawing Button Match Prizes Early Registration Prize Drawing Exhibitor Scramble Prize Drawing Exhibitor Door Prize Drawings	Nueces A/B

'FERPA...Red Flag...What does it all mean?'

Presenters: *Dennis Hoebee, Texas Woman's University*

Moderator: *Kathy Woods, 2009 Texas BUC\$ President*

Keeping track of federal regulations and understanding how they apply to student business service can be a challenge in today's busy world. In this session, Dennis Hoebee, TWU's Manager of Security and Disaster Recovery, will review FERPA and Red Flag basics.

3:00pm - 3:30pm **Exhibitor and Colleague Networking Break**

3:30pm – 5:00pm **Breakout Sessions**

Bursars 101

Presenter: *Pat Woods, Southern Methodist University*

Moderator: *Kathy Woods, 2009 Texas BUC\$ President*

Back by popular demand! Come to this interactive session with Pat Woods, SMU Bursar and founder of Texas BUC\$ to learn about the most important aspects of being a Bursar.

Nueces A

Reading People

Presenter: *Russell Kuhns, Regent Asset Management Solutions*

Moderator: *Deveron Ellison, 2009 Texas BUC\$ Treasurer*

What does arms crossed, eyes darting back and forth, failure to look at someone eye to eye and fidgeting mean? By attending this session on how to read people's mannerisms you will be able to gauge how you are being received by those you are speaking with. You will learn tips to help you adjust your conversation for the most impact as well as protect yourself from someone who may be getting ready to become violent or argumentative. Russell has 20 plus years of training and experience dealing with tense and sometimes frightening situations. He is an ordained minister (24 years), firefighter/EMT (16 years) and a trained chaplain for The Department of Homeland Security and FEMA. Let his experience give you some insight into surviving difficult situations and still keep your own composure intact.

Nueces B

Collections in Recessionary Times

Presenter: *Felicia Shade – EOS CCA*

Moderator: *Trisha Jacobson, 2009 Texas BUC\$ Public Institution Representative*

Participate in this session and win prizes while you develop an understanding of how this economy is 'different' to the consumer from past recessions. Review growth forecasts based on recession types to set realistic goals for recovery. Learn about current debt collection negative and positive indicators and trends. Know how to establish a course of action based on collection data. Learn practical tips to use in this economy for improving your in-house collection results. Identify the available technology, outsourcing options, what is practical, and what you don't want to pay for.

Matagorda

Skip Tracing: A Lost Art Form

Presenter: *Tim Booker - Conserve*

Colleges and Universities are often faced with the challenge of locating the whereabouts of their alumni. In this session, we will discuss Labor Costs, Data Costs, and Data Quality associated with Skip Tracing. Tim Booker will educate participants on the proper steps to take in locating individuals, as well as how to increase their rate of success.

Moderator: *Karrie Boyd, 2009 Texas BUC\$ Health Institution Representative*

Attend this informative session to learn about the fundamentals of skip tracing from an ACA, PPMS certified agency perspective.

Laguna Madre

Enjoy the Evening in Corpus!

Wednesday, October 14, 2009

7:00am

Gather in the hotel lobby - BUC\$ for the Cure –

7:30am-10am

5K Walk/Run to benefit the Susan G. Komen Foundation

9:00 am - 10am for those not participating in BUC\$ for the Cure Join this round table discussion about what is going on in student business services! This is a wonderful opportunity for networking with your colleagues!

Laguna Madre

10:00am - 10:15am

Networking Break

10:15am – 11:15am Breakout Sessions

Understanding Interchange and How You Can Benefit

Nueces A

Presenter: *Kevin Chambers, BBVA Compass Bank*

Moderator: *Kathy Woods, 2009 Texas BUC\$ President*

Learn the importance of emerging market interchange rates. Find out how Visa, MasterCard, and the Discover Network created special programs to help colleges and universities reduce their expenses related to the acceptance of credit and debit cards.

COHEAO Updates

Nueces B

Presenter: *Karen Reddick, NCM*

Moderator: *Karrie Boyd, 2009 Texas BUC\$ Health Institution Representative*

Attend this session for the latest COHEAO updates outlining several pieces of legislation that effect student loans specifically the HEOA...with Perkins and Negotiated Rule Making. Additional discussion will include the President's Budget Proposal.

The Best Way to Pay the Tuition Bill: Changing the Paradigm

Laguna Madre

Presenter: *Barry Klassen – Tuition Management Solutions*

Moderator: *Sherry Pollett, 2009 Texas BUC\$ Community College Representative*

The last 18 months have been unprecedented in the rapid rate of change in education funding and surrounding financial climate. Consider the number and rate of the changes that schools have been asked to make. Many alternative lenders exiting the market completely, the Department of Education requiring more transparency between schools and lenders, and the FDIC increasing account protection limits to avoid panic by consumers, to name a few. Families have been left scrambling to pull together strategies to pay their increasing college costs as they find their saved education dollars declining in value. Combined with the highest unemployment rates our country has seen in decades, this has created a perfect storm for families and schools. This session is a study that challenges the traditional model of the best way to pay for college.

11:15am – Noon

Business Meeting

Nueces A/B

Treasurer's Report

Election of Board Secretary

Approval of Bylaws

Recognition of 2008 – 2009 Board Members

Introduction of 2009 – 2010 Board Members

Noon

Conference Ends

Noon - 1:30pm

Board Meeting; 2009 - 2010 Board Members

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The 2009 Board of Directors extends our deepest appreciation to each of you for your participation and support. We look forward to seeing you in 2010 here at the Omni Bayfront Hotel, Corpus Christi for another informative and fun filled event.