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Regional

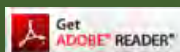
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UCEA 2009 Regional Conference

University Continuing Education Association

October 28-30, 2009

Radisson Hotel
La Crosse, Wis.

Surviving Tough Times - Communicating Value

First-time Attendees of the Mid-America/Great Plains UCEA Regional Conference can receive a complimentary preconference registration with a paid conference registration!

Conference topic areas include:

- Adding value
- Building positive relationships with academic units
- Creating internal partnerships to maximize campus efficiencies and strengthen campus presence
- Developing new programming
- Revenue generation in a tight economy
- Tools, processes and models to guide decision making

Keynote Presenters:

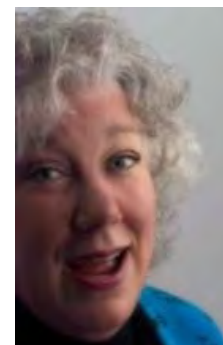
Pre-conference, October 28, 8:30-11:30 a.m.

- **Chris Clarke-Epstein, CSP**

Chris is an award-winning speaker, trainer and author, she has created and presented programs that inspire people to look at their world from a fresh perspective, apply new knowledge and make change.

Presentation Title: *The Beat Goes On: Teams that Thrive in Tough Times*

[<More about the presentation....>](#)



Opening Keynote Speaker, October 28, 12-1:45 p.m.

- **Terry Ludeman**, Retired Chief of Office of Economic Advisors State of Wisconsin

Presentation Title: *The Nexus: Knowledge-Economic Well Being-Quality of Life*

We will discuss the clustering of knowledge workers and the environments that bring them together. We will look deeper at the importance of attracting knowledge workers and how they impact the economic well being of the communities they choose to live in. We will look at the places where those knowledge workers have chosen to migrate to. And we will look at the aspects of quality of life that are the keys.



Conference, October 29, 12:45-2 p.m.

- **Marv Van Kekerix**, Interim Dean of the Division of Continuing Studies and Vice Provost for Lifelong Learning at the University of Wisconsin-Madison

Presentation Title: *Success in Continuing Education: Some Rules to Live By!*



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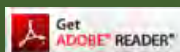
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Agenda

Wednesday, October 28, 2009

Time	Activity
7:30 a.m.	Conference Registration Opens
8 a.m.	Continental Breakfast
8:30-11:30 a.m.	<p>Pre-conference Workshop:</p> <p><i>The Beat Goes On: Teams that Thrive in Tough Times</i> - Chris Clarke-Epstein, CSP</p> <p>Creating and sustaining a high performance team in the best of times isn't easy. In today's environment, it's a significant challenge. Stress is up, budgets are tight and time is short. Leaders who don't know how to look at and work with their teams creatively are losing ground. Much like directing a choir, leaders who learn how to manage the complex relationships inherent in teams position themselves and their teams for performances that demand an encore. During this highly interactive, engaging and content-packed session led by trainer and speaker, Chris Clarke-Epstein, CSP, you'll learn and practice specific communication, trust-building and creativity skills that will create harmony so the music your team makes sounds sweet. Come prepared to:</p> <ul style="list-style-type: none"> • Look at your team in a new way • Evaluate your team's current reality • Discover ways to actually do more with less • Increase team creativity and innovation • Create a self-motivated environment • Develop an action plan for team success • Have fun
10 a.m.	Exhibits Open
12-1:45 p.m.	<p>Luncheon & Keynote Speaker Conference Begins:</p> <p><i>The Nexus: Knowledge-Economic Well Being-Quality of Life</i> - Terry Ludeman, Retired Chief of Office of Economic Advisors State of Wisconsin</p> <p>We will discuss the clustering of knowledge workers and the environments that bring them together. We will look deeper at the importance of attracting knowledge workers and how they impact the economic well being of the communities they choose to live in. We will look at the places where those knowledge workers have chosen to migrate to. And we will look at the aspects of quality of life that are the keys.</p>
2-3 p.m.	<p>Concurrent Sessions:</p> <p><i>A Virtual Commencement for Graduates of Online Programs</i> - Linda Butterfield Cupp, Sandy Gummersheimer, Dolores Shearon, University of Missouri</p>



While increasing numbers of University of Missouri graduates have studied online, those students and their families and friends often are unable to attend traditional commencement ceremonies because of distance. Last year, the university started bringing graduation to them in the form of a virtual ceremony. Visitors to the mini-site can read graduates' names, geographic locations and degrees earned while listening to "Pomp and Circumstance" and the university's alma mater play in the background. While there, family, friends and faculty have the opportunity to watch short commencement addresses and to post congratulatory notes in a guest book for public viewing. The overwhelmingly positive response from graduates and their families, as well as from the university and local community, has brought considerable attention to MU's distance education programs. This session is designed to help get you off to a solid start if your school is planning to recognize online program graduates with their own web site.

From a Six-Foot Sub to a Hundred Grand: Fund Raising on a Roll

- Chris DeLuliis, University of Wisconsin Oshkosh

Prior to managing the 5th National Summit on Smokeless and Spit Tobacco, the most DeLuliis had ever raised in support of an outreach program was six foot submarine sandwich. Yet, to lead a successful national conference in difficult economic times, he realized he would need to raise substantial funds. With essentially no experience in fundraising, he was able to garner approximately \$100,000 in support funds from a variety of non-profit organizations, health entities and states. In this non-PowerPoint presentation, Chris DeLuliis will outline his journey, discussing tactical and strategic decisions, sharing what worked and what didn't. This session is intended for those who are new to fundraising and those who have such experience, and will ultimately be an information sharing session.

New program ideas may come from anywhere – another institution, faculty member, a colleague, local newspaper article, a conversation.

- Connie Jeffries, Continuing Education for the College of Arts & Sciences at the University of Missouri-St. Louis

This workshop follows specific steps taken to develop and implement a program conceived in a conversation between two "50-something" women. In conversation, they suddenly realized there were no conferences or events in the St. Louis area focusing specifically on women of their age and the wide-ranging challenges faced by so many women at that juncture in their lives. The idea evolved into an all-day event offering 24 workshops following four tracks – lifestyle, health, money, and personal/hobby topics. Health screenings were offered, and vendors provided samples - all of particular interest to women over 50. This "how-to" workshop will follow every step taken in planning and implementing Celebrating Women: Reinventing Ourselves after 50, which brings more than 300 women to the UMSL campus each year.

3-3:30 p.m.

Refreshment Break

3:30-4:30 p.m.

Concurrent Sessions:

Program Planning: A Model for Success

- Dan Gaymer, Eastern Michigan University

Program planning and development is the lifeblood of any continuing education unit. Developing new and relevant programming to meet the changing needs of the marketplace is a critical and complex process. In addition, many of us must partner internally to encourage and motivate academic units to deliver programs off-campus or online, and at other times we need a legitimate reason or process to say no thank you to departments who believe off-campus will save a declining program. Under any of these circumstances, having a formalized planning process can improve the efficiency and effectiveness of this important task.

Maintaining a fiscally sound CE unit during both Good and Bad Economic Times

- Debbie Robison, University of Missouri-Columbia

Maintaining a fiscally sound CE unit is a difficult challenge in the best of times. Weathering a bad economy and a falling state budget no doubt add to the challenge. This session will provide tricks of the trade to help you survive in any economy.

Three Technologies You Should Know About

- Clarence Maise, University of Wisconsin-Extension

Find out about three simple Web 2.0 tools that the presenter believes will have a profound impact on the way we work and teach. All the technologies demonstrated at the conference attendees can try for free online.

4:45-5:45 p.m.

Mid-American Executive Board Meeting

	Great Plains Executive Board Meeting
6-7 p.m.	Mid-America and Great Plains Executive Board Meeting
Thursday, October 29, 2009	
8 a.m.	Registration & Exhibits Open
8:30 a.m.	Continental Breakfast
9 a.m.	Town Hall Meeting
10:30 a.m.	Exhibits
11 a.m.	Luncheon & Awards Presentation
12:45 p.m.	<p>Keynote Presentation:</p> <p><i>Success in Continuing Education: Some Rules to Live By!</i> - Marv Van Kekerix, University of Wisconsin-Madison</p>
2-2:30 p.m.	Break
2:30-4 p.m.	<p>In-depth Concurrent Session:</p> <p><i>What am I Supposed to do with This? Reporting Evaluation Results</i> - Mary Crave, University of Wisconsin-Extension</p> <p>Many continuing education programmers have plenty of incentives to evaluate their programs – it may be a requirement of the department or the funder, for example. But after collecting data, many programmers are unsure of what to do with it or how to tell their story. This session will focus on simple ways to use program evaluation to inform programming, as well as to write simple but effective reports for various audiences. Participants will have an opportunity to write brief reports for various audiences.</p>
4 p.m.	Adjourn for the day
5-6:30 p.m.	Mississippi River Cruise (included in registration fee; walking distance from hotel. Complimentary pizza and beverage provided)
Friday, October 30, 2009	
7:30 a.m.	Continental Breakfast
8-9 a.m.	Mid-America Business Meeting Great Plains Business Meeting
9:15-10:15 a.m.	<p>UCEA National Address</p> <p>Just Over the Horizon – The Professional and Continuing Education Landscape - Kay Kohl, UCEA Chief Executive Officer</p> <p>This session will look beyond the current economic recession and discuss developments and trends of relevance to professional and continuing education. What are the implications for our field of the government's focus on boosting educational attainment? How might stimulus program funding help create new jobs? In what ways is expanding use of the web providing new opportunities for inter-institutional and international collaborations? How are faculty enhancing learning with new curricula and innovative technologies in an era of budget cuts?</p>
10:30-11:30 a.m.	<p>Concurrent Sessions:</p> <p><i>Marketing in a Green Economy</i> - Marla Norton, University of Wisconsin-Extension</p> <p>Remember when it wasn't easy being green? Well, today it is easier than ever. In today's green economy, it has become necessary to market the products and services of our organizations with sustainable methods. Online alternatives to mass printings and the use of sustainable resources for marketing materials becoming the standard for today's marketing communication's strategies.</p>

What are the Needs of Learners in the Information Age?

- **Jim Onderdonk, University of Illinois Urbana-Champaign**
- **Patrick O'Shea, Harvard University**

How student written Wiki Books for a required undergraduate education course at Old Dominion University may herald one alternative for learning for the future, a future defined by new roles for professors, students, writers, and publishers in traditional and continuing education. The presentation will also describe how such an approach exemplifies the principles of continuing education and may serve as a vehicle for the concept of heutagogy (self determined learning).

On the Road Again: Developing Faculty Awareness of the Public's Needs

- **Miriam Simmons, University of Wisconsin-Madison**

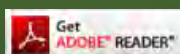
The global economic, social, and cultural environment over the past decade is reshaping the teaching, research, and public service missions of public universities and colleges. How are we connecting faculty to the public's needs? A study of the influence of a recurring UW-Madison faculty development program (the Wisconsin Idea Seminar) on faculty scholarship using Boyer's (1996) domains of integration and engagement will be presented. Using qualitative research approaches, a sample of 29 faculty members were interviewed from a pool of nearly 250 on campus former faculty participants. The study found that approximately nine out of ten faculty members held elaborated, multi-dimensional commitments to the Wisconsin Idea and, by extension, to the University and to the state. Additionally, more than 80% found ways to integrate their research, teaching, and public service endeavors to address societal issues.

11:30 a.m.-12 p.m.	Conference Debriefing/Evaluation
12 p.m.	Conference Adjourns

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Registration

[Register Online NOW!](#)
[Printable Registration Form](#) (1 page PDF)

[Printable Exhibitor Registration Form](#) (3 page PDF)

COSTS:

- **\$75** Pre-conference
 - includes: continental breakfast, refreshments and "78 Important Questions Every Leader Should Ask and Answer" written by Chris Clarke-Epstein
- **\$275** Conference (on or before Oct. 2); **\$305** (after Oct. 2)
 - includes: full conference, refreshments, continental breakfasts, lunch on Wednesday and Thursday, Mississippi River Cruise (complimentary pizza and beverage) on Thursday evening

Pre-conference attendance book:



The UCEA preconference attendees will receive a book as part of their materials. The book is included in the preconference fee. The book is written by the speaker, Chris Clarke-Epstein and is titled, **"78 Important Questions Every Leader Should Ask and Answer."**

"True leaders know the value of communication. Asking and answering the right questions lets employees and leaders understand each other better, trust each other more deeply, and work more efficiently and energetically toward common goals. 78 Important Questions Every Leader Should Ask and Answer gives executives and managers specific questions to ask of employees, customers, and others. Equally important, this valuable book reveals how to encourage questions from those groups, and how to answer them clearly and honestly."

Cancellation Policy:

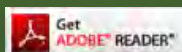
Full refund less \$30 processing fee before October 14, 2009. No refunds on or after October 14, 2009. Refund requests must be submitted in writing to:

UW-La Crosse Continuing Education and Extension
 1725 State Street, 205 Morris Hall
 La Crosse, WI 54601

No refunds will be made in the case of non-attendance. Substitutions will be accepted.

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2009 Call for Papers and Additional Information:

[Printable Flyer](#) (1 page PDF)

Proposals should focus on innovative solutions in the following areas
 (Related topics will also be considered):

- Adding value
- Building positive relationships with academic units
- Creating internal partnerships to maximize campus efficiencies and strengthen campus presence
- Developing new programming
- Revenue generation in a tight economy
- Tools, processes and models to guide decision making

Please submit proposal (150-word maximum) as an MS Word document via e-mail to **Amy Pikalek**, Pikalek@conted.uwex.edu no later than **May 8, 2009**. Priority will be given to proposals based on successful and practical solutions that can be replicated. Be sure to include session title, presenter(s), brief session description, contact information, institutional affiliation and a 2-3 sentence biography of each presenter.

Presenters will be notified no later than **June 19, 2009**.

Questions regarding presentations and proposals may be directed to:

Amy Pikalek • Pikalek@conted.uwex.edu
608.262.6660

Albert Powell • apowell@learn.colostate.edu
970.491.6226

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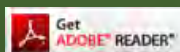
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UCEA 2009 Regional Conference

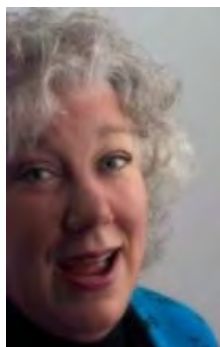
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Keynote Presenters

**Presentation Title: The Beat Goes On: Teams that Thrive in Tough Times**

Chris Clarke-Epstein, CSP is a student of words—both spoken and written, a lover of storytelling—both true and slightly stretched, and a master of changes—both big and small. An award-winning speaker, trainer, and author, she has created and presented programs that inspire people to look at their world from a fresh perspective, apply new knowledge and make change. [<More about the presentation....>](#)



[Printable Presentation Description](#) (1 Page PDF)

**Presentation Title: The Nexus: Knowledge-Economic Well Being-Quality of Life**

Terry Ludeman, Retired Chief of Office of Economic Advisors State of Wisconsin

Born in Aberdeen, South Dakota. Attended and graduated from Washington Park High School, Racine, Wis. Baccalaureate degrees: University of Wisconsin/Parkside-Kenosha, Wis. (Bachelor of Arts: History; Bachelor of Science: German Language); Master of Science Degree: Mankato State University - Mankato, Minn. (Major: Economics; Minor: Math Statistics). Worked in a number of jobs throughout Racine/Kenosha Area, including: Automobile Worker, Retail Store Manager, Inner City Community Development Organization Administrator, Owner/Operator-Hotel, Restaurant and Bar. Began career as Economist with State of Wisconsin in 1988; Labor Market Analyst—Suburban Milwaukee Area 1988 to 1994. Became: Chief Labor Economist for State of

Wisconsin, Dept. of Workforce Development-1994, Chief-Local Workforce Planning Section, Chief—Governor's Office of Economic Advisors. Retired from state service in January 2006.

Known in Wisconsin for presentations dealing with future trends in labor markets, demand and supply, looking at demographic changes and the economic implications of those changes.

Presentation Description: We will discuss the clustering of knowledge workers and the environments that bring them together. We will look deeper at the importance of attracting knowledge workers and how they impact the economic well being of the communities they choose to live in. We will look at the places where those knowledge workers have chosen to migrate to. And we will look at the aspects of quality of life that are the keys.

**Presentation Title: Success in Continuing Education: Some Rules to Live By!**

Marv Van Kekerix, Interim Dean of the Division of Continuing Studies and Vice Provost for Lifelong Learning at the University of Wisconsin-Madison.

As Provost and Vice Chancellor of the University of Wisconsin-Extension, Marv Van Kekerix serves as the institution's chief academic and operating officer. He provides broad leadership for academic and program planning, and administrative support areas including Human Resources and Information Systems.

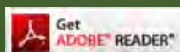
Marv was first appointed as Provost and Vice Chancellor of UW-Extension in October 2000,

having served as the interim provost since July 2000. Marv served as Interim Chancellor of the University of Wisconsin-Extension from September 2004 through April 2006. [<More>](#)

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University Continuing Education Association

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La Crosse, Wis.**

Surviving Tough Times - Communicating Value

Hotel and Travel

Accommodations:

Conference location is the [Radisson Hotel](#), **608.784.6680**, 200 Harborview Plaza, La Crosse, Wis. Please reference the **UCEA Conference** when making your reservation.

The Radisson Hotel is located on the Mississippi River in downtown La Crosse, Wisconsin, nestled between majestic bluffs. It is often called "God's Country" due to its picturesque beauty. The downtown area offers many unique shops and quality restaurants, all within walking distance of the Radisson Hotel.

Radisson Hotel Room Rates:

- \$70 single/queen bed(per night)
- \$100 double or single/two queen beds(per night)
- \$110 triple (per night)
- \$120 quad (per night)

Rates do not include 13.5% occupancy tax. The Radisson Hotel provides a complimentary airport shuttle.

Reservation cut-off date is **Sept. 27, 2009**.

Please call **608.784.6680** to make reservations.

Amenities:

- Complimentary high speed in-room internet access with 24 hour tech support
- Complimentary airport shuttle
- Complimentary pool and fitness center

Travel:

Air Travel

La Crosse Municipal Airport is a regional airport that is serviced by American and Northwest/Delta airlines

Other Regional Airports:

- Minneapolis – St. Paul International Airport - Minneapolis, MN (MSP)
 - MSP to La Crosse: approx. 147 miles, 2 hours 40 minutes
- Dane County Regional Airport – Madison, WI (MSN)
 - MSN to La Crosse: approx. 137 miles, 2 hours 20 minutes

Ground Transportation

Amtrak is also available

La Crosse Station
601 St. Andrew St.
La Crosse, WI 54601
Telephone: 800.872.7245
Website: www.amtrak.com

Auto Rental

The Radisson Hotel provides a complimentary airport shuttle.

If you are considering renting a vehicle for transport, the following auto rental agencies are located at the airport:

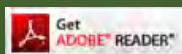
- Avis: 800.331.1212
- Hertz: 800.654.3131
- National/Alamo: 800.277.7368

Taxi Services

- A-1 Taxi Services: 608.781.6655
- Bee Cab, Inc.: 608.784.4233
- CTS Taxi: 608.784.7700

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About La Crosse

La Crosse is a community of approximately 50,000 located in western Wisconsin and lies on the Mississippi River, nestled between majestic bluffs. It is often called "God's Country" due to its picturesque beauty. Scenic bluffs, coulees, woods and streams surround the city making it a favorite stop for boaters and campers in the spring, summer and fall as well as skiers and snowmobilers in the winter. La Crosse is a river town, with all the charm and romance of the steamboat era.

For additional information on the La Crosse area including restaurants and attractions, go to www.explorelacrosse.com.



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Surviving Tough Times - Communicating Value

Contact Us:

Registration and Program Information:

Jan Olson
608.785.6506 or toll-free 1.866.895.9233
olson.jani@uwlax.edu

General Information:

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