



Building Bridges: Creating Connections
2004 Executive MBA Council Conference
October 30 – November 2, 2004 • San Francisco
Executive MBA Toolkit • October 30, 2004



As of: 10/19/04

Friday, October 29		
9:00 a.m.	CONFERENCE OFFICE (PRE-CON MEETING)	<i>California Parlor</i>
12:00 p.m.	PALACE CHECK-IN	<i>Front Desk</i>
11:00 a.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL PLANNING COMMITTEE MEETING	<i>Marina</i>
3:00 p.m. – 8:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN Collect program packet & name badge (Conference Committee)	<i>Sunset Court</i>
Saturday, October 30		
8:00 – 10:00 a.m.	EXHIBITION AREA SET-UP	<i>Sunset Court</i>
7:00 a.m. – 5:00 p.m.	REGISTRATION DESK OPEN Collect program packet & name badge	<i>Sunset Court</i>
7:15 a.m. – 7:45 a.m.	EXECUTIVE MBA TOOLKIT – BREAKFAST	<i>Sunset Court</i>
7:45 a.m. – 5:00 p.m.	OPTIONAL EXECUTIVE MBA TOOLKIT For new Program & Staff	<i>Twin Peaks</i>
9:00 a.m. – 5:00 p.m.	EXCLUSIVE WINE TOUR: NAPA & SONOMA VALLEYS (<i>OPTIONAL</i>)	
10:00 a.m. – 10:15 a.m.	EXECUTIVE MBA TOOLKIT – BREAK	<i>Sunset Court</i>
10:30 a.m. (tee-time)	6 th ANNUAL EMBA COUNCIL GOLF CLASSIC (<i>Optional</i>) <i>Sponsored by</i> <i>CAMPUS TEXT</i>	<i>Presidio Golf Club</i>
12:00 p.m. – 1:00 p.m.	EXECUTIVE MBA TOOLKIT – LUNCH	<i>French Parlor</i>
1:00 p.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL BOARD OF TRUSTEES MEETING	<i>Montgomery Boardroom</i>
2:45 p.m. – 3:00 p.m.	EXECUTIVE MBA TOOLKIT – BREAK (<i>Dessert</i>) <i>Sponsored by</i> <i>BRADLEY UNIVERSITY</i>	<i>Sunset Court</i>
4:00 p.m.	PALACE CHECK-IN	<i>Front Desk</i>
5:00 p.m.	TOOLKIT CONCLUDES	
5:00 – 7:00 pm	EXHIBITION AREA SET-UP	<i>Sunset Court</i>
6:30 p.m. – 8:00 p.m.	OPENING NIGHT RECEPTION (<i>cocktails & hors d'oeuvres</i>) <i>Sponsored by</i> <i>COLUMBIA UNIVERSITY</i>	<i>Ralston Room</i>
8:00 p.m.	EXPLORE SAN FRANCISCO ON YOUR OWN	
Sunday, October 31		
7:00 a.m. – 5:00 p.m.	REGISTRATION DESK OPEN	<i>Sunset Court</i>
7:00 a.m. – 8:00 a.m.	CONTINENTAL BREAKFAST	<i>Sunset Court</i>
7:00 a.m. – 8:00 a.m.	TOOLKIT/1 st TIME ATTENDEES CONTINENTAL BREAKFAST (Conference Planning Committee, Executive Board Members, Mentor Committee Members, Toolkit/1 st Time Attendees)	<i>French Parlor</i>
8:00 – 10:00 a.m.	DEVELOPMENTAL WORKSHOPS (1 – 2)	
<i>Workshop 1</i>	“USING THE CASE METHOD TO TEACH CAREER MANAGEMENT” John Worth - University of North Carolina – Chapel Hill	<i>Twin Peaks</i>
<i>Workshop 2</i>	“IMPROVING STUDENT LEARNING AND TEACHER EVALUATIONS” Harvey Brightman, Georgia State University	<i>Ralston</i>
10:00 – 10:15 a.m.	COFFEE BREAK <i>Sponsored by</i> <i>BRADLEY UNIVERSITY</i>	<i>Sunset Court</i>

10:15 a.m. – 11:30 a.m.	INDUSTRY TRENDS AND RESEARCH RESULTS Research Committee Diane Badame – Associate Dean, EMBA & MBA.PM, University of Southern California George Bobinski – Associate Dean, Binghamton University Brian Mahoney – Client Services, Percept Research	<i>Sea Cliff Room</i>
10:15 a.m. – 11:30 a.m.	CONCURRENT SESSIONS (1 – 4)	
<i>Session 1</i>	“START WITH THE STUDENT’S VIEW~ INSIGHTS FROM DIRECTORS WHO ARE ALSO PROGRAM ALUMNI” Louise Kapustka – University of Washington Erik Charles – University of California, Irvine	<i>Pacific Heights</i>
<i>Session 2</i>	“BUILDING THE ALUMNI CONNECTION” Donna Blackburn – Georgia State University Melody Paris – Georgia State University Timothy Roark – Georgia State University	<i>Twin Peaks North</i>
<i>Session 3</i>	“WOMEN AND THE EMBA” Beatrix Dart – University of Toronto	<i>Twin Peak South</i>
<i>Session 4</i>	“KEY POINTS FOR MANAGING THE INTERNATIONAL MBA EXPERIENCE” Bie DeGraeve - Tilburg University John Lewandowski – Purdue University Anna Kerkhoff – Purdue University	<i>Presidio</i>
11:30 a.m. – 1:15 p.m.	OPENING LUNCH <i>Sponsored by</i> <i>UNIVERSITY OF MINNESOTA CARLSON EXECUTIVE MBA PROGRAMS</i> <i>IN THE TWIN CITIES, POLAND, AUSTRIA AND CHINA</i> KEYNOTE SPEAKER: SUSAN SCOTT, CEO, FIERCE INC. <i>Sponsored by</i> <i>GRADUATE MANAGEMENT ADMISSION COUNCIL</i>	<i>Gold Ballroom</i>
1:15 p.m. – 1:45 p.m.	EXECUTIVE MBA COUNCIL RESEARCH STATUS & RESULTS Diane Badame – Associate Dean, EMBA & MBA.PM, University of Southern California George Bobinski – Associate Dean, Binghamton University Brian Mahoney – Client Services, Percept Research	<i>Gold Ballroom</i>
1:45 p.m. – 2:30 p.m.	CORPORATE MEMBER DESSERT BREAK <i>Sponsored by</i> <i>Executive MBA Corporate Members</i>	<i>Sunset Court</i>
2:30 p.m. – 3:45 p.m.	CONCURRENT SESSIONS (5-10)	
<i>Session 5</i>	“EMOTIONAL INTELLIGENCE IN THE EMBA CURRICULUM” Courtney Walsh – University at Buffalo Frank Krzystofiak – University at Buffalo	<i>Sea Cliff</i>
<i>Session 6</i>	“A DIAMOND AWARD EMBA – CORPORATE PARTNERSHIP” Karen Hallows – George Mason University	<i>Twin Peaks North</i>
<i>Session 7</i>	“KEEPING YOUR EMBA CURRICULUM CURRENT: EMBA ELECTIVES AND TRACKS” Carol Newcomb – The Ohio State University Mara McKee – The Ohio State University	<i>Pacific Heights</i>
<i>Session 8</i>	“RESEARCH IN EXECUTIVE EDUCATION” <i>Papers will be presented by the following faculty members:</i> Daniel Gropper – Auburn University Francis Petit – Fordham University Gary Selden – Kennesaw State University Glen Shuler – University of Tennessee	<i>Presidio</i>
<i>Session 9</i>	“‘ROI’ OF ALUMNI INVOLVEMENT” Pam Wiese – Washington University-St. Louis Penny Oslund – University of North Carolina – Chapel Hill Kathryn Carlson – University of Minnesota	<i>Twin Peaks South</i>
<i>Session 10</i>	“EMAIL MARKETING: THE POWER AND PERILS” Dan Stotz – Georgia Institute of Technology	<i>Marina</i>

3:45 P.M. – 6:00 p.m.

FREE TIME

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6:00 p.m.	BOARD BUSES FOR UNIVERSITY OF PENNSYLVANIA (WHARTON WEST)	<i>JESSE STREET EXIT</i>
6:15 p.m. - 7:15 p.m.	COCKTAIL RECEPTION <i>Sponsored by UNIVERSITY OF PENNSYLVANIA (WHARTON WEST)</i>	<i>UNIV. OF PENNSYLVANIA (WHARTON WEST)</i>
7:00 p.m.	BEGIN BOARDING BUSES FOR CITY HALL	
7:30 p.m. – 9:30 p.m.	A TASTE OF SAN FRANCISCO AT THE ELEGANT ROTUNDA AT CITY HALL <i>featuring foods from around the globe.....</i> <i>Sponsored by:</i> <i>UNIVERSITY OF CALIFORNIA IRVINE</i> <i>FORDHAM UNIVERSITY</i> <i>LOYOLA COLLEGE IN MARYLAND</i> <i>LOYOLA MARYMOUNT UNIVERSITY</i> <i>MARQUETTE UNIVERSITY</i> <i>UNIVERSITY OF PENNSYLVANIA (WHARTON WEST)</i> <i>PEPPERDINE UNIVERSITY</i> <i>UNIVERSITY OF SAN FRANCISCO</i> <i>SANTA CLARA UNIVERSITY</i> <i>UNIVERSITY OF SOUTHERN CALIFORNIA</i> <i>ST. LOUIS UNIVERSITY</i> <i>UNIVERSITY OF WASHINGTON</i>	<i>CITY HALL</i>
9:00 p.m. – 10:00 p.m.	BUSES DEPART FROM CITY HALL TO PALACE	
Monday, November 1		
7:00 a.m. – 5:00 p.m.	REGISTRATION DESK OPEN	<i>Sunset Court</i>
7:00 a.m. – 5:00 p.m.	EXHIBIT HALL	<i>Sunset Court</i>
7:00 a.m. – 8:00 a.m.	CONTINENTAL BREAKFAST	<i>Sunset Court</i>
8:00 a.m. – 10:00 a.m.	DEVELOPMENTAL WORKSHOPS (3 – 4)	
<i>Workshop 3</i>	“WHAT EMBA PROGRAMS CAN LEARN FROM AMERICA’S GROWTH COMPANIES” Steve McKee - McKee Wallwork Henderson	<i>Ralston</i>
<i>Workshop 4</i>	“DEVELOPING THE EMBA TEAM: THE CARROT AND STICK APPROACH” MaryAnn Spilman – University of Maryland University College Carol Dellamore – University of Maryland University College	<i>Twin Peaks</i>
10:00 a.m. – 10:15 a.m.	COFFEE BREAK <i>Sponsored by BRADLEY UNIVERSITY</i>	<i>Sunset Court</i>
10:15 a.m. – 11:30 a.m.	CONCURRENT SESSIONS (11-16)	
<i>Session 11</i>	“PROGRAM CUSTOMIZATION TO ACHIEVE PERSONAL AND CAREER TRANSFORMATION” David Springate – University of Texas at Dallas	<i>Twin Peaks South</i>
<i>Session 12</i>	“IT’S NOT ABOUT THE CORE: LEADERSHIP LEARNING FROM EMBA’s” Steve Feld – University of Maryland Amanda Stowers – University of Maryland	<i>Presidio</i>
<i>Session 13</i>	“THE ART AND SCIENCE OF MANAGING FACULTY” Susan Samuelson – Boston University	<i>Twin Peaks North</i>
<i>Session 14</i>	“GOING GLOBAL: CASE HISTORY OF ASIA LAUNCH” Larry Greiner – University of Southern California Wei Lu – Shanghai Jiao Tong University Jim Liu - Cisco Systems	<i>Pacific Heights</i>
<i>Session 15</i>	“BUILDING INTERNATIONAL LEARNING COMMUNITIES – FACULTY AND STUDENT EXPERIENCES OF ‘LEARNING TOGETHER, APART’” Ian Turner – Henley Management College Erich Barthel – Hochschule fur Bankwirtschaft	<i>Marina</i>
<i>Session 16</i>	“KEEPING IN TOUCH WITH ALUMNI – A SUCCESSFUL EXPERIENCE AT IPADE” Carlos Ruiz-Gonzalez – IPADE Business School	<i>Sea Cliff</i>

11:30 a.m. – 1:30 p.m.	LUNCH, EMBAC ANNUAL BUSINESS MEETING & BENCHMARKING PRESENTATION Executive MBA Council Board of Trustees Hope Tryon – “I Have a Dream – San Francisco” <i>Sponsored by</i> <i>UNIVERSITY OF NOTRE DAME</i>	<i>Gold Ballroom</i>
1:30 p.m. – 3:30 p.m.	DEVELOPMENTAL WORKSHOPS (5-6)	
<i>Workshop 5</i>	“PROFESSIONAL & EXECUTIVE MBA PROGRAMS FOR FULLY EMPLOYED PROFESSIONALS - BUILDING MOMENTUM AND REVENUE BY LEVERAGING SYNERGIES & SUCCESS STRATEGIES” Diane Badame – University of Southern California Marci Armstrong – Southern Methodist University Kathryn Carlson – University of Minnesota	<i>Ralston</i>
<i>Workshop 6</i>	“ETHICS AND SOCIAL RESPONSIBILITY: BRIDGING ACADEMIC AND CORPORATE LIFE” <i>Panel of Faculty and Corporate Ethics Officer</i> Salvador Aceves, University of San Francisco Seung Kim, St. Louis University Darlene Brannigan Smith, Loyola College in Maryland William J. Byron, Loyola College in Maryland Bonnie Soodik, Sr. VP, Office of Internal Governance, The Boeing Company	<i>Twin Peaks</i>
3:30 p.m. – 3:45 p.m.	COFFEE BREAK	<i>Sunset Court</i>
3:45 p.m. – 5:00 p.m.	CONCURRENT SESSIONS (17-21)	
<i>Session 17</i>	“LEADERSHIP IN EMBA PROGRAMS: CREATING CONNECTIONS WITH FACULTY, STAFF AND THE UNIVERSITY” Gary Selden – Kennesaw State University William Lindsey – Loyola Marymount University	<i>Twin Peaks North</i>
<i>Session 18</i>	“ECONOMIC DEVELOPMENT AND ITS IMPLICATIONS FOR EMBA EDUCATION IN CHINA” Cascade Huan – Cheung Kong Graduate School of Business	<i>Sea Cliff</i>
<i>Session 19</i>	“INTERGRATING COMMON VALUES, CONSIDERATIONS AND PRINCIPLES INTO THE EMBA CURRICULUM” Joe Holt – University of Notre Dame Barry Van Dyck – University of Notre Dame	<i>Pacific Heights</i>
<i>Session 20</i>	“CAREER MANAGEMENT: INTEGRATING LEADERSHIP, CAREER AND ACADEMIC ASSESSMENT” Anne Ferrante – University of Texas at Dallas Jonathan Hochberg – University of Texas at Dallas	<i>Presidio</i>
<i>Session 21</i>	“BUILDING THE GLOBAL EMBA PROGRAM: CREATING INTERNATIONAL CONNECTIONS” Shyam Kamath – California State University, Hayward Guido Krickx – California State University, Hayward	<i>Twin Peaks South</i>
6:30 p.m. – 8:00 p.m.	SILENT AUCTION & COCKTAIL RECEPTION	<i>Gold Ballroom</i>
8:00 p.m.	BUSES DEPART FOR FACULTY DINNER	<i>Jesse Street Exit</i>
8:30 p.m. – 10:00 p.m.	FACULTY DINNER featuring Dr. David Batstone <i>Founding editor of Business 2.0 magazine. Recipient of two national journalists awards and named National Endowment for the Humanities Chair at the University of San Francisco. Author of the national best seller, <u>Saving the Corporate Soul</u>, his topic is on the relevance of ethics in business education.</i> <i>Sponsored by:</i> <i>FORDHAM UNIVERSITY</i> <i>LOYOLA COLLEGE IN MARYLAND</i> <i>LOYOLA MARYMOUNT UNIVERSITY</i> <i>MARQUETTE UNIVERSITY</i> <i>UNIVERSITY OF SAN FRANCISCO</i> <i>SANTA CLARA UNIVERSITY</i> <i>ST. LOUIS UNIVERSITY</i>	<i>Handerly Dining Room at Lone Mountain</i>

Tuesday, November 2		
7:00 a.m. – 12:00 p.m.	REGISTRATION DESK OPEN	<i>Sunset Court</i>
7:00 a.m. – 12:00 p.m.	EXHIBIT HALL	<i>Sunset Court</i>
7:30 a.m. – 9:00 a.m.	REGIONAL BREAKFAST Asia/Pacific Rim USA Northeast/Canada USA Midwest USA Southeast USA Western Texas Latin America Europe/Middle East/Africa	<i>Mendocino Twin Peak North Telegraph Hill Twin Peak South Presidio Montgomery Room California Parlor Marina</i>
9:00 a.m. – 10:15 a.m.	CONCURRENT SESSIONS (22-26)	
<i>Session 22</i>	“TURNING MANAGERS INTO LEADERS: CAN EMBA PROGRAMS HELP?” Ravi Ramamurti – Northeastern University, CBA Stefanie Lenway – University of Minnesota	<i>Marina</i>
<i>Session 23</i>	“IT’S ALL ABOUT THE EXPERIENCE – CREATING PRODUCT EVANGELISTS THROUGH CUSTOMER EXPERIENCE MANAGEMENT” Francis Petit – Fordham University Chris Koutsoutis – Baruch College	<i>Twin Peaks South</i>
<i>Session 24</i>	“PERSPECTIVES: EMBA EMPLOYERS AND THE VALUE PROPOSITION” Rachel Edgington, GMAC, Associate Director of Research Daphne Atkinson, GMAC, VP Industry Relations Diane Badame – Associate Dean, EMBA & MBA.PM, University of Southern California George Bobinski – Associate Dean, Binghamton University	<i>Twin Peaks North</i>
<i>Session 25</i>	“SOCIAL CONSULTING EXPERIENCE – CORPORATE CITIZENSHIP IN PRACTICE” James T.C. Wright – FIA-University of Sao Paulo Ana Paula G. Oliveria – FIA-University of Sao Paulo	<i>Telegraph Hill</i>
<i>Session 26</i>	“EMBA INTERNATIONAL WEEK IN MEXICO” Henry Lane – Northeastern University, CBA Jose Antonio Davila – IPADE Business School Michael Pearce – University of Western Ontario, Ivey Business School	<i>Presidio</i>
10:15 a.m. – 11:00 a.m.	BRIDGING TO BARCELONA INFORMATION SESSION Jana Allen – Baylor University Dianne Cleton-Bevelander – Erasmus University	<i>Ralston</i>
11:00 a.m. – 12:30 p.m.	BRUNCH/LUNCH Sponsored by UNIVERSITY OF NORTH CAROLINA - CHAPEL HILL PURDUE UNIVERSITY SPEAKER: MARIA GALENO, PARTNER, PILLSBURY WINTHROP LLP Sponsored by <i>GRADUATE MANAGEMENT ADMISSION COUNCIL</i>	<i>Gold Ballroom</i>
1:00 p.m. – 2:00 p.m.	EXECUTIVE MBA COUNCIL PLANNING COMMITTEE WRAP-UP MEETING	<i>California Parlor</i>
1:00 p.m. – 6:00 p.m.	EXECUTIVE MBA COUNCIL BOARD OF TRUSTEES MEETING	<i>Sutter Room</i>
Wednesday, November 3		
8:00 a.m. – 1:00 p.m.	2005 EMBA Conference Planning Committee Meeting	<i>Montgomery</i>

**All events subject to change.*

**We hope you enjoy your stay in San Francisco. If you need anything, please seek out the members of ...
Your Executive MBA Council Planning Committee!**

Sara Bradbury, University of Georgia – Co-Chair
Kay Henry Rice/Zayed University – Co-Chair
Salvador Aceves, University of San Francisco
Susan Carver, University of Alabama
Deborah Fallahay, University of Chicago
John Fraser, University of Iowa
Mary Lynn Gillespie, The Conference Link
Dan Gropper, Auburn University
Tony Hansford, University of California, Irvine
Carrie Hurd, The Conference Link

John Lewandowski, Purdue University – Co-Chair
Maury Kalnitz, Executive MBA Council
Viktoria Kish, International Study Programs
John Lyon, University of Pennsylvania, Wharton West
Lucy Maillette, Michigan State University
Karen Mc Lintock, Executive MBA Council
Carlos Ruiz-Gonzalez, IPADE Business School
Mary Ann Spilman, University of Maryland
Erika Steuterman, Purdue University
Barry Van Dyck, University of Notre Dame
Pam Wiese, Washington University

Special recognition for their time, talent and work on behalf of this conference:

Sean Luus
Darlene Gorrill
Dawn Mathers
Marjorie DeGraca, University of California, Berkely
Robert Gleeson, University of California, Berkeley
Martin Rapisarda, Vanderbilt University

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