



2011 Executive MBA Council Conference* “Oceans of Opportunity”



16 - 19 October 2011 • Ritz Carlton • Key Biscayne, FL

(*Tentative – 2011Oct11)

Saturday, October 15		
3:00 p.m. – 6:15 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
Sunday, October 16		
7:00 a.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
12:00 noon – 5:00 p.m.	EXHIBIT HALL	<i>Ballroom Foyer</i>
8:00 a.m. – 5:30 p.m.	EXECUTIVE MBA TOOLKIT* <i>(*pre-registration and fee required)</i> Continental breakfast served outside Ponce DeLeon beginning at 7:30 am	<i>Ponce DeLeon</i>
8:00 a.m. – 11:45 p.m.	CAREER SERVICES PROGRAM (followed by lunch)* <i>(*pre-registration and fee required)</i> Continental breakfast served outside Plaza Ballroom beginning at 7:30 am	<i>Plaza Ballroom</i>
12:30 p.m. – 5:00 p.m.	DIRECTORS' FORUM LUNCH & PROGRAM** <i>(**pre-registration and fee required)</i> <i>Sponsored by:</i> <i>University of Miami</i>	<i>University of Miami</i>
7:00 p.m. – 9:00 p.m.	WELCOME RECEPTION <i>Meet and reconnect with colleagues, and enjoy a beautiful Key Biscayne evening!</i> <i>Sponsored by:</i> <i>University of Chicago, Booth School of Business; Emory University's Goizueta Business School; Stephen M. Ross School of Business at the University of Michigan; USC Marshall School of Business & University of Washington, Foster School of Business</i>	<i>Grand Lawn</i>
Monday, October 17		
7:00 a.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
7:00 a.m. – 5:00 p.m.	EXHIBIT HALL	<i>Ballroom Foyer</i>
7:30 a.m. – 8:30 a.m.	CONTINENTAL BREAKFAST <i>Sponsored by:</i> <i>Washington University in St. Louis – Olin Business School</i>	<i>Ballroom Foyer</i>
8:30 a.m. – 9:30 a.m.	WELCOME TO KEY BISCAZYNE, CHARITY LAUNCH AND EMBA VIDEOS!	<i>Salon 2,3,4</i>
9:30 a.m. – 10:00 a.m.	RESEARCH <i>Executive MBA Council Center for Research</i>	<i>Salon 2,3,4</i>
10:00 a.m. – 10:30 a.m.	COFFEE BREAK <i>Sponsored by:</i> <i>Corporate Members</i>	<i>Ballroom Foyer</i>
10:30 a.m. – 11:45 a.m.	PLENARY SESSION I: EMBA IMPACT: A CORPORATE VIEW <i>Rosemary Haefner, VP of Human Resources, CareerBuilder.com</i> <i>Sponsored by:</i> <i>Kellogg School of Management, Northwestern University</i>	<i>Salon 2,3,4</i>

12:00 p.m. – 1:15 p.m.	LUNCH <i>Sponsored by: China Star Professional Programs</i>	<i>Salon 1 and Patio</i>
1:15 p.m. – 2:15 p.m.	CONCURRENT SESSIONS (1 - 6)	
<i>Session 1</i>	LEADERSHIP STYLES AND DIMENSIONS IN ASIA AND BEYOND Steven DeKrey, Hong Kong University of Science and Technology	<i>Plaza 1</i>
<i>Session 2</i>	CRISIS MANAGEMENT ACROSS THE OCEAN: A DIFFERENT KIND OF MARCH MADNESS Alice Rolli, Accent & TravelMBA World Strides Rick Rosenfeld, Accent & TravelMBA World Strides Ellen Skinner, Yale University Rich Daniels, University of Georgia, Terry College of Business	<i>Plaza 2</i>
<i>Session 3</i>	HELPING EXECUTIVE STUDENTS OVERCOME FEAR OF NUMBERS Tami Fassinger, Vanderbilt Owen Graduate School Helmut Hergeth, Andromeda Training, Inc.	<i>Cabot – 2nd Floor</i>
<i>Session 4</i>	LIBERAL ARTS MEETS THE MBA: A VAST OCEAN OF OPPORTUNITY Paris de l’Etraz, IE Business School Karen Sibley, Brown University	<i>Ponce DeLeon</i>
<i>Session 5</i>	LEADERSHIP LESSONS LEARNED ON THE EMBA FIRING LINE Marci Armstrong, SMU Cox Catherine A. Molony, The Wharton School, University of Pennsylvania Penny Oslund, UNC, Kenan-Flagler	<i>Salon 2</i>
<i>Session 6</i>	MOVING TO A HYBRID ON-LINE DELIVERY: THE GOOD, BAD AND UGLY John Cotton, Marquette University Jeanne Simmons, Marquette University	<i>Salon 3,4</i>
1:15 p.m. – 2:15 p.m.	CAREER SERVICES TRACK – SESSION 1	
<i>Career Services Session 1</i>	ALL HANDS ON DECK – MAXIMIZE YOUR CAREER SERVICES WITH POWERFUL PARTNERSHIPS Ellen Bartkowiak, University of Wisconsin – Madison, School of Business Ross Macpherson, CareerQuest	<i>Davis – 2nd Floor</i>
2:30 p.m. – 3:30 p.m.	CONCURRENT SESSIONS (REPEAT OF 1 - 6)	
<i>Session 1</i>	LEADERSHIP STYLES AND DIMENSIONS IN ASIA AND BEYOND Steven DeKrey, Hong Kong University of Science and Technology	<i>Plaza 1</i>
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2:30 p.m. – 3:30 p.m.	CAREER SERVICES TRACK – SESSION 2	
<i>Career Services Session 2</i>	GIVING EMBA STUDENTS A BACKSTAGE PASS TO CAREER ADVANCEMENT Barbara Cheng, Executive Core Paul Velasco, University of Notre Dame, Mendoza College of Business Allison Quennell, University of Toronto, Rotman School of Management	<i>Davis – 2nd Floor</i>
3:30 p.m. – 4:00 p.m.	COFFEE BREAK <i>Sponsored by: Corporate Members</i>	<i>Ballroom Foyer</i>
4:00 p.m. – 5:00 p.m.	CONCURRENT SESSIONS (7 - 12)	
<i>Session 7</i>	STUDENT FEEDBACK: HOW TO GET IT, HOW TO USE IT, AND HOW TO GET CREDIT Joyce Mueller, University of Michigan, Ross School of Business	<i>Cabot – 2nd Floor</i>
<i>Session 8</i>	BUILDING ON A LEGACY: REVOLUTIONARY PROGRAM REDESIGN Mark Mone, University of Wisconsin - Milwaukee Gene Wright, University of Wisconsin - Milwaukee	<i>Plaza 1</i>
<i>Session 9</i>	MEASURING DEMAND PRE-LAUNCH: IF WE BUILD IT, WILL THEY COME? Jonathan Lehrich, MIT, Sloan School of Management Kelley Martin Blanco, Columbia Business School	<i>Salon 2</i>
<i>Session 10</i>	INNOVATIONS IN EXECUTIVE MBA MARKETING & RECRUITING Robert Bonner, Villanova University Rachel Tannebaum, Villanova University	<i>Salon 3,4</i>
<i>Session 11</i>	MANAGING THE UNMANAGEABLE: THE EMBA DIRECTORS' DILEMMA Peter Withers, University of Auckland Victoria Dolceamore, University of New Haven	<i>Plaza 2</i>
<i>Session 12</i>	COMPARING LOCAL APPROACHES FOR DEVELOPING GLOBAL LEADERS Brigitta Theleman, UNC Kenan-Flagler Business School Saskia Treurniet, Rotterdam School of Management – Erasmus University	<i>Ponce DeLeon</i>
4:00 p.m. – 5:00 p.m.	CAREER SERVICES TRACK – SESSION 3	
<i>Career Services Session 3</i>	COACHING EXECUTIVE MBA'S ON THE CASE INTERVIEW PROCESS Connie Whittaker Dunlop, University of Virginia, Darden School of Business	<i>Davis – 2nd Floor</i>
5:15 p.m. – 6:15 p.m.	CONCURRENT SESSIONS (REPEAT OF 7 - 12)	
<i>Session 7</i>	STUDENT FEEDBACK: HOW TO GET IT, HOW TO USE IT, AND HOW TO GET CREDIT Joyce Mueller, University of Michigan, Ross School of Business	<i>Cabot – 2nd Floor</i>
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5:15 p.m. – 6:15 p.m.	CAREER SERVICES SESSION 4	
<i>Career Services Session 4</i>	GLOBAL EMPLOYMENT TRENDS – TODAY AND TOMORROW Mary Anne Thompson, Going Global	<i>Davis – 2nd Floor</i>
Refer to sign-up sheets for specific reservation times	SMALL GROUP DINNERS (OPTIONAL)*** <i>Dine at your own expense at local restaurants. These dinners are recommended for newer attendees, but all are welcome. Sign-up at the registration desk for a specific restaurant.</i> <i>(***pre-registration required)</i>	<i>Meet in hotel lobby for shuttle bus departures at your designated time.</i>
Tuesday, October 18		
7:00 a.m. – 4:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
7:00 a.m. – 4:00 p.m.	EXHIBIT HALL	<i>Ballroom Foyer</i>
7:30 a.m. – 8:30 a.m.	CONTINENTAL BREAKFAST <i>Sponsored by: UNC Kenan-Flagler Business School, University of Texas at Dallas & Rotman School of Management</i>	<i>Ballroom Foyer</i>
8:30 a.m. – 10:00 a.m.	EMBAC EXCHANGE AND BUD FACKLER AWARD PRESENTATION <i>The year in review, looking ahead and open forum with our executive director, Michael Desiderio</i>	<i>Salon 2,3,4</i>
10:00 a.m. – 10:30 a.m.	COFFEE BREAK <i>Sponsored by: Corporate Members</i>	<i>Ballroom Foyer</i>
10:30 a.m. – 11:45 a.m.	PLENARY SESSION II: TALENT MANAGEMENT TRENDS AND THE IMPACT ON EMBA EMPLOYER RELATIONS <i>Peter Cappelli, The Wharton School</i> <i>Sponsored by: Rice University & University of Virginia Darden School of Business</i>	<i>Salon 2,3,4</i>
12:00 noon – 1:15 p.m.	LUNCH <i>Sponsored by University of Minnesota, Carlson School of Management</i>	<i>Salon 1 and Patio</i>
1:15 p.m. – 2:15 p.m.	CONCURRENT SESSIONS (13 – 18)	
<i>Session 13</i>	CREATING A TRANSFORMATIONAL EMBA LEARNING COMMUNITY Rob Sheehan, University of Maryland, College Park	<i>Plaza 1</i>
<i>Session 14</i>	APPS AND DOWNS: IS YOUR EMBA PROGRAM READY FOR THE IPAD? Charles Jacobina, Virginia Tech Jennifer Sparrow, Virginia Tech	<i>Salon 2</i>
<i>Session 15</i>	DESIGNING AND IMPLEMENTING A FOUR-COUNTRY EMBA CONSORTIUM ON GLOBAL INNOVATION Jose De La Torre, Florida International University Massimo Bergami, University of Bologna	<i>Plaza 2</i>

<i>Session 16</i>	PERSONAL SELLING & CAREER COACHING: A NEW APPROACH TO EMBA MARKETING & RECRUITING Kevin Davis, Neely School of Business at TCU	<i>Ponce DeLeon</i>
<i>Session 17</i>	BEST PRACTICES FOR DEVELOPING, DEPLOYING AND SUPPORTING DIGITAL COURSE MATERIALS AND HANDHELD DEVICES Tyler Steben, XanEdu Publishing, Inc	<i>Salon 3,4</i>
<i>Session 18</i>	GLOBALIZING AND LOCALIZING CURRICULA IN THE ASIAN CONTEXT Patrick Moreton, Washington University in St. Louis CHUA Nan Sze, Marie-Antonie, NUS Business School Sanjay Singh, Indian School of Business	<i>Cabot – 2nd Floor</i>
1:15 p.m. – 2:15 p.m.	CAREER SERVICES TRACK – SESSION 5	
<i>Career Services Session 5</i>	HIGH TIDES & LOW TIDES: MBA CAREER SERVICES FOR THE EXECUTIVE MBA (LESSONS LEARNED FROM LAUNCH + 5 YEARS) Bethany Rigg, Michigan State University Cheri DeClercq, Michigan State University	<i>Davis – 2nd Floor</i>
2:15 p.m. – 2:45 p.m.	COFFEE BREAK <i>Sponsored by: Corporate Members</i>	<i>Ballroom Foyer</i>
2:45 p.m. – 3:45 p.m.	CONCURRENT SESSIONS (REPEAT OF 13 – 18)	
<i>Session 13</i>	CREATING A TRANSFORMATIONAL EMBA LEARNING COMMUNITY Rob Sheehan, University of Maryland, College Park	<i>Plaza 1</i>
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2:45 p.m. – 3:45 p.m.	CAREER SERVICES TRACK – SESSION 6	
<i>Career Services Session 6</i>	CAREER COACHING CHALLENGES – CASE STUDIES AND SOLUTIONS Lynne Allen, Cornell Johnson School Laurie Sedgwick, Cornell Johnson School	<i>Davis – 2nd Floor</i>
3:45 p.m. – 5:45 p.m.	EXPERIENCE KEY BISCAYNE/MIAMI	
6:00 p.m. – 7:00 p.m.	STAGGERED BUSES DEPARTING FOR BONGO’S CUBAN CAFE	<i>Meet in Hotel Lobby</i>
7:00 p.m. – 9:00 p.m.	SPECIAL EVENT AT BONGO’S CUBAN CAFE	<i>Bongo’s Cuban Café – Miami</i>

Wednesday, October 19		
7:00 a.m. – 10:45 a.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
7:00 a.m. – 10:45 a.m.	EXHIBIT HALL	<i>Ballroom Foyer</i>
8:00 a.m. – 9:00 a.m.	<p>REGIONAL BREAKFAST MEETINGS</p> <p><i>Enjoy a hot breakfast and connect with your regional colleagues</i></p> <p><i>Latin America</i> <i>Europe/Middle East/Africa</i> <i>Asia/New Zealand/Australia</i> <i>West - US/Canada</i> <i>Southwest</i> <i>Southeast</i> <i>Northeast - US/Canada</i> <i>Midwest - US/Canada</i></p> <p><i>Please Note: A separate breakfast buffet will be set up on the 2nd floor for those with regional meetings on that level.</i></p>	<p><i>Cabot - 2nd Floor</i> <i>Osborn – 2nd Floor</i> <i>Munroe – 2nd Floor</i> <i>Plaza Ballroom</i> <i>Salon 2</i> <i>Salon 3,4</i> <i>Salon 1</i> <i>Davis – 2nd Floor</i></p>
9:30 a.m. – 10:45 a.m.	<p>PLENARY SESSION III:</p> <p>ADVANCING LEADERSHIP THROUGH THE EXECUTIVE MBA</p> <p><i>Modesto Maidique, Florida International University (FIU)</i></p> <p style="text-align: center;"><i>Sponsored by:</i> <i>UCLA Anderson School of Management & New York University</i></p>	<i>Salon 2,3,4</i>

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

Gonzalo Freixes, University of California, Los Angeles – Chair
Robin Blilie, University of Minnesota
Armando Dal Colletto, Business School São Paulo
Michael Desiderio, Executive MBA Council
Darlene Gorrill, Executive MBA Council
Karen Mc Lintock, Executive MBA Council
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Linda Talarico, Financial Times
Nicole Tee, INSEAD
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Special recognition for their time, talent and work on behalf of this conference:

Sean Luus
Dawn Mathers

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