



July 2006

Dear Executive MBA Council Member:

We're pleased to acknowledge your registration for the 2006 Executive MBA Council Conference and to welcome you to what promises to be an exciting and enriching experience. This year's conference will again, in the tradition of past conferences, offer the latest in thinking, best practices, and fresh perspectives, all of which will help you as you navigate in a sea of change.

The Executive MBA market has become more competitive and more turbulent. The planning committee has designed the conference to include keynote speakers, concurrent sessions, program leadership clinics, and personal development seminars focusing on the innovative ways to respond to the significant changes. Here are some highlights:

- **Blue Ocean Strategy:** Steer into calmer waters by learning about the powerful blue ocean strategy, which helps organization create uncontested marketing spaces by shifting the focus from competitors to alternatives and from customers to non-customers. Ralph Trombetta, Managing Partner and owner of Value Innovation Associates, will lead the first conference plenary session and a program leadership clinic. New this year, the **Program Leadership Clinic**, designed for veteran directors and administrators, will focus on applying key blue ocean strategy implementation tools to Executive MBA programs.

- **Fully Engaged – The Human Element of Leadership:** Develop a strong and motivated crew to help you maneuver out of the shark-infested red oceans. In his plenary, Steve Lundin, author, consultant and former business school dean will talk about tapping into the energy that transform individuals in the workplace, as well as helping students realize that their responses to life challenges impact their performance and serve as motivation for others.

• **Personal Skill Development Seminars:** Enhance your on-the-job effectiveness and career development by participating in one of four workshops. New this year, the skill development seminars will take place on Tuesday morning. They offer participants the opportunity to strengthen skills sets in areas that are critical to Executive MBA programs. Enhance your on-the-job effectiveness and career development by participating in one of four workshops:

- Sales Training: Creating Student and Corporate Value for Executive MBA
- Negotiating: Strategies for Dealing with Difficult People
- Networking: Understanding, Analyzing and Improving your Professional Network
- Teaching: Enhancing Teaching Effectiveness


• **Faculty Networking Event:** Meet fellow faculty members from around the world and discuss relevant issues in an informal setting during this wine and cheese reception hosted at the University of Baltimore on Saturday, Oct. 21 from 4:30 to 7:00 p.m. Experience speed networking that will introduce you to your fellow colleagues in fun and interesting ways.

• **Optional Small Group Dinners:** Dine at your own expense with old and new friends at restaurants in Baltimore's historic sections of Canton, Federal Hill, Fells Point and Little Italy, on Monday at 7:30 pm.

In addition, the conference includes 18 compelling concurrent sessions, ample opportunity to network, and excursions to explore the shores of Baltimore. Known for its maritime history, Baltimore is truly a city with amazing sites, sounds and attractions. The conference takes place in the heart of Baltimore's Inner Harbor – its crown jewel – and just steps ways from the harbor, historic waterfront neighborhoods, fine dining, entertainment, shopping, and other attractions. In fact, the renowned **National Aquarium** is the site for the conference gala reception, which not only involves time for networking but also offers aquarium tours that will bring you closer to marine life.

This year is a great year to attend the conference because the Executive MBA Council is celebrating its 25<sup>th</sup> anniversary. So, if there was ever a seaworthy occasion, this is the one. Please plan your journey to Baltimore and on behalf of the conference planning committee, I want to thank you for choosing to attend the 2006 Executive MBA Council Conference. Come network, learn innovative new ways to enhance your programs, and see the historic charm of Baltimore.

We look forward to seeing you in October, mates!



Darlene Brannigan Smith, Ph.D.  
2006 Executive MBA Council Conference Chair  
Associate Dean of Executive and Graduate Programs  
University of Baltimore, Merrick School of Business

p.s. This packet also includes additional information about the conference. Please continue to check the Executive MBA Council web site at [www.embac.org/conference.htm](http://www.embac.org/conference.htm) for updates.



**Agenda**  
**Port of Call: Baltimore, Maryland**  
**Marriott Waterfront Hotel**  
**October 21 – 24, 2006**

**Saturday, October 21**

- |                      |  |
|----------------------|--|
| 7:30 am – 8:00 am    | Continental Breakfast  |
| 8:00 am – 6:00 pm    | EMBA Fundamentals (formerly know as “The Toolkit”) and reception with corporate sponsors   |
| 4:00 pm              | Meet in Lobby for Faculty Networking Event departure   |
| 4:30 pm – 6:45 pm    | Faculty Networking Event: Wine & Cheese Reception hosted at the University of Baltimore  |
| 7:00 pm – 9:00 pm    | Opening Night Reception at the Marriott  |
| Optional Activities: | Pre-registration is required for: <ul style="list-style-type: none"><li>○ Golf Tournament</li><li>○ Tour of Baltimore (two hours)</li><li>○ Tour of Washington, D.C. (six hours)</li></ul> |

**Sunday, October 22**

- |                     |  |
|---------------------|--|
| 7:30 am – 8:30 am   | Continental Breakfast  |
| 8:30 am – 10:00 am  | Plenary Session: Blue Ocean Strategies <ul style="list-style-type: none"><li>○ Ralph Trombetta, Managing Partner - Value Innovation Associates</li><li>○ Gain insights and direction in applying the powerful blue ocean strategy and the tools of value innovation to the business of making your EMBA program even more successful. Managing partner and owner of Value Innovation Associates, Ralph G. Trombetta, will lead both a conference plenary session that provides an overview of blue ocean strategy and a program leadership clinic to help directors and administrators learn more about applying the strategy to their programs.</li></ul> |
| 10:00 am – 10:30 am | Coffee Break   |
| 10:30 am – 12:45 pm | Program Leadership Clinic: Blue Ocean Strategies <ul style="list-style-type: none"><li>○ Ralph Trombetta, Managing Partner – Value Innovation Associates</li><li>○ Building on the plenary session, Trombetta will present key tools and a six-path framework in the program leadership clinic to help EMBA programs reconsider market boundaries in ways that minimize the risk.</li></ul>  |
| 10:30 am – 11:30 pm | Concurrent Sessions (1 – 6)  |
| 11:30 pm – 11:45 pm | Break  |
| 11:45 pm – 12:45 pm | Concurrent Sessions (Repeat of 1 – 6)  |
| 12:45 pm – 2:15 pm  | Lunch & Celebration of the Executive MBA Council 25 <sup>th</sup> Anniversary  |
| 2:30 pm – 5:00 pm   | Repeat of Program Leadership Clinic: Blue Ocean Strategies <ul style="list-style-type: none"><li>○ Ralph Trombetta, Managing Partner - Value Innovation Associates</li></ul>   |

- 2:30 pm – 3:30 pm Concurrent Sessions 7 – 12
- 3:30 pm – 4:00 pm Dessert Break
- Join us for cake celebrating Executive MBA Council's 25<sup>th</sup> Anniversary
- 4:00 pm – 5:00 pm Concurrent Sessions (Repeat of 7 – 12)
- 7:00 pm – 9:00 pm Gala Reception and Tour: National Aquarium
- Sponsored by Regional Executive MBA Programs & Universities
- Monday, October 23**
- 8:00 am – 9:00 am Continental Breakfast
- 8:00 am – 9:00 am Finding Nemo (Mentor/Mentoree Breakfast)
- 9:00 am – 10:00 am Plenary Session: Fully Engaged--The Human Element of Leadership
- Steve Lundin, author of FISH! Philosophy
  - EMBA educators have the responsibility to help business professionals understand what constitutes a workplace that is fully human and the benefits of such. Building on the story of some remarkable fish mongers, Steve Lundin – author of the FISH! Philosophy, discusses a body of knowledge we in the business of advanced business education critically need.
- 10:00 am – 10:30 am Coffee Break
- 10:30 am – 11:30 am Concurrent Sessions 13 – 18
- 11:45 am – 1:15 pm Lunch and Presentation of Research
- 1:30 pm – 2:30 pm Concurrent Sessions (Repeat of 13 – 18)
- 2:30 pm – 3:00 pm Coffee Break
- 3:00 pm – 4:00 pm Skippers' Meeting (Town Hall Meeting with the Board of Trustees)
- Join the Board of Trustees for a beer, light snacks and a lively discussion focusing on the opportunities and challenges facing the Executive MBA Council and our industry. Meet new board members & officers.
- 4:00 pm Shore Leave – Explore Baltimore on Your Own
- 7:30 pm Optional Small Group Dinners (or Dine on Your Own)
- Dine at your own expense at the “locals” favorite restaurants in Baltimore's historic sections of Federal Hill, Fells Point, Little Italy and Canton -- Recommended for newer attendees but all are invited. Sign-up at the registration desk.

**Tuesday, October 24**

- 8:00 am Continental Breakfast
- 8:30 am – 9:30 am Regional Meeting
- 9:30 am – 10:00 am Coffee Break
- 10:00 am – 12:00 pm Personal Skill Development Seminars:
- Sales Training: Creating Student and Corporate Value  
Tom Snyder, Vice President of Strategy and Business Development, Huthwaite
  - Negotiating: Bullies, Tyrants, & Impossible People: How to Beat Them Without Joining Them  
Shapiro Negotiations Institute (sponsored by Loyola College in Maryland)
  - Networking: Understanding, Analyzing and Improving your Professional Network  
José Luis Álvarez, Professor of Strategy and Organizational Behavior  
Instituto de Empresa (IE) Business School, Madrid – Spain
  - Teaching: Enhancing Teaching Effectiveness  
Dr. Harvey Brightman, Regent Professor Emeritus, Georgia State University  
(sponsored by Georgia State University)







July 2006

Dear Executive MBA Council Member:

Wouldn't it be nice if you could take a day to learn about how to do your job more effectively from a panel of experts who have numerous years of experience in the industry?

Well, you can, and it is called the ***Executive MBA Fundamentals Course*** (formerly called the ***Toolkit***)! And if you haven't already registered for this course, please consider doing so.

This unique day kicks off the 2006 Executive MBA Council's annual conference on Oct. 21. It is designed for new Executive MBA staff members, as well as those developing new Executive MBA Programs. Led by an experienced team of Executive MBA administrators, the Executive MBA ***Fundamentals*** will cover a variety of important topics ranging from an introduction and history of Executive MBA Programs to marketing and financial to management of student expectations. The Executive MBA ***Fundamentals*** is also a great opportunity to develop friendships and a professional network within the Executive MBA Council. Hosted by our corporate partners, a reception for ***Fundamentals*** participants starts after the session ends. For the ***Fundamentals*** agenda, see the attached schedule or visit our web site at [www.embac.org/conference.htm](http://www.embac.org/conference.htm).

The Executive MBA ***Fundamentals*** has been a sell-out for the last few years. So if you haven't already registered, don't hesitate to register today. The cost of the Executive MBA ***Fundamentals*** is \$195 per person. Just contact Karen Mc Lintock at 877.453.6222, 714.628.7334 or [karen@embac.org](mailto:karen@embac.org).

Don't miss this opportunity to develop yourself, your career, and your professional network. You won't regret it. I look forward to seeing you there.

***Susan Carver West***

Susan Carver West  
Executive MBA Fundamentals Director  
Assistant Dean, Manderson Graduate School of Business  
University of Alabama



## ***EXECUTIVE MBA FUNDAMENTALS COURSE***

*OPTIONAL PRE-SESSION FOR NEW PROGRAMS & STAFF*

*21 October 2006*

*(Tentative Agenda\*)*

7:30 – 8:00 a.m.	<b>Breakfast</b>
8:00 – 8:10 a.m.	<b>Welcome and Introductions</b> Maury Kalnitz, Managing Director, Executive MBA Council Jana Allen, Chair, Executive MBA Council Board of Trustees
8:15 – 8:30 a.m.	<b>Information Resources and Communication Tools of the Executive MBA Council</b> Maury Kalnitz
8:30 – 9:45 a.m.	<b>Overview and Managing the Executive MBA</b> Susan Carver West
9:45 – 10:00 a.m.	<b>Break</b>
10:00 – 11:30 a.m.	<b>Marketing Executive MBA Programs</b> Ed Leonard
11:45 – 12:45 p.m.	<b>Lunch</b>
12:45 – 2:15 p.m.	<b>Managing Student Expectations</b> Cathy Molony
2:15 – 2:30 p.m.	<b>Break</b>
2:30 – 3:45 p.m.	<b>Interactive Break out Sessions</b> Marketing – Ed Leonard Recruiting and Admissions – Jeff Bieganeck Financial Tools & Analysis – Brad Vierig
3:45 – 4:30 p.m.	<b>Wrap-Up</b> Susan Carver West
4:45 – 5:45 p.m.	<b>Networking Event with Corporate Partners</b>

*\*Schedule subject to change.*





Navigating in a Sea of Change  
2006 Executive MBA Council Conference  
Baltimore, MD  
October 21 – October 24, 2006

EMBA FACULTY

*Participate in the Faculty Networking Event on Saturday, October 21, 2006, 4:30-7 p.m.!*

Are you interested in meeting other EMBA faculty at the conference? We are organizing an exciting Faculty Networking Event in order to ensure that faculty members participating in the conference will have the opportunity to find each other, meet and discuss relevant issues in an informal setting with light hors-d'œuvres, beer, wine and soft drinks.

The event this year will be generously hosted by the University of Baltimore, and will take on a new format: **Speed Networking**. Some of you might already be familiar with this approach. Speed Networking will allow you to get to know your fellow colleagues in a fun and interesting way and will maximize your opportunity to add new names and faces to your network. So bring lots of business cards and get ready to meet lots of new people from all over the world!

We will meet in the Marriott hotel lobby at 4:30 p.m. for the short bus ride to the University of Baltimore, returning by 6:45 p.m. in time to attend the EMBAC opening reception back at the Marriott Hotel. As we need to organize transportation for this event, we would like to ask you to pre-register with the attached form.

See you there!

Yours truly,

Beatrix

Professor Beatrix Dart,  
Rotman School of Management,  
University of Toronto, Canada  
[bdart@rotman.utoronto.ca](mailto:bdart@rotman.utoronto.ca)



**Navigating in a Sea of Change**  
**2006 Executive MBA Council Conference**  
**Baltimore, MD**  
**October 21 – October 24, 2006**

*Faculty Networking Event*  
*Saturday, October 21, 2006*  
*4:30 p.m. – 7 p.m.*

***RSVP.***

In order to ensure adequate facilities, transportation, and catering for this event, we would like to ask you to RSVP for the Faculty Networking Event by contacting Karen Mc Lintock at [Karen@embac.org](mailto:Karen@embac.org) or by fax at 714.628.7345. *Please RSVP as soon as possible. Space is limited.*

Meeting time: 4:30 p.m. Marriott Hotel, Lobby, for short bus trip to University of Baltimore. Return by 6:45 p.m. to Marriott Hotel.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

University: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_



## Set Sail to Baltimore

The challenge in 2005 was "*Dare To Be Different*". The Barcelona Planning Committee responded with a raffle instead of the silent auction and raised 2,005€. The proceeds were given to Fundacion Esplai in Barcelona, Spain.

The 2006, we will be "*Navigating in a Sea of Change*" and set sail towards a raffle in Baltimore, Maryland. We are soliciting various companies and corporations for wonderful items.

Raffle tickets will be sold starting Saturday evening, October 21<sup>st</sup> during the Opening Reception until Monday evening, October 23rd. Winners will be announced during Lunch on Tuesday. We will also present the donation check to this years recipient; [Living Classrooms Foundation](#).

Buy one raffle ticket - \$5.00/Buy five tickets - \$20.00

Cash or Check (payable to *Living Classrooms*) ONLY

**Living Classrooms Foundation** is a nonprofit organization, operated for the benefit of the community at large, providing hands-on education and job skills training for students from diverse backgrounds, with a special emphasis on serving at-risk youth. The Foundation uses maritime settings, community revitalization projects and other challenging learning environments, and a low staff-to-student ratio. Their "learning by doing" education programs emphasize the applied learning of math, science, language arts, history, economics, and ecology. Key objectives of all Living Classrooms programs are career development, community service, elevating self-esteem, and fostering multicultural exchange.

Living Classrooms' programs have grown from 100 students in a single program in 1985 building the schooner *Lady Maryland* to over 50,000 students annually participating in 38 programs.

To learn more about this wonderful organization, we encourage you to take a few minutes and visit their website, [www.livingclassrooms.org](http://www.livingclassrooms.org)

We have set a fundraising goal of \$7,000.00, so get ready to buy lots of raffle tickets!

Cheers!

Deb Fallahay

ChicagoGSB

2006 Committee Member – Special Events



## **EMBA CONFERENCE – BALTIMORE – OCT. 2006**

### **Optional Tour Information**

#### **BALTIMORE, MD TOUR**

Saturday, October 21, 2006

1 p.m. – 3 p.m.

\$22 per person

Quaint trolleys with their authentic wooden seats and wonderful climate controlled atmosphere (A/C & Heat) will take you on a 2 hour tour. Friendly micro phoned tour guides will relate interesting stories of Baltimore's famous attractions of art, history, science and industry. You will be amazed by the city's wonderful cultural diversity.

You will drive by many points of interest including Camden Yards, Fells Point and Mt Vernon Place.

#### **WASHINGTON DC TOUR**

Saturday, October 21, 2006

9 a.m – 3 p.m

\$55 per person

Be prepared to have a fantastic sight seeing day as you meet your tour guide in the Main Lobby of the Baltimore Marriott-Waterfront at 8:45 A.M. for a 9 A.M. departure to explore our Nation's Capital! Dress casually with comfortable walking shoes to make for a most enjoyable and memorable day.

Begin your visit to Washington D.C. by passing the Capitol, the Library of Congress, the Jefferson Memorial, the Washington Monument and a visit to the F.D. Roosevelt Memorial. Motoring on you will visit the Korean Monument, The Lincoln Memorial, the Jefferson Memorial, the Vietnam Veterans Memorial and the Nurse's Monument. Driving by the White House you will continue on to the Smithsonian Institution.

The following museums are located close together. You may choose to visit the ones that are of interest to you. They include the National Air and Space Museum, the Hirschhorn Museum, the Arts and Industries building, the National Museum of Natural History, and the National Gallery of Art. You may enjoy your lunch at one of the many restaurants or snack shops which are located in the various museums.



**EMBA CONFERENCE – BALTIMORE – OCT. 2006**  
**Optional Tour Registration Form**

I would like to attend the following Optional Tour (Choose ONE tour only). Please reserve \_\_\_\_\_ spaces on the tour, I understand that I will be billed the appropriate amount (\$22.00 or \$55.00 per person) given my choice of tour.

\_\_\_\_\_ **BALTIMORE, MD TOUR**  
Saturday, October 21, 2006  
1 p.m. – 3 p.m.  
\$22 per person

\_\_\_\_\_ **WASHINGTON DC TOUR**  
Saturday, October 21, 2006  
9 a.m – 3 p.m.  
\$55 per person

Name: \_\_\_\_\_

Institution: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Indicate method of payment

(Payment must be received, in The Council office before 13 October 2006):

☐ Enclosed is a check (U.S. dollars only.)  
*Make checks payable to Executive MBA Council*

☐ Please bill me.

☐ Purchase order # \_\_\_\_\_ enclosed.

☐ Please charge my:    ☐ Visa                      ☐ MasterCard                      ☐ Amex

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*(REQUIRED FOR CHARGE PAYMENTS)*

**Return completed registration form**

**Fax to:**                      Executive MBA Council  
                                    714.628.7345

**Mail to:**                    Executive MBA Council  
                                    One University Drive  
                                    Beckman Hall, BK303-O  
                                    Orange, CA 92866

**Phone:**                    714.628.7334

**FOR OFFICE USE ONLY**

Payment rcvd: \_\_\_\_\_

Amount paid: \_\_\_\_\_

Check    P-Check  
CC        Cash

Invoice sent: \_\_\_\_\_

Amount: \_\_\_\_\_

Invoice #: \_\_\_\_\_

Confirmation #: \_\_\_\_\_



Golf Tournament reminder: 7<sup>th</sup> Annual EMBA Council Golf Classic and Awards Dinner  
Sponsored by: Campus Text

The 7th Annual EMBA Council Golf Classic will be held Saturday, October 21, 2006 with tee-time scheduled for 12:00pm. Please be sure to meet in the hotel lobby at 11:00 am. The Campus Text Annual Golf Outing is for academic/administrative members of the Council attending the conference representing academic institutions. The tournament format is structured to ensure a fun outing for everyone, without exception. Please bring some items with your University and Program logo i.e....golf balls, golf towels, coffee cups, hats, polo shirts, sweatshirts or pens...etc. We will use these items as awards for the winning players. Your help will be greatly appreciated.

- Course: Greystone Golf, approximately 30 minutes from the Marriott Hotel  
[www.baltimoregolfing.com/greystone](http://www.baltimoregolfing.com/greystone)
- Tee-times begin at 12:00pm on Saturday October 21st unless informed otherwise
- Cost: The tournament will be sponsored by Campus Text which means that you only need to bring your clubs and your "A" game.
- Please be informed that there may be a small cost for transportation.
- The Awards Dinner which will be after the Conference Opening Reception on Saturday evening, is part of the tournament package sponsored by Campus Text and is for tournament participants only.

We look forward to a having a wonderful outing and sharing in some great golf moments. Please e-mail Phil Sanchez ([phil\\_sanchez@baylor.edu](mailto:phil_sanchez@baylor.edu)) and cc, Brad Vierig [[execbv@business.utah.edu](mailto:execbv@business.utah.edu)] to reserve your spot for the golf outing. We will need to know as soon as possible if you will be joining us on the links, we will need to reserve an appropriate number of tee-times for the group.

See you guys in Baltimore.

**EXECUTIVE MBA COUNCIL  
OCTOBER 2006 CONFERENCE  
GENERAL INFORMATION  
BALTIMORE, MARYLAND**

**IMPORTANT CONFERENCE NOTE:**

Registrants with unpaid registration fees at time of conference attendance must be prepared to pay either by credit card or school check.

**AIRPORT TRANSPORTATION:**

- The Baltimore Waterfront Marriott is approximately 25 miles from the Baltimore (BWI) Airport
- **SUPER SHUTTLE** – From BWI Airport to hotel - \$11 per person one way – go to booth in lower level baggage claim.
- **TAXI** – BWI Airport to Hotel = approx. \$25 one way
- **TAXI** – Washington/National/Regan Airport to Hotel = Approx. \$100 one way
- **TAXI** – Washington/Dulles Airport to Hotel = Approx. \$125 one way
- **CAR RENTAL** – Available at all airports

**WEATHER:**

The average temperature during the month of October is a high of 70 and a low of 52 Fahrenheit.

**GENERAL HOTEL INFORMATION:**

Baltimore Waterfront Marriott

700 Aliceanna Street

Baltimore, MD 21202

Phone 800.228.9290

Phone 410.385.3000

Fax: 410.895.1900

[www.baltimoremarriottwaterfront.com](http://www.baltimoremarriottwaterfront.com)

**Parking**

\$7 per hour

\$21 per day

\$32 valet per day

**Fitness Center** – Complimentary for guests. Open 24 hours

**Check in** is 4 PM and **Check out** is 12:00 noon.

**Guest Services:** ATM, Concierge Desk, Foreign Exchange, Laundry on-site, Safe Deposit Box at front desk, shoe shine stand, valet dry-cleaning.

**Business Center** – Open 24 hours with your key card

**Internet Services** – Wired in room internet services are available for \$9.95 per day.

**Converters** – If you need a plug converter for your electrical equipment, please bring your own converters as the hotel has a very limited number of these.

**Mini Bar** – Please be aware that the mini bar in your sleeping room is electronic and has a very sensitive system. If the door is opened a signal is sent to the mini bar department to let them know that someone has been in the mini bar.

**Sleeping Room Safe** – The safe in your sleeping room is also electronic and will charge your account \$2.00 safe fee when the door is opened. We have negotiated with the hotel to have this fee waived for our group. If you notice it on your bill, please remind the front desk that this fee has been waived for our group and to please remove the charge from your bill.

**Baltimore** is a city of extraordinary neighborhoods. Visit Little Italy for great food, Mount Vernon for arts and culture, the Inner Harbor for family fun and Fell's Point for antique shopping! If you are a visual person and thrive on sights for sore eyes, be sure to make a pit stop at either the Baltimore Museum of Art, Maryland's largest art museum; the American Visionary Art Museum, which displays original works of art created by self-taught artists; or the Walters Art Museum, which proudly boasts 55 centuries of art from around the world. The Fort McHenry National Monument and Historic Shrine, a famous point of interest in Baltimore, is the birthplace of the American national anthem. View planets and stars in the observatory, dig for dinosaur bones, become a DNA investigator, or get behind the driver's wheel in a Nascar IMAX show. Let your senses and your mind wander as you take in the numerous array of sights to view and activities to engage in at the Maryland Science Center. Opened in 1981, the Baltimore Aquarium is world-famous and undoubtedly Maryland's leading tourist attraction. Whether you're an educator, a student or simply a visitor wanting to glance at the magnificent exhibits, the Baltimore Aquarium in Inner Harbor has a lot to offer. Baltimore is best known for its crab cakes and other blue crab delicacies. Local crab houses and seafood restaurants serve up the official state crustacean in crab cakes, crab soufflés, crab imperial and even soft-shell crab sandwiches and offer other Chesapeake Bay cuisine including rockfish, scallops and oysters. A visit to Camden Yards is just minutes away and, if you're a true baseball fan, be sure to see the Baltimore Orioles Hall of Fame exhibit and the Babe Ruth Birthplace and Museum located nearby. The Baltimore Marriott Waterfront is located on the Inner Harbor and is within walking distance of major sites, top restaurants and abundant shopping. Water taxis are also available in the inner harbor area.



## **The Accent Group**

**One Belmont Avenue  
GSB Building, Suite 415  
Bala Cynwyd, PA 19004**

<b>Phone:</b>	<b>610.668.2670</b>	<b>Fax:</b>	<b>610.668.0613</b>
<b>Toll Free:</b>	<b>800.422.2368</b>		
<b>Program E-mail:</b>	<b>Accent@Accentgrp.com</b>		
<b>Program Web Site:</b>	<b>www.accentgrp.com</b>		

**Year Began:** 1976

### **Program Staff:**

Contact 1 Name: Earl Grossman, Director

Phone: 800.422.2368

E-mail: Accent@Accentgrp.com

Contact 2 Name: Ruth Greenberg, Director

Phone: 800.422.2368

E-mail: Accent@Accentgrp.com

Contact 3 Name: Steven Greenberg, Director

Phone: 800.422.2368

E-mail: Accent@Accentgrp.com

### **Program Description:**

The Accent Group organizes the travel logistics for business schools that sponsor international business residencies. They provide the group travel and business meetings services to the school and individual travel services to each student. They have designed customized educational tours for universities since 1975 and have specialized in international trips for EMBA programs since 1987.

## **AIH Destination Management**

**PO Box 1754  
Nederland, CO 80466**

<b>Phone:</b>	<b>303.258.3234</b>	<b>Fax:</b>	<b>303.258.3264</b>
<b>Toll Free:</b>	<b>800.876.2048</b>		
<b>Program E-mail:</b>	<b>ash@igc.org</b>		
<b>Program Web Site:</b>	<b>www.aihtravel.com</b>		

**Year Began:** 1988

### **Program Staff:**

Contact 1 Name:	Joseph A. Kinczel, President
Phone:	303.258.3234
E-mail:	ash@igc.org
Contact 2 Name:	Lori Graff, Vice President
Phone:	
E-mail:	
Contact 3 Name:	Peter Egley, Associate
Phone:	
E-mail:	
Contact 4 Name:	Hillary LoBue, Office Manager
Phone:	
E-mail:	

### **Program Description:**

AIH Destination Management has been in business since 1988 providing high quality travel experiences for both groups and individuals. Since 1996, AIH has successfully organized International EMBA Seminars for Columbia University, University of Denver, Golden Gate University, Boston University, George Washington University and many others. AIH provides airfare, hotel accommodations, meals, busing, sightseeing and business meetings in locations throughout the world.

**Campus Text, Inc.**

**107 Forrest Avenue, Suite 101  
Narberth, PA 19072**

**Phone: 610.664.6900 Fax: 610.664.6976**  
**Toll Free: 888.606.8398 (TEXT)**  
**Program E-mail: info@campustext.com**  
**Program Web Site: www.campustext.com**

**Year Began:** 1994

**Program Staff:**

Contact 1 Name: Michael Saewitz, President  
Phone: 888.606.8398  
E-mail: Michael@campustext.com  
Contact 2 Name: Ruth Ellen Patterson, Vice-President, Administration  
Phone: 888.606.8398  
E-mail: ruthellen@campustext.com  
Contact 3 Name: Kenneth H. Rotenberg, Vice-President, Operations  
Phone: 888.606.8398  
E-mail: KRotenberg@campustext.com

**Program Description:**

Campus Text provides discounted textbooks, trade books, case studies and software to educational programs throughout the United States and abroad. We can either ship books to your program or alternatively, provide us with a mailing list, and we will ship directly to your students. Every textbook is discounted, and we offer free regular ground shipping or for a charge, expedited freight. In addition, program directors no longer have to worry about books being delivered late or not at all. We make sure to secure the latest editions and can order faculty desk copies as well. Our bottom line is to eliminate all the headaches associated with the ordering of textbooks. Customer service is very important to our staff. We currently provide classroom materials to close to 70 programs at more than 50 colleges and universities throughout the U.S.

## **CareerBeam, LLC**

**2465 Centerville Road, J17-192  
Herndon, VA 20171**

**Phone:** 703.889.8533      **Fax:** 703.889.8532  
**Program E-mail:** csabatino@careerbeam.com  
**Program Web Site:** www.careerbeam.com

### **Year Began:**

### **Program Staff:**

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### **Program Description:**

CareerBeam, LLC is the industry leader in virtual career center technology. An interactive program that helps EMBA students achieve their career goals, CareerBeam is private-labeled for seamless integration with the school website and customized to meet specific school needs. EMBA students can take multiple assessments, communicate their talents both in writing and verbally, and access otherwise cost-prohibitive research tools and databases giving students contacts and leads for career search and networking.

### **In brief, CareerBeam:**

1. Offers school branded virtual career services in one user-friendly program for students and alumni anytime, anywhere.
2. Uses ten career assessments that are combined to produce a personalized career profile and offers professional resume and cover letter builders.
3. Provides access to alumni networks, 15 million organizations, 20 million industry contacts, industry profiles, occupational intelligence, and companies in over 70 different countries.

CareerBeam is the ideal solution for alumni as well as students in evening/part-time MBA, executive MBA, global MBA, online degree programs, and programs spanning multiple campuses.

**Financial Times  
Education - Circulation Sales & Marketing**

**1330 Avenue of the Americas  
New York, NY 10019**

**Phone: 212.641.6540**  
**Program Web Site: [www.FTprofessor.com](http://www.FTprofessor.com)**

**Year Began:**  
**Program Staff:**

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**Program Description:**

The Financial Times Education Program offers powerful geopolitical and global business news resources to enliven classes and help students go further. We feature an extensive range of product options discounted for the Education market - alone or in combination - designed and customized to meet your school's unique needs that include:

- + FT Electronic Edition plus FT.com Level 1 Access at special institutional rates\*
- + FT Print Edition plus FT.com Level 1, In-Depth access
- + Bulk FT copies
- + IP access to FT.com (currently available on-campus only)
- + IP access to FT Electronic Edition\*

(\*Note: Available in the Americas region only at this time)

**Global Tracks, Inc**

**6542 Annapurna Drive  
Evergreen, CO 80439**

**Phone:** 303.679.7388      **Fax:** 303.679.7383  
**Toll Free:** 888.355.9455  
**Program E-mail:** [contact@globaltracks.com](mailto:contact@globaltracks.com)  
**Program Web Site:** [www.globaltracks.com](http://www.globaltracks.com)

**Year Began:** 2000

**Program Staff:**

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**Program Description:**

Our mission is to design, coordinate and implement high quality, customized educational travel programs.

Global Tracks is a professional travel management company specializing in educational group travel programs for universities. Our staff has over 30 years of experience in planning customized travel programs for more than 35 clients to 28 countries. Working within your budget constraints, we strive to provide added value by securing lower costs for first-class hotels, arranging company specific tours, and providing cultural insights at every destination. We can provide complete program/travel detail management or assist you with any aspect including but not limited to international airfare arrangements, ground transportation, meals, special events and tours, or guest speakers for your programs. No request is too small. Your satisfaction is our goal!

## **Harvard Business School Publishing**

**300 N Beacon Street  
4th Floor  
Watertown, MA 02472**

**Phone:** 617.783.7600      **Fax:** 617.783.7666  
**Toll Free:** 800.545.7685  
**Program E-mail:** [acadcustserv@hbsp.harvard.edu](mailto:acadcustserv@hbsp.harvard.edu)  
**Program Web Site:** [www.hbsp.harvard.edu/educators](http://www.hbsp.harvard.edu/educators)

### **Year Began:**

### **Program Staff:**

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### **Program Description:**

Headquartered in Boston, Massachusetts, Harvard Business School Publishing (HBSP) is the leading provider of teaching materials for management education. HBSP's offerings include:

- More than 7,500 cases studies, supplements, exercises, and industry notes. The HBS case collection also includes multimedia cases, online courses, web-based tutorials and simulations, and case videos.
- Article reprints from Harvard Business Review and other top management journals
- HBS Press books from leading authors, along with syllabi and case listings to help instructors integrate books into courses.
- Powerful e-learning programs from Harvard Business Online.

## **International Study Programs**

**Na Zderaze 15  
Myslik Building  
120 00 Prague 2  
CZECH REPUBLIC**

<b>Phone:</b>	<b>420.245.005.520</b>	<b>Fax:</b>	<b>420.245.005.527</b>
<b>Program E-mail:</b>	<b>info@studyprograms.com</b>		
<b>Program Web Site:</b>	<b>www.studyprograms.com</b>		

**Year Began:** 1999

**Program Staff:**

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**Program Description:**

ISP provides fully customized academic tours for EMBA and MBA programs in destinations worldwide. Our primary focus is on giving clients unparalleled access to a range of companies and key figures in business, government, academia and the press. Programs include all of the academic, logistical and cultural arrangements.



## **Ivy Software**

**PO Box 15776  
Richmond, VA 23227**

**Phone:** 804.769.7193      **Fax:** 804.779.7019  
**Toll Free:** 800.342.5489  
**Program E-mail:** ivyinfo@ivysoftware.com  
**Program Web Site:** www.ivysoftware.com

**Year Began:** 1986

### **Program Staff:**

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### **Program Description:**

Ivy Software develops, produces and markets pre-work materials for the Executive MBA and MBA market. Ivy's Business Education Library (BEL) gives the Executive MBA student a thorough grounding in topics such as financial accounting, quantitative methods and business communications. Each product in the BEL consists of a concisely written text and interactive CD-ROM. The product can be delivered by CD-ROM or online.

**Knightsbridge Human Capital Management, Inc.**

**CAREERcapital  
2 Bloor Street East  
Suite 3000  
Toronto, Ontario, M4W 1A8  
CANADA**

**Phone: 416.923.5555 Fax: 416.923.6175**  
**Program Web Site: [www.knightsbridge.ca](http://www.knightsbridge.ca)**

**Year Began:**

**Program Staff:**

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Contact 3 Name: David Shaw, CEO  
Phone: 416.640.3171  
E-mail: [dshaw@knightsbridge.ca](mailto:dshaw@knightsbridge.ca)

**Program Description:**

Human Capital Consulting and Services Organization. Student Career Development Program design and delivery.

**Orion Worldwide Travel, LLC**

**815 King Street, Suite 301  
Alexandria, VA 22314**

**Phone:** 703.299.9804      **Fax:** 703.299.9806  
**Toll Free:** 800.946.OWWT  
**Program E-mail:** david@orionworldwidetravel.com  
**Program Web Site:** www.orionworldwidetravel.com

**Year Began:**

**Program Staff:**

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**Program Description:**

Orion Worldwide Travel specializes in customized executive education, alumni and corporate travel programs. Some of the most prestigious universities, colleges and institutions in the United States (e.g. UCLA, University of Illinois, UC's at Davis, Irvine, Riverside and Santa Barbara, Georgetown University, Inland Press Association, Sallie Mae, Inc.) have relied on the company's excellent network of travel partnerships and local business contacts to organize their international residencies and travel arrangements across the globe. The company's main aim is to provide immaculate customer service, top quality packages (accommodation, transportation as well as in-depth corporate visits with high ranking officers) and thus an unforgettable travel experience.

## **Thomson Higher Education**

**5191 Natorp Boulevard  
Mason, OH 45040**

**Phone: 513.229.1634 Fax: 513.229.1025**  
**Toll Free: 800.543.0487 x1557**  
**Program Web Site: [www.swlearning.com](http://www.swlearning.com)**

### **Year Began:**

### **Program Staff:**

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### **Program Description:**

South-Western Educational Publishing:

Within South-Western, the educational (Grades 6-12) and Professional Publishing division offers learners, instructors, and training professionals effective educational resources that address the needs of today's fast-paced environments. You'll also find post-secondary solutions in the areas of career readiness, keyboarding and office technology.

South-Western College Publishing:

South-Western College is the market-leading business and economics publisher worldwide with a full line of business products in accounting, business communications, business law, decision sciences, economics, finance, management, marketing, real estate, and taxation.

## **The Washington Campus**

### **Washington Public Policy Residencies**

**1331 H Street NW**

**Suite 300**

**Washington, DC 20005-4731**

**Phone:** 202.234.4446      **Fax:** 202.234.4505  
**Program Web Site:** [www.washcampus.edu](http://www.washcampus.edu)

**Year Began:** 1978

#### **Program Staff:**

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#### **Program Description:**

The Washington Campus is a not-for-profit consortium of 16 US graduate business schools established in 1978 to provide public policy education for graduate business students and corporate executives. The founding principle of The Washington Campus holds that understanding the business-government interface is indispensable knowledge for all business leaders.

Each Washington Campus course is designed to

- Enhance modules in the curricular areas of strategic planning, public affairs, and leadership;
- Equip students and executives to function as effectively in the public domain as they must in matters pertaining to finance, supply chain, and marketing;
- Examine organizational resources that augment effective strategic planning in the public policy sector.

Washington, DC, residencies and Distance Learning modules are tailored to meet the objectives of each Executive MBA program. Core sessions are led by university faculty, and lecturers include a diverse faculty drawn from current and former policymakers in government offices and on Capitol Hill.

In addition to the Washington, DC residencies, The Washington Campus schedules the executive seminar ***Strategic Leadership: Business and the Public Policy Process*** during the spring and fall each year. Designed for business executives, this four-day course is offered as an elective to students in several EMBA programs.