The Alabama Community College System: Meeting the Challenge
Welcome to the 2010 ACCA Conference!

Thank you for attending the 2010 Alabama Community College Association Conference. For the next three days you will have the opportunity to learn how our system’s employees meet the challenges they face. There are challenges, but there are also successes, and we plan to celebrate these as well while we prepare for the challenges to come.

Professional development is a powerful tool to possess in meeting challenges. It provides us with understanding and inspires us toward improvement. This conference is all about professional development. Whether it is by scheduling association meetings, welcoming nationally recognized speakers, selecting concurrent sessions that are relevant and helpful to our duties, or organizing logistics for your enjoyment, the ACCA Executive Committee has planned a conference to meet your professional development needs.

I am so glad that you could be a part of this year’s conference. As you network with your fellow system employees, I hope you have the opportunity to share the unique techniques you utilize to meet the challenges you face. I am confident that we can continue to meet our challenges and build on the traditions that have made the Alabama Community College System one that allows our students to not only meet their challenges, but conquer them. Again, thank you for attending and for your contributions to our System.

Amelia Pearson
ACCA President

Congratulations to the Alabama Community College Association

We support your efforts in continuing the professional development of our faculty and staff
Message From the Chancellor

Welcome, Alabama Community College Association Conference Attendees:

ACCS: Meeting the Challenge is such an appropriate theme for the 2010 Alabama Community College Association Conference. We are a resilient system. We have overcome the challenges of the past few years, and we are stronger system for it. As long as we stay focused on our true mission of student success through our academic, adult education and workforce development offerings, we will be successful.

In the current economic climate, community colleges are being looked at as the main avenue of education and training for people all over the country. That means the vast majority of the state’s economic recovery rests on the shoulders of our system.

In the ACCS, we provide citizens of Alabama with the promise of opportunities, growth, and a better future. Our responsibility to the people of this state is greater than ever before. As you participate in the conference activities, remember that our ability to be truly effective in our charge hinges on each and every one of us working together.

We have a great group of people in this system, and I am proud to be a part of something so phenomenal. We will reach our goals because we are committed to our students, our communities and the work that we do. In the Alabama Community College System we step up and meet the challenges every day! Thank you for what you do every day to make our system great.

Freida Hill
ACCS Chancellor

Keynote Speaker

Dr. Gerald Amada was one of the founders and a director of the Mental Health Program, City College of San Francisco and is now retired after a thirty-year career at that college. He has also recently retired from a forty-year career as a private psychotherapist. He has published eleven books and over 100 articles and book reviews on the subjects of mental health, psychotherapy, and disruptive student issues.

His books on psychotherapy include *A Guide to Psychotherapy*, *The Mystified Fortune-Teller and Other Tales From Psychotherapy*, and *The Power of Negative Thinking*. His books on college student conduct issues are: *Coping with the Disruptive College Student: A Practical Model*, *Coping with Misconduct in the College Classroom: A Practical Model*, and *Mental Health and Student Conduct Issues on the College Campus: A Reading*.

Dr. Amada has been a book reviewer for the *American Journal of Psychotherapy*, University Press of America, *The San Francisco Chronicle*, and the *Journal of College Student Psychotherapy*, where he is also a member of the editorial board and is book review editor. He is the recipient of the 1984 Award of Excellence in the category of administrator, Postsecondary Education, conferred by the National Education Special Needs Personnel, Region 5, which comprises eighteen states. Dr. Amada has lectured at over 130 colleges and universities throughout the United States and Canada on the subject of the disruptive college student.

He received a B.A. and a M.S.W. at Rutgers University, and his Ph.D. in social and clinical psychology at the Wright Institute in Berkley, CA.
### Sunday, November 21, 2010

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 12:00 – 5:00 p.m. | Registration
Convention Center Pre-Function Area                             |
| 1:00 – 5:00 p.m. | Cosmetology Sessions
Riverview Meeting Room 2
(See Workshop Outlines, pgs. 16 & 17)                                   |
| 2:00 – 3:00 p.m. | Facilitators’ Training Session
Montgomery Meeting Room 1                                               |
| 3:00 – 4:30 p.m. | Association Meetings
(See locations, pg. 5)                                                 |
| 5:00 – 6:00 p.m. | Chancellor’s Awards
Ballrooms A & B                                                         |

### Monday, November 22, 2010

<table>
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<th>Time</th>
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| 7:30 – 8:45 a.m. | Light Breakfast
Exhibit Hall B                                                   |
| 7:45 a.m. – 5:00 p.m. | Cosmetology Sessions
Riverview Meeting Room 2
(See Workshop Outlines, pgs. 16 & 17)                                  |
| 8:00 a.m. – 5:00 p.m. | Registration
Convention Center Pre-Function Area                                 |
| 8:00 a.m. – 4:00 p.m. | Vendor Expo
Convention Center Pre-Function & Concourse                           |
| 8:00 a.m. – 4:00 p.m. | HVAC Session
Trenholm State Technical College
(See Workshop Outlines, pg. 17)                                         |
| 8:00 a.m. – 4:00 p.m. | HRMA Meeting
Department of Postsecondary                                            |
| 8:00 a.m. – 4:00 p.m. | Electronics Session
Trenholm State Technical College
(See Workshop Outlines, pg. 17)                                         |
| 8:00 – 8:30 a.m. | Newcomers’ Session
Riverview Meeting Room 3                                               |
| 8:45 – 9:45 a.m. | Concurrent Sessions
(See Workshop Outlines, pgs. 6 & 7)                                   |
| 9:45 – 10:15 a.m. | Vendor Expo
Convention Center Pre-Function & Concourse                            |

### Tuesday, November 23, 2010

<table>
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<th>Time</th>
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| 7:30 – 8:30 a.m. | Light Breakfast
Exhibit Hall B                                                   |
| 7:45 – 12:00 p.m. | Cosmetology Session
Riverview Meeting Room 2
(See Workshop Outlines, pgs. 16 & 17)                                  |
| 8:00 – 10:00 a.m. | Vendor Expo
Convention Center Pre-Function & Concourse                           |
| 8:00 – 10:00 a.m. | Second General Session
Ballrooms A & B                                                        |

| 10:00 – 11:30 a.m. | ACCA Business Meeting                                              |
REGISTRATION
All conference attendees are required to register at the registration desk located in the Convention Center Pre-Function Area at which time you will receive a name badge and conference materials. The name badges are required to access all conference events and meals. Announcements and conference updates can be found on the message board within the registration area. Lost and found items should be reported at the conference registration desk.

ASSOCIATION MEETINGS
Association meetings are scheduled for Sunday, November 21 from 3:00 to 4:30 p.m. The locations of the meetings are:

- ACCSPRA: Montgomery Meeting Room 1
- Adult Education Directors: Montgomery Meeting Room 4
- CARD: Montgomery Meeting Room 5
- Dean of Student Affairs Assn.: Montgomery Meeting Room 6
- Financial Management Assn.: Montgomery Meeting Room 7
- Information Services Assn.: Montgomery Meeting Room 8
- Instructional Officers Assn.: Riverview Meeting Room 7
- Library Association: Montgomery Meeting Room 9
- Paramedic Educators: Riverview Meeting Room 3
- Presidents’ Association: Riverview Meeting Room 1

FOOD AND REFRESHMENTS
All meals and refreshment breaks will take place in Exhibit Hall B. Your conference registration includes the following meals:

Monday
- Light Breakfast: 7:30 to 8:45 a.m.
- Refreshment Break: 9:45 to 10:15 a.m.
- Box Lunch: 12:00 to 1:00 p.m.
- Refreshment Break: 3:45 to 4:15 p.m.

Tuesday
- Light Breakfast: 7:30 to 8:30 a.m.
- Refreshment Break: 9:30 to 10:00 a.m.

VENDOR EXPOS
Vendor Expos are scheduled throughout the conference in the Convention Center Pre-Function and Concourse areas. For a complete list of vendors, see page 11.

EVALUATIONS
After each session, you will have the opportunity to complete an evaluation. Please complete the evaluations and return them to the session facilitators. Evaluation forms must be completed in pencil.

NEWCOMERS’ MEETING
New to ACCA this year? Want to learn how to get the most of the conference? Be sure to attend the Newcomers’ Meeting scheduled for Monday morning at 8:00 a.m. in Riverview Meeting Room 3. All Newcomers who attend receive a special gift.

INTERNET CAFE
During breaks, visit the Internet Cafe provided by the Alabama Technology Network to check your email and access the web. The cafe is located in the Vendor Expo area in the Convention Center Pre-Function Area.

DOOR PRIZES
Door prizes will be awarded during the conference’s general sessions. Winners must be present to win and must wear their name badge to confirm conference registration.

ACCA DANCE
The ACCA Dance returns to the conference this year. DJ Glenn Jones will provide a variety of music for the event which is scheduled for 8:00 p.m. to midnight in Ballrooms C & D.

For your convenience, a map of the meeting rooms can be found on the back of this program. It shows the location of all conference activities. If you have any difficulty in finding a location, please ask one of our student ambassadors or a member of the ACCA Executive Committee.
**De-stress, Be Fit, and Sit**
*Location:* Montgomery Meeting Room 1
*Presenter(s):* Dr. Milady Murphy, Lea Green, & Dolores Royal, Shelton State Community College
This presentation focuses on a team approach to Stress Management Techniques for the workplace and is designed to provide information on Nutrition, Stress Management and Exercise to improve workplace performance.

**Using NCES Datasets: Beyond IPEDS**
*Location:* Montgomery Meeting Room 3
*Presenter(s):* Dr. Kristie Rankin, Lawson State Community College
This session will provide an overview and brief description of higher education data sets, examples of indicators, and accessing data for policy making, benchmarking and/or dissertation research.

**The Benefits of Human Networks & Network Technology**
*Location:* Montgomery Meeting Room 4
*Presenter(s):* Catherine Garland, Edvance360 LMS-SN
This session demonstrates techniques to identify human networks within your institution and member roles, as well as how to leverage them and the technology available to enact change.

**Decision Analysis**
*Location:* Montgomery Meeting Room 5
*Presenter(s):* Ted Davis, Department of Postsecondary Education
This session provides valuable methods to enable students to understand the use of a logical decision-making process and how it can enhance their ability to make sound, effective decisions.

**5S/Workplace Organization and Standardization**
*Location:* Montgomery Meeting Room 6
*Presenter(s):* Jeff Lankford, Alabama Technology Network/CARCAM
This session is part of CARCAM’s faculty professional development offerings. Attendees will learn how adopting the principles of 5S- sort, set in order, shine, standardize, and sustain, can yield tremendous results.

**How to Correct Formatting Faux Pas**
*Location:* Montgomery Meeting Room 7
*Presenter(s):* Harriet Mayo, Wallace State Community College
Join this session and begin to utilize Microsoft Word tools that will simplify formatting and provide the ability to produce professional documents and forms.

**Using Learner Readiness to Improve Online Student Retention**
*Location:* Montgomery Meeting Room 8
*Presenter(s):* Dr. Mac Adkins, SmarterServices
This session will show how over 300 colleges measure learner readiness and how they use these measurements to identify at-risk students followed by interventions to help these students succeed.

**NBC Learn with Blackboard Building Block Integration**
*Location:* Montgomery Meeting Room 9
*Presenter(s):* Mike Levin, NBC News: NBC Learn, and Matt Adams & Darrell Adams, Adams Learning Resources
Learn to make resources available to faculty and students for research and instruction with primary-source documents, historic film, and video.

**Starting a Social Media Policy**
*Location:* Ballroom C
*Presenter(s):* Lynne Thrower, Department of Postsecondary Education
Institutions struggle in crafting a policy for institutional users. This presentation will assist in developing guidelines for a unified social media presence.
Progress Through Partnerships

**Location:** Ballroom D  
**Presenter(s):** Dr. Alesia Stuart, Reid State Technical College  
This session will focus on progress developed through partnerships that correlate to workforce needs, dual enrollment, the use of a Mobile Welding Unit, and an Industrial Maintenance program.

Teaching Critical Thinking and Reading: Formula for Student Success

**Location:** Riverview Meeting Room 1  
**Presenter(s):** Dr. Nancy McLendon, Wallace Community College - Dothan  
The presentation will discuss current research that indicates how combining the teaching of critical thinking strategies with writing contributes to the success of developmental students.

The World Wide Web Wow: Web 2.0 Technologies that Significantly Enhance Teaching and Learning

**Location:** Riverview Meeting Room 3  
**Presenter(s):** Spencer Arington and Dr. Ken Scott, Trenholm State Technical College; Dr. Praveena Kommidi, J.F. Drake State Technical College  
This presentation will demonstrate various instructional technologies that will provide significant support to successful teaching-learning activities in the classroom: Flickr, Google, LiveStream. 10 Tools to help students acquire skills for researching the internet, assessing information and thinking critically and creatively will be explored.

Blackboard: A Tool for Teaching and Learning or Classroom Management?

**Location:** Riverview Meeting Room 4  
**Presenter(s):** Dr. Audrey Bandy, Alabama Technology Network  
How do Web-enhanced courses impact students’ education experience? Findings from a state-wide study and strategies to ensure effective delivery will be presented.

Equipping...Engaging...and Empowering Freshman: An Insightful Look into Lawson State’s New Freshman Experience

**Location:** Riverview Meeting Room 5  
**Presenter(s):** Dr. Sherri Davis, Lawson State Community College  
This state-of-the-art course is designed to equip, engage and empower students. This presentation will highlight the elements of the course and share some proven techniques that colleges can take back and implement in their freshman orientation classes.

Alabama Virtual Library: Connecting You to a World of Knowledge

**Location:** Riverview Meeting Room 6  
**Presenter(s):** Dr. Kandis Steele, Department of Postsecondary  
The Alabama Virtual Library has a new updated website that will enhance your ability to connect to a World of Knowledge. This session will equip participants with the tools necessary to maximize use of the World of Virtual Knowledge.

Writing Beyond the Edge

**Location:** Riverview Meeting Room 7  
**Presenter(s):** Symmetris Gohanna, J.F. Drake State Technical College  
This presentation will explore teaching strategies that move writing from the two-dimensional pen and paper technology of old into the landscape of multi-dimensional graphics and sounds of today.

Transforming Nursing Education: Creating the Nursing Workforce of the Future

**Location:** Riverview Meeting Room 8  
**Presenter(s):** Linda Cater, Department of Postsecondary Education and Dr. Martha Lavender, Gadsden State Community College  
This session will focus on a discussion regarding national trends and issues in nursing education as identified by the Carnegie Foundation Study, nursing workforce data, and the Institute of Medicine Report.
Building a Culture of Assessment
Location: Montgomery Meeting Room 1
Presenter(s): Dr. Teresa Rhea, Dr. Martha Lavender, and Dr. W. Darryl Harrison, Gadsden State Community College
This session will describe actions to electronically define, assess, document and use the results of assessment to improve programs and student learning outcomes.

Teaching in a 21st Century Classroom & Connecting with 21st Century Students
Location: Montgomery Meeting Room 3
Presenter(s): Tony Deville, Clear Winds Technologies
Join us for this highly interactive workshop focused on getting connected through unified communications and collaboration. Learn online shared applications, presence-driven technology and much more.

Leadership During Financial Crisis Canceled
Location: Montgomery Meeting Room 4
Presenter(s): Dr. Roger Slater, The Slater Group, LLC
Learn about leadership strategies that maximize the college’s revenue generation, eliminate cost and focus on development of a sustainable and quality community college.

In Pursuit of Quality: The Alabama Quality Award and What It Can Mean for Your Campus
Location: Montgomery Meeting Room 5
Presenter(s): Dr. Mark Heinrich, Shelton State Community College and Jackie Kennett-Beede, Accelerated Improvement Mentoring – AIM, Inc.
This session will provide insight on how Shelton State received its fifth Alabama Quality Award for high performing teams; commitment to Baldrige-approved processes guides the continued pursuit of quality.

CARCAM: Automated Industry Education through Partnerships
Location: Montgomery Meeting Room 6
Presenter(s): Beverly Hilderbrand, CARCAM/Gadsden State Community College
Learn how to grow your education programs through interaction with industry, counselors, teachers, students/parents in the promotion of opportunities in automotive and advanced technology careers.

Won’t Anybody Help Me? Common Sense Customer Service
Location: Montgomery Meeting Room 7
Presenter(s): Trish Jones and Ginger Smith, Department of Postsecondary Education
Learn how communication, teamwork and an appreciation of the bigger picture all translate into better customer service.
**GradesFirst Early Alert Retention and Advising System**  
**Location:** Montgomery Meeting Room 8  
**Presenter(s):** Shane Hudman, GradesFirst  
GradesFirst Next Generation Support System leverages technology to improve retention by identifying “at risk” students and empowering advisors to engage them with support services.

**If You Build It, They Will Come…and Keep Coming**  
**Location:** Montgomery Meeting Room 9  
**Presenter(s):** Angela Lazarus and Dr. Stephen W. B. Rizzo, Bevill State Community College  
Learn to create an environment that is physically, emotionally, and intellectually engaging for students and instructors alike. This presentation takes the form of a quasi-narrative of how the instructors serendipitously backed into a working formula for student engagement in the learning process both in and outside the classroom.

**Who is that Student Taking my Online Test?**  
**Location:** Ballroom C  
**Presenter(s):** Michael Gibson and Steve Clark, Athens State University  
This session explores online student authentication and identifies some potential ways to address the issue. If you test online, this session is for you!

**A Year in Review – Alabama’s Workforce Development System**  
**Location:** Ballroom D  
**Presenter(s):** Sarah Horton, Governor’s Office of Workforce Development  
This presentation will provide information on the FY09-10 workforce development activities including regional councils, career centers, WorkKeys, community colleges, and special projects.

**Success in STEM: Bridge Building: Peaking Minority Interest in the Fields of STEM**  
**Location:** Riverview Meeting Room 1  
**Presenter(s):** Calvin Briggs and Dr. Bruce Crawford, Lawson State Community College & Khalilah Burton, J.F. Drake State Technical College  
Join this session to learn how SPEED-UP Grants awarded by the National Science Foundation have influenced curriculum development and minority student STEM interest across our system. Student research presentations will be highlighted.

**First Things First: Leading First-Generation Students to Academic Success through a Path-Goal Theory Approach**  
**Location:** Riverview Meeting Room 3  
**Presenter(s):** Ms. Tanjula Farlough, Tuskegee University  
This presentation will help leaders of community colleges identify the barriers and needs of first-generation students in order to assist them achieve student success.
The Development of a Nursing Remediation Program  
**Location:** Riverview Meeting Room 4  
**Presenter(s):** Dr. Daphne Williams, Jefferson State Community College  
This session will focus on steps in developing a nursing remediation pilot study. We will discuss content for the course/program; review student assessment methods and individualized study approaches.

Critical Reading Matters  
**Location:** Riverview Meeting Room 5  
**Presenter(s):** Dr. Jennifer Patterson, J.F. Drake State Technical College  
This presentation will increase student success by demonstrating learning environments that equip students to identify, develop, and utilize critical thinking processes to maximize reading comprehension across content areas. Learn to increase your expertise in helping students reach their potential in critical thinking.

Safety and Surveillance  
**Location:** Riverview Meeting Room 6  
**Presenter(s):** Brad Davis, Southern Union State Community College  
This presentation will discuss the importance of safety awareness and how video surveillance can create a safe environment for faculty, staff, and students. This session is for anyone that is concerned about safety and privacy issues and/or those who serve on safety committees.

Group Work: Love It or Hate It  
**Location:** Riverview Meeting Room 7  
**Presenter(s):** Chantae Calhoun, Lawson State Community College  
This presentation will share ideas on how to incorporate group work in instruction allowing students to use critical thinking and inquiry skills.

STAN’S HOUSE  
**Location:** Riverview Meeting Room 8  
**Presenter(s):** Sandra Spann, Southern Union State Community College  
This session will demonstrate the structure of our Simulation Lab – our trials, what worked and what didn’t. STAN’S HOUSE is successful because it is adapted to meet the needs of the SUSCC’s Health Science students.

**Because room temperatures may vary in meeting rooms, and may be difficult to adjust, please dress accordingly to ensure that your experience at the conference will be an enjoyable one.**
Visit our exhibitors and see what they have to offer you and your institution!

ACT, Inc.*
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Adams Learning Resources/NBC Learn*
Aho Architects*
Alabama Education Association*
Alabama Education Retirees Association
Alabama Supercomputer Authority*
Alabama Technology Network
   Alabama Virtual Library
   Athens State University
   C2F, Inc.
   Clear Winds Technology*
   Dasher Technologies
Data Equipment Inc./Alabama Cards*
Deltacom
Edvance360 LMS-SN*
Employment Screening Services, Inc.
Energy Systems Group*
Exford, LLC*
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Commission on Administration
Location: Montgomery Meeting Room 7
Speaker: Debra Beebe, Principal, J.F. Drake Middle School
*My Torch Is Still Burning Strong: True Survivor Experiences and Leadership Lessons Learned* – A former contestant on Survivor, Debra Beebe, will discuss how her experience changed her as a leader, friend, and overall individual. Through this fun and informative presentation, she will share how living without anything has altered her leadership philosophies and re-defined her role as an educator.

Commission on Faculty
Location: Alabama Ballroom E
Speaker: Dr. Frankie K. Williams, Department Head and Associate Professor of Leadership and Foundations, Mississippi State University
*A Model for Promoting a Positive Learning Environment* – Learn to promote a positive learning environment for the complexity and diversity of community college students. Included are examples from practices employed in the studio-based learning (SBL) model and problem-based learning (PBL) model. Strategies and techniques are presented for online teaching, group work, and how to get students to read assignments.

Commission on Students
Location: Alabama Ballroom C
Speaker: Yvonne Harvey Williams, Motivational Speaker and Author
*Student Success* – Real students, real issues and real answers! This session will discuss how to continuously help students regain their momentum one semester at a time until they reach the finish line and reignite vision! This session will also discuss winning characteristics: “Passion, Ambition, Communication, Leadership, Teamwork and Time Management”.

Commission on Support
Location: Montgomery Meeting Room 5
Speaker: Cedric Pendleton, CEO, Pendleton Enterprise, Inc.
*Train to “Meet the Challenge”* – A native of Florence, AL, actor and entrepreneur, Cedric Pendleton will share his experiences and perspectives on training to “meet the challenge.” His presentation will explain how working internally first allows individuals to see the external as an accomplishable goal.

Commission on Workforce Development
Location: Montgomery Meeting Room 1
Speaker: Kathy Yeager, President of Contract Training Edge, LLC
*Seven Simple Steps for Growing Workforce Training* - In today’s economy, colleges have experienced a slow-down in workforce training sales. Seven Simple Steps for Growing Workforce Training will give the foundational tools needed to jump-start the Workforce Development Area and bring in more business. Participants will walk away with ideas on pricing to make a profit, methods for approaching the decision-maker, solution selling techniques, proposal writing, and more. This interactive workshop will expand the current thinking of the Workforce Development Professional.
Commission Speakers

Debra Beebe
Ms. Beebe has been the Principal at J.F. Drake Middle School in Auburn for the past 13 years. She was selected as the Alabama Middle School Principal of the Year in 2008. She appeared on the eighteenth season of the CBS television show, Survivor in 2009. She holds a Bachelor’s of Science in Physical Education from Eastern Illinois University, a Master’s of Arts in Physical Education from Chicago State University, and a Certificate of Administration from Auburn University.

Dr. Frankie K. Williams
Dr. Williams earned a Ph.D. in Educational Leadership from the University of South Carolina, a M.S. degree in Business Education from South Carolina State University, and a B.S. degree in Business Education from Winthrop University. Her positions include high school teacher; faculty, department head, and vice president at the community college level; and senior-level administrator at the State Board for Community Colleges in South Carolina. Her career activities have focused on P-16 curriculum and administrative content. Her research and scholarly work include leadership preparation and diversity issues in P-16 settings.

Yvonne Harvey Williams
Ms. Williams uses her life experience having to “overcome adversity” as a platform to encourage individuals to “be all that they can be” her past and future success has inspired millions of people. She is the author of four books. She hosted a community access talk show in New Jersey, highlighting community youth & interviewing famous sports celebrities. She has been featured in magazines, newspapers, and talk shows across the country sharing her passion and her purpose to reach youth and young adults introducing and leading them to better choices.

Cedric Pendleton
Mr. Pendleton graduated from DeVry Institute in Computer Sciences and went on to sell banking software and participate in many large-company installations. Having a desire to perform, Pendleton studied acting in Atlanta and went on to appear in regional theater commercials and industrial films. He has had roles in many hit features and has had supporting and recurring roles in several hit television shows. He founded Gold Drops of Life, a private, residential, personal-care-facility for Alzheimer patients. He has also taught public speaking, acting, and improvisation skills in various capacities.

Kathy Yeager
Ms. Yeager brings over 30 years of experience in marketing and selling contract training to business and industry. She specializes in “how to” techniques for prospecting, effective sales calls, solution selling, proposals, closing, contracts, fulfillment, follow up and more. Her experience in adult education came from 31 years “in the trenches” at Johnson County Community College in Overland Park, Kansas. Having worked both in credit and continuing education in the Center for Business and Technology and the Business and Technology Division, she is a contract training professional with experience in all areas of marketing, selling training, and consulting to businesses.

For more information contact: bmara@energysystemsgroup.com

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**Energy Saving Performance Contracting**
*Location:* Montgomery Meeting Room 1  
*Presenter(s):* Jack Mansell and Ted Photakis, Energy Systems Group  
Energy Saving Performance Contracting is a method that community colleges can use to upgrade their facilities while reducing energy and operational costs.

**Office Systems Technology Panel Discussion on In’s and Out’s**
*Location:* Montgomery Meeting Room 3  
*Presenter(s):* Deloris Smothers, J.F. Drake State Technical College  
This workshop will discuss current and past trends in Office Systems. The outcome of this dialogue will provide insight on new technology for the classroom.

**Can Your Institution Document Compliance With The New SACS Guidelines For Distance Education Students?**
*Location:* Montgomery Meeting Room 4  
*Presenter(s):* Dr. Barry Berman, SMARTTHINKING  
SACS recently published new guidelines entitled “Distance Education and the Principles of Accreditation: Documenting Compliance”. Learn how SMARTTHINKING helps institutions meet these guidelines.

**Employee Rights in a Changing Environment**
*Location:* Montgomery Meeting Room 5  
*Presenter(s):* Mary Bruce Ogles, Alabama Education Association  
This program will examine the components of the tremendous change in the Alabama Community College System and the economy during the past year and how these are affecting the Community College employees and their rights.

**Online Impact: Tapping Blogs, Facebook, YouTube and other Tools**
*Location:* Montgomery Meeting Room 6  
*Presenter(s):* Marilyn Barger, FLATE  
This CARCAM presentation will provide insight on how the social media is exploding and how your students are using them.

**Alabama SkillsUSA – Your Partner for Recruiting, Retention and Advocacy**
*Location:* Montgomery Meeting Room 7  
*Presenter(s):* Myron Laurent, State Department of Education  
This presentation is directed to all technical program instructors as well as existing SkillsUSA advisors interested in building and improving their programs. The mission, goals and organization of Alabama SkillsUSA is discussed with a short history of SkillsUSA in Alabama. Benefits of active membership and participation are presented along with a brief overview of SkillsUSA programs and events designed to recruit and retain technical students.
The Campus Card: A Tool for Campus Efficiency
Location: Montgomery Meeting Room 8
Presenter(s): Fred Emery, Heartland Campus Solutions/Data Equipment
Explore how a Campus OneCard can increase efficiency and student services while reducing workload and campus expenses in financial use, security and fund disbursement.

Enhancing the Entire Student Life Cycle with Oracle’s Campus Solutions
Location: Montgomery Meeting Room 9
Presenter(s): Michael J. Rogers, Oracle USA
This session discusses how you can simplify the equation of the student life cycle with Oracle’s Campus Solution application.

Quality Matters® in Online Education: Make It Count
Location: Riverview Meeting Room 1
Presenter(s): Dr. Lisa Logan Rich and Dr. Wendy Cowan, Athens State University
Creating high quality online courses can be exciting. Explore innovative uses of technology to stimulate learning while meeting high quality standards. Come discover how Quality Matters® in Online Education.

Using Technology in the Classroom
Location: Riverview Meeting Room 3
Presenter(s): Brad Davis, Southern Union State Community College
This session will cover the latest technology, how it works, and how anyone can begin using technology to facilitate instruction. We will review inexpensive or freeware classroom applications that are commonly used in Higher Education. This presentation is for instructors who are currently using technology in their classrooms or for the instructor who would like to begin using available resources.

Free Software Tools for Educators
Location: Riverview Meeting Room 4
Presenter(s): Robert McWilliams, Bishop State Community College
Discover the many free, but little known technology tools available for the benefit of faculty, staff, and students. Over 20 tools will be presented.

Developmental Mathematics: No One Rises to Low Expectations
Location: Riverview Meeting Room 5
Presenter(s): Eddie Pigg, Southern Union State Community College
Participants will compare several different instructional approaches for developmental mathematics instruction through the use of web based, hybrid and traditional classes.

Microcontrollers vs. Microprocessors
Location: Riverview Meeting Room 6
Presenter(s): Karl Henry, J.F. Drake State Technical College
Microcontrollers are replacing discrete microprocessor systems. We will explore this trend and why we should convert our Microprocessor courses to Microcontroller courses.

How to Market and Sell Contract Training
Location: Riverview Meeting Room 7
Presenter(s): Kathy Yeager, Contract Training Edge
This workshop will define the difference between marketing and selling and give techniques for each. Topics covered include building your brand, marketing on a shoestring, finding sales leads, targeting markets, exploring solution selling techniques to uncover the customer’s need, probing questions for the sales call, writing solutions-based proposals, handling objections, and closing techniques to shorten the sales.
COSMETOLOGY WORKSHOPS*

**Sunday, November 21, 2010 - Riverview Meeting Room 2**

Registration and Welcome  12:30 – 1:00 p.m.

**Crime Prevention-Safety Training Seminar**  1:00 - 2:50 p.m.
**Presenter(s):** Bill Cain
The presentation could possibly save the lives of your employees, or keep them from becoming a victim of a violent crime.

**Refreshment Break**  2:50 - 3:00 p.m.

**The Artistry of Makeup**  3:00 - 4:50 p.m.
**Presenter(s):** Christy Tanner
This presentation will demonstrate the artistry of airbrush makeup as well as describe the various types of cosmetics and their uses. The presenter will also cover safety measures to be followed during makeup applications.

**Monday, November 22, 2010 - Riverview Meeting Room 2**

Registration and Welcome/ Light Breakfast — 7:30 – 8:00 a.m.

**Power Tools for Great Instruction**  8:00 – 8:50 a.m.
**Presenter:** Erika D. Crum
This presentation offers suggestions for having a vision, recognizing talented students, motivating students, and providing varied instruction.

**SkillsUSA**  9:00 – 9:50 a.m.
**Presenter:** Myron Laurent and Kenny Allen
This presentation is directed to all Technical Program instructors as well as existing SkillsUSA Advisors interested in building and improving their programs. Five things to look for while identifying competitive students.

**Infection Prevention for the Cosmetologist**  10:00 – 11:50 a.m.
**Presenter:** Sharon Thompson
This session will give an overview of how infections are transmitted and the risks of acquiring a blood borne pathogen as well as ways to prevent other infectious diseases from being transmitted from one person to another.

**Lunch, Exhibit Hall B — 12:00 – 1:00 p.m.**

**Five Essential Elements for Improving Teaching and Learning**  1:00 – 1:50 p.m.
**Presenter:** Dr. Queen Agee Morrow
Changing school cultures is vital for school improvement. This presentation will share strategies that depict how gathered data establishes priorities that drive action plans to facilitate measured, positive change.

**Technology Isn’t Just for Geeks!**  2:00 – 3:50 p.m.
**Presenter(s):** Gerald McAvey
This presentation is designed to take you through some of the necessary steps to get started with hands-on tutorials and key information to walk you through the process and come up with something fun using the newest technology from Milady in 2010 as well as new and exciting resources that can be used in the classroom.

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**ORACLE**

**EDUCATION AND RESEARCH**

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**COMPASS**

Setting the Right Course for College Success—Using COMPASS Diagnostics

More than 900 campuses nationwide use the computer-adaptive, Web-delivered COMPASS program from ACT to assess entering students’ skill levels, place them in appropriate courses, and connect them to the academic support services they may need to achieve academic success.

For more information, email us at COMPASS@act.org.
visit our website at www.act.org/COMPASS
or call 404-231-1952
Registration and Welcome/ Light Breakfast — 7:30 – 8:00 a.m.

Retirement 101: What You Don’t Know Can Hurt You 8:00 – 9:50 a.m.
Presenter: Judy Price Utley
This workshop will focus on the essentials needed to plan and prepare for a successful retirement from the Retirement System of Alabama. Planning should begin the first day one goes to work.

State Board Updates 10:00 – 11:50 a.m.
Presenter: Carol Reynolds
This session will include a discussion of changes by the Alabama Board of Cosmetology and Mrs. Reynolds will answer questions on the changes.

Evaluation of Seminar/Closing Remarks — 11:50 a.m. - 12:00 p.m.
*Certificates of attendance will be provided for each Cosmetology session.

HVACR WORKSHOPS

Monday, November 22, 2010 - Trenholm State Technical College Room H103

Light Breakfast — 8:30 – 9:00 a.m.

Mitsubishi Mini Split Heat Pump Technology 9:00 – 10:30 a.m.
Presenter(s): Al Blyler, Roy C. Martin & Company

Refreshment Break — 10:30 – 10:45 a.m.

Mitsubishi Mini Split Heat Pump Technology-Conclusion 10:45 a.m. – 12:00 p.m.
Presenter(s): Al Blyler, Roy C. Martin & Company

Lunch — 12:00 – 1:00 p.m.

System Analyzer Form Presentation 1:00 – 2:30 p.m.
Presenter(s): Harold Nelson, Minledorff’s

Refreshment Break — 2:30 – 2:45 p.m.

Residential Compressor Analyzer Seminar 2:45 – 4:00 p.m
Presenter(s): Harold Nelson, Minledorff’s

ELECTRONICS WORKSHOPS

Monday, November 22, 2010 - Trenholm State Technical College Building Q

Light Breakfast — 8:30 – 9:00 a.m.

Digital Circuits Taught with FPGA 9:00 a.m. – 10:30 a.m.
Presenter(s): Craig Kief, Deputy Director of COSMIAC and Karl Henry, Drake State Technical College

Refreshment Break — 10:30 – 10:45 a.m.

VHDL and Schematic Capture 10:45 a.m. – 12:00 p.m.
Presenter(s): Craig Kief, Deputy Director of COSMIAC and Karl Henry, Drake State Technical College

Lunch — 12:00 – 1:00 p.m.

The Nexus II Development Kit 1:00 p.m. – 2:30 p.m.
Presenter(s): Craig Kief, Deputy Director of COSMIAC and Karl Henry, Drake State Technical College

Refreshment Break — 2:30 – 2:45 p.m.

Digital Circuit labs with FPGA’s 2:45 p.m. – 4:00 p.m
Presenter(s): Craig Kief, Deputy Director of COSMIAC and Karl Henry, Drake State Technical College