



Drive in, Retool and Tee Off!

Wednesday, May 7, 2003

- 9 am – 2:15 pm Board Meeting and Various Committee Meetings
2:15 - 6 pm ***Dick Bailey Memorial Golf Outing***
We Don't Compete, We Have Fun - All Levels
The Bridges Golf Course - near the Madison Airport
Fees - \$16 to walk/\$25 to ride for 9 holes.
- 7 pm Meet at Hotel Lobby if you want to go to the Essen Haus
7:15 pm ***Dinner at the Essen Haus*** - Madison's authentic German Restaurant, located in the historic Old Settlement neighborhood. They feature 17 German beers on tap, 200 import bottles and live oompah music. It is an opportunity to have dinner and socialize.
- 8 pm Hospitality Room

Thursday, May 8, 2003

- 9 am New Member Orientation & Registration
9 am Committee Meetings – Chairs: contact members to hold a meeting.
9 - 9:30 am General Registration
9:30 - 9:45 am President's Welcome – Rich Marshall, Schenck Business Solutions
9:45 – 11:15 am ***Legal Issues Affecting Employers & Colleges - Robert E. Gregg***
Robert will discuss legal issues surrounding international students, internship programs, employment law as it relates to college recruiting and more.... he'll share the latest legislation affecting these issues and offer a chance for questions and answers.
- 11:15 - 12:30 pm Lunch & WI-ACE Web Site Demo
12:30 - 1:45 pm ***It Worked for Georgia...How Can It Work For Us:
Moving Toward One Common System***
Mixed and Large Group Discussion
**Facilitators: Linda Peacock-Landrum, UW-Green Bay
Nicole Achter, Enterprise Rent-A-Car**
- 1:45 – 2 pm Babcock Ice-Cream Break
2 - 3:30 pm ***Building Campus Presence - Julie Cunningham***
After a review of the essential elements of a successful college relations program, this workshop turns its focus to one of those elements – building campus presence. Campus constituencies will be identified, and techniques for employers to build rapport and image with each, will be discussed. Survey results will be included that outline what career services and employers want from each other, as well as student preferences for employer behaviors and activities. Julie will cover tips for clarifying and communicating one's employment brand, ways for career centers to assist employers with these efforts, and ask participants to share their own best practices.
- 3:30 - 3:35 pm Closing Remarks & Adjournment

Conference Cost: \$45 members
 \$20 students
 \$65 non-members

Hotel Reservations: If you are planning on staying in Madison on May 7 you will need to contact the hotel by April 7, 2003. Rate is \$62. The hotel phone is (608) 257-8811 or 1-800-279-8811. Please indicate you are with WI-ACE.

Hotel Directions: The Best Western Inn on the Park is located at 22 South Carroll Street, (608-257-8811). For a map go to:
<http://www.icfar.com/hoteldetails.asp?ahotelid=10195095>
Valet parking is complimentary if you are staying overnight at the hotel. Otherwise you can valet park for \$1/hour. You can also park in the city or county ramps behind the building for \$1/hour.

The Bridges Golf Course: 2702 Shopko Drive, Madison, Wisconsin 53704, (608) 244-1822
bridgespro@pga.com

Essen Haus: 508 E Wilson Street, Madison, Wisconsin, 53703, (608) 258-8619
(within walking distance of hotel)