

North Carolina Association of Colleges and Employers

The Flying ACE

A Partnership of Business, Education and Government

Winter 2006

Signals for the Future 2006 Conference Shaping Up

By Dana Sumner, Meredith College

Signal Flags...communication tools for boats on the water. The year's NCACE conference scheduled for May 10-12, 2006 at the Sheraton Atlantic Beach Oceanfront Hotel will feature opportunities for communication and dialogue among colleagues that is certain to influence the way we work.

Our program committee has confirmed a dynamic group of presenters with topics that we as recruiting and career planning professionals are sure to learn from and enjoy. If you haven't done so already, please take a moment to register today online at <http://www.ncace.org/Conferences/conferences.htm>. Online registration is also available for your hotel reservation from this site. More details about program presentations can be found online and on page 8 of this newsletter.

We hope you're planning to invite your new colleagues to this conference, as well. Our New Member Orientation Co-Chairs are planning opportunities for networking and mentoring between first time conference attendees and our experienced professionals.

Our conference cannot happen without you. Each member of our Association is important to this process. You will soon receive a letter requesting your donation for this year's conference. No amount is too small and in-kind donations are also welcomed. You have the opportunity to designate your funds for speakers, events, or other items that are needed for a successful conference. Sponsorship is a great way to showcase your organization. If you have questions or would like

to discuss your contribution, please contact Karen

Kirchhof, Conference Sponsorship Chair, at 919.613.8016 or kgki@duke.edu.

Also, as you complete your online registration form you will notice the opportunity to donate a door prize, always a fun part of the conference. If you have questions, please contact Door Prize Co-Chairs Kimberly Blackwell at 336.544.1471, Kimberly.l.Blackwell@erac.com or Fran Vogelien at 704.599.7208, fvogelien@ups.com.

No conference would be complete without time for fun and relaxation and what better place for that than the beach. Our Recreation and Entertainment Co-Chairs have some great things planned so you can take advantage of our beautiful location. From fun on the beach to shopping in the quaint towns of Beaufort and Morehead City to a festive luau with music from a local Polynesian style band, this conference promises to have it all. In addition, the Hospitality Suite will provide a comfortable space for continued dialogue from the day's events and a chance for networking among members.

So, don't miss the 2006 NCACE Conference. Anchor's Away on a trip designed for professional development, dialogue with colleagues, and lots of fun!





Letter from the President



Greetings All!

By now, hopefully all the “cobwebs” formed over the holidays have been swept away and everyone is back in the productive swing of work, school and your post-holiday lives. I also trust everyone is energized and ready for the second half of an exciting year with NCACE!

Before the holidays, many of us made the trek to Miami for the 2005 SACE conference. The weather was warm and mostly sunny and NCACE made a strong showing at the conference. In fact, NCACE had over forty members registered, which was the second largest contingent behind the host state association of Florida! Of course, what I am even more proud of is the fact that NCACE had members presenting or co-presenting in eight different breakout sessions...which, I believe, was the greatest number of presentations for any one state!

Now, I realize that SACE was not just about comparing state associations and seeing who had more participants, but with one of my goals this year being to make NCACE more visible among SACE and other organizations, the impressive showing we had this year was worth noting. Thank you to those who attended for representing the great state of North Carolina and NCACE so well. And speaking of NCACE visibility in other organizations, I believe our membership will be presenting or co-presenting in at least four sessions of the upcoming NACE conference in Anaheim, CA. Any positive “publicity” the association can get through our members presenting quality programs is always a good thing.

During the SACE conference, I, as your humbled leader, also had the honor of representing each of you while participating in the state association president’s meeting, which, by the way, was coordinated by our own Denisha Sanders. I was extremely proud, to the point of being a little giddy, to represent NCACE and to report about the great things we have been doing, and continue to do. As I listened to the reports from the other state association leaders, I heard some very positive things that were happening in our sister states. Likewise, I listened to stories of difficulty, struggle and challenges being faced by other state associations. Although we will always have areas for improvement within NCACE, I felt very fortunate about the current state of our state association. By and large, we are doing very well...and in my opinion, are on the right track with regards to our mission and purpose to serve our membership in North Carolina.

NCACE is an incredible organization! We all know, however, that NCACE has no permanent address, so the organization is not strong because of any material goods or physical structure...rather, NCACE is strong because of you, the membership, and all the knowledge, experience, dedication and personality you provide and share. Thank you for all that you do within your companies and schools, and within NCACE!

Speaking of the state of NCACE...allow me to briefly update you with the highlights of our recent board meeting, which was held at the site of our upcoming annual conference in Atlantic Beach, NC. I want all members to know the good work your Executive Committee is doing for you and NCACE!

Dana Sumner, Melanie Rights and their conference committee have done an excellent job of planning and preparation thus far. We can all expect a great conference with an outstanding program, lots of networking and, as always, plenty of fun...all with the beautiful backdrop of Atlantic Beach, NC. Everyone should mark your calendars now, and plan to join me at the Atlantic Beach Sheraton from May 10 through May 12. Registration for the conference will ONLY be done on-line this year, so you can visit our website anytime at www.ncace.org and register. Two final notes regarding the annual conference...mentors are still needed for our new members and sponsorship opportunities still exist. Whether or not you are able to attend the conference, please consider making a large or small contribution to help support the annual conference.

Darlene Broadhurst reported that our paid membership is now up to 166. Considering we started from zero in July, I would say that we have re-built our membership very well...but there is plenty of room for more renewals, and for new members, so please continue spreading the word and encouraging your colleagues and employer contacts to join.

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Jeannette Moss and Brian Newton have worked diligently to plan our spring Employer Visitation, which will be held on Friday, April 7th at Battleground Restaurant Group, Inc. in Greensboro, NC. Come and enjoy learning about the internal workings and the opportunities within T.K. Tripp's and Rock-Ola Café, and then stay to participate in the True Colors professional development session which will follow.

Our Communications and Marketing team of Bruce Maxwell and Brett Woodard have plenty of membership brochures, so feel free to contact them if you need material for an upcoming event. Also, Bruce and Brett have been charged with "branding" the association by coming up with a common look and image that will be consistent across all printed material, displays and the website. This "branding" may even involve a new logo for NCACE. All those who attend the annual conference in May will be treated to the "unveiling" of the new look for NCACE...so plan to be there for all the excitement!

Karen Thompson and Jerry Allen need your input! Please take time to select and nominate fellow NCACE members who you feel deserve recognition for outstanding work within the field, or within NCACE. Award descriptions and nomination forms will be coming to you soon via e-mail, and on the website, so plan to nominate!

Cynthia Downing and Shan Woolard have been doing an outstanding job with *The Flying Ace* newsletter this year; however, they also need your help. Please submit articles and items of interest that you feel may be beneficial or entertaining to the NCACE membership, or to anyone in the human resources or career services fields. Selected pieces from *The Flying Ace* are also submitted to the SACE newsletter, so let your good information be known.

Almost any information you need about NCACE and almost every registration form for our events can be found on the website, www.ncace.org. Please visit the site, encourage prospective new members to visit the site and pass along your suggestions for the site to Pamela Basheer-Bratcher or Alisa Notte.

NCACE is also the proud new owner of a quality digital camera that will be used by our historian, Kristen Penczek, for capturing all the great images of the association. Should you need photos from past NCACE events, or should you need pictures taken of an upcoming NCACE event, be sure to contact Kristen for more information.

Finally, I just want to add that all your elected and appointed leaders of NCACE are working hard to maintain and improve the organization for every member's benefit. Be sure to thank those who volunteer their time and effort for this great association, and I encourage each of you to get the most out of your NCACE membership by participating in events and activities, providing suggestions for improving the association, and by getting involved in a volunteer or leadership role! Thank you, and I hope to see you at our upcoming Employer Visitation in April and/or at Atlantic Beach in May!

Take care,
Kent

Congratulations...

to Pamela Basheer-Bratcher, NC A&T University, on the birth of her son on February 1, 2006.

Get Well Soon...

to Pam Brumbaugh, Elon University, who is recovering from knee surgery.



The Flying Ace

is produced by the North Carolina Association of Colleges and Employers (NCACE) for the enjoyment and enrichment of its members. Approximate publishing dates are best described as Winter, Spring, Summer and Fall. Issues are accessible online (via a free Adobe Acrobat Reader) at www.ncace.org.

If you would like to submit articles, updates, or other information for publication, please send your text in a Microsoft Word document to Cynthia Downing (downingc@ncat.edu). Your comments and feedback are always welcome!

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Asking Your Boss for a Raise

By Bruce Maxwell, The Career Center, East Carolina University

So you think it's time to ask your boss for a raise. Let's talk about how to do that. All good things need maintenance work – houses, kids, typewriters, marriages, and jobs.

Review what has happened since your last job review. What were your real duties and responsibilities at that time? By this we mean not just what your job description says you're supposed to do, look at your actual duties and responsibilities. Almost everyone modifies his/her job within six months of being hired. Your special interests, the way you go about things, and your style all contribute to changing at least the emphasis you place on the tasks you do.

Employers are like bankers; they do their best to pay on the installment plan. They pay after the work is done, with payments made in inflated dollars on the basis of an agreed upon value arrived at in non-inflated dollars.

Asking for a Raise

1. Do research on policies of the company. When are raises considered? What are others with the same or similar job positions making?
2. When is the best time to discuss a pay raise?...When you take on new responsibilities or have done an especially good job at something.
3. Stress why you deserve a raise, not why you need one.
4. Don't get angry if things don't go as planned.
5. Prepare to negotiate and find a compromise.

Four Step Process to Getting a Raise:

1. Be sure you have earned it. Review your real value to the organization. Where have you gone beyond the "routine" expected of you? Document the ways in which you have earned a raise. What have you done that makes you worth more than a "cost of living" increase?
2. Be sure your boss knows you have earned it. Make sure that you provide your boss with copies of projects completed, "Thank You" from customers or other departments.
3. Be sure that your boss knows that you know that you have earned a raise.
4. Be sure your boss knows that you know that he knows that you know that you have earned a raise.



How has your employer benefited from increased productivity—things like cost reductions, ideas that saved money, improved processes, quality of service, and better and/or faster results. What have you done that contributed to improved morale,

relationships and a healthier environment?

Don't be in a hurry. Pick the moment carefully. Wait until things are going well at work. Don't try to do this when you and/or your boss will not have time to give proper consideration to your request, or he/she will just put you off. Stay away from times when there are critical deadlines to meet, seasonal pressures are on, something has gone wrong that your boss has to deal with, or when everyone is frazzled. Start by asking for a meeting to review your performance. Beforehand prepare a written list of all your accomplishments. Tell him/her that you would like to go over this list so it may be added to your personnel file. Make sure that as you review the items on the list you discuss the effect of these achievements on the organization. Next you test his/her willingness to give you a raise. Then you negotiate what that raise will be.

Perhaps you have realized that you are making a sale and that sales closing techniques are appropriate tools when asking for a raise. One of the techniques you can use is the "three closes technique" where you ask two questions where you know you will get a "Yes" answer and then you ask the third question which is the one you hope will be a yes answer. It is based on the principle that people are more inclined to say yes if they have already said yes. If this technique doesn't feel comfortable, purchase a book on sales "closes" and modify one you like better to fit you. The

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three closes conversation would go something like this:

“I can’t help but feel that I have made a significant contribution to this organization, would you agree? (YES) I have every reason to believe that our organization will continue to have these types of needs, challenges, and problems, don’t you think so? (YES) Then would you be willing to give me a pay raise as evidence of your continued support of my hard work?” (YES!)

Now negotiate a percentage increase over your current salary. In most cases a company will make a five percent increase very willingly, but if you want more, you may need to be prepared to continue the discussion. For example, one additional sales closing technique that is very effective in this situation is to break the cost down into its smallest amount. Let’s say that you currently make \$26,000 a year. A 10% increase is an extra \$2,600 a year. Divide that by 52 weeks in a year and you get \$50 a week. Divide that by 40 hours a week (or however many you actually work) and you get \$1.25 an hour. Then you say to your boss,

“Let me ask you, would it be worth say \$1.25 more an hour to you to know that I would continue to perform as well or better than I have this year?”

If you get a “No” answer to this question, you probably should start looking for a better job.

Upcoming Events

NCACE Spring Employer Visitation/ Professional Development

Spring Employer Visitation/Professional Development is scheduled for April 7 from 9:30 a.m. – 2:30 p.m. The professional development workshop, True Colors, which was planned for fall, will also be held on this date.

Spring Employer Visitation will be at Battleground Restaurant Group in Greensboro, NC. Participants will tour the headquarters and have lunch at Tripps. Jay Robinson from Battleground Restaurant Group will host NCACE for this event.

In the afternoon, Bruce Maxwell from East Carolina University will lead a hands-on, interactive True Colors Basic Workshop. True Colors is a personality typing system. Through practical and useful activities, participants will learn how to apply True Colors concepts to their personal and professional life. Bruce is a certified True Colors Facilitator/Trainer.

NACE National Conference

The NACE national conference, celebrating its 50th Year Anniversary, will be held May 30 – June 2, 2006 in Anaheim, California. Key note speakers will include Tom Peters, author of *In Search of Excellence*; Steve Uzzell, advertising/corporate photographer; Barry Posner, organizational behavior specialist; and Lalita Tademy, author of *Cane River*.

The deadline for early bird registration is March 1. For more information about the conference and to register, go to www.nacweb.org.

Early Bird Registration

The deadline to take advantage of early-bird registration for the 2006 NCACE Conference at Atlantic Beach is February 28.

On-line registration can be found at <http://web.uncg.edu/hire/ncace/>.

We need you there to help make this a great conference, so register today!

Welcome New NCACE Members!

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Awards Committee Calls for Nominations



As we gather May 10-12 at Atlantic Beach for the NCACE annual conference, we will have the opportunity to recognize our colleagues who have made a difference in the profession. We will begin the conference by recognizing the recipients of three awards: Outstanding Professional, Outstanding Service, and Outstanding Employer.

During the next few weeks, think about the colleagues you have worked with and whom you admire. Who has set the benchmark for how our profession should be practiced? Who has served as a mentor to you? Who has accomplished something you would like to emulate? Who has conducted research or developed a creative program? Who has made significant contributions to NCACE? Who has demonstrated leadership through NCACE? This is your opportunity to recognize them and let others know of their contributions.

Take a moment now to review the award descriptions and list of past recipients on page 7 of this newsletter. Which is the best award for the colleague you want to recognize? Once that is determined, complete the nomination forms (available from the Awards Committee if you did not receive them in the mail) and return them via mail, email, or fax. The Awards Committee will review all nominations and recognize the recipients at the conference.

All nominations must be received by Friday, March 3, 2006. Should you have questions, feel free to contact us.

We appreciate your prompt response.

Sincerely,

Jerry Allen, Novozymes
Melanie Rights, Enterprise Rent-a-Car
Karen Thompson, UNC-W
Marian Holmes, UNC-CH
Marie Sumerel, Meredith College
Pam Brumbaugh, Elon University

2006 NCACE Awards Committee

Previous NCACE Award Recipients

FURNEY K. JAMES OUTSTANDING SERVICE AWARD

The NCACE Outstanding Service Award recognizes outstanding service rendered to NCACE by a member or former member of the Association. Recognition is for one or more of the following:

- A significant contribution to NCACE through participation on committees or attendance at NCACE functions.
- Demonstrated leadership in NCACE for a significant number of years.
- Development of a new program or concept with a positive impact on the Association.

2004-2005	Melanie Rights	1996-1997	Sid Norvel
2003-2004	Kent Hester	1995-1996	Lydia Arledge
2002-2003	Pat Williams & Brenda Tyson	1994-1995	Tony Michaels
2001-2002	Pam Brumbaugh	1993-1994	Mike Bailey
2000-2001	Carolyn Mark	1992-1993	Lennie Barton
1999-2000	Jerry Allen	1991-1992	Karen Thompson
1998-1999	Margie Swartout	1990-1991	Furney James
1997-1998	Karen Kirchof	1989-1990	Rusty Sitton

OUTSTANDING PROFESSIONAL AWARD

The NCACE Outstanding Professional Award recognizes significant contributions to the postsecondary career services and employment field by a member or former member of the Association. Recognition is for one or more of the following:

- Demonstrated exemplary leadership in the post-secondary career services and employment field.
- Significant research, publications and/or presentations that have impacted the profession.
- Development of a model or creative program or concept that impacts the post-secondary career services and employment field.

2004-2005	Karen Thompson	1996-1997	Jennifer Brooks
2002-2003	Jeff Nardo	1995-1996	Bob Thirsk
2001-2002	Brutus Jackson	1993-1994	Ed Kelly
2000-2001	Gordon Folger	1992-1993	Mary B. Rea-Poteat
1999-2000	Joyce Edwards	1989-1990	Marcia Harris
1997-1998	Leon Warren	1988-1989	Sandra Harkin

OUTSTANDING EMPLOYER AWARD

The NCACE Outstanding Employer Award recognizes service rendered to NCACE by an employer of the Association. This award is based on organization involvement. Recognition is for one or more of the following:

- Continuous membership in the Association for a minimum of three years.
- A significant contribution to NCACE through participation as an officer, on committees, or attendance at NCACE functions.
- Demonstrated leadership in the Association for a significant number of years.
- Sponsorship of conference events, workshops, visitations, etc. that provides a positive impact on the Association.
- Participation in campus activities (job fair participation, leadership conferences, career seminars).

2004-2005	Novozymes	2000-2001	Enterprise Rent-A-Car
2003-2004	BB&T	1998-1999	United Parcel Service (UPS)
2002-2003	VF Jeanswear	1997-1998	Burlington Industries
2001-2002	Belk Stores Services		



Join us in Atlantic Beach May 10-12, 2006

Keynote Speakers

Dr. Larry Keen, *Vice President, Division of Economic and Workforce Development, North Carolina Community College System*

Dr. Larry Keen, our opening keynote speaker, will discuss the rapidly changing economic environment in North Carolina and what we (NCACE) can do together to support our state in providing high quality training and services that will enable North Carolinians to acquire knowledge and skills to obtain and maintain prosperous career opportunities and enhance quality of life.

Emily Balance, MEd., LPC

Emily Balance, licensed professional counselor and speaker, will send us home reenergized with an up-beat presentation titled "Navigating through the Seas of Stress with Humor." This session will teach us how to add more humor, joy and fun to work and life. There will be laughter, prizes, jokes and surprises while we explore the physical, psychological and emotional benefits of humor. You will leave with a smile on your face and lots of practical suggestions to increase laughter, add creativity, reduce stress and take good care of yourself.

Register Now!

Register by February 28 and receive an "early bird" **\$20.00 discount** (Member/Non-Member Fee: \$160.00)

Register online at www.ncace.org

Hotel Accommodations

Sheraton Atlantic Beach Oceanfront Hotel
1-800-624-8875

The discounted conference rates are good for three days prior to and after the conference:

Oceanview: \$95
Oceanfront: \$125
Oceanfront Suite: \$165

To place online reservations, please review the instructions on the NCACE conference web page.



Program Highlights

What's Hot and What Knot

Back by popular demand, this facilitated panel of career planning and recruiting professionals from a variety of organizations will address current issues in the field. Panelists will take questions from the audience and on day 2 of the conference we will engage in planned, small group follow up discussions. This program is designed to anchor our conversations throughout the conference.

Reeling in Faculty and Keeping Them Hooked

Whether you're an employer or a career services professional, faculty can be key to the success of your student-targeted programs. This program will teach strategies for developing and maintaining relationships with faculty.

Retaining Employees: Keeping Your Crew On Board

What keeps employees in an organization or drives them away? A panel of employers who know the ropes will share their experiences that have helped them retain top talent.

FISH! Catch the energy, release the potential!

FISH! introduces the service philosophy used by the world famous Pike Place Fish Market in Seattle. Through video and discussion, participants will learn about the company's unique approach to delivering great service. Discover the principles that have made a slimy fish market a hugely satisfying work environment. Learn how to apply these principles to your own workplace and infuse your team with energy, passion and a positive attitude.

NCACE 2005-06 Board & Committee Co-Chairs

President – Kent Hester, NC State University
President-Elect – Brutus Jackson, Elizabeth City State
Past-President – Carolyn Mark, NC A&T
Secretary – Leslie Rand-Pickett, NC State University
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 Dana Sumner, Meredith College

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Kimberly Blackwell, Enterprise Rent-a-Car
 Fran Vogelien, UPS

Conference Committee

Melanie Rights, Enterprise Rent-a-Car
 Dana Sumner, Meredith College

Awards Committee

Jerry Allen, Novozymes North America
 Melanie Rights, Enterprise Rent-a-Car
 Karen Thompson, UNC-Wilmington

Employer Visitation

Jeannette Moss, Wake Tech. Comm. College
 Brian Newton, East Carolina University

Communications/Marketing

Bruce Maxwell, East Carolina University
 Brett Woodard, UNC-Greensboro

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 Pam Brumbaugh, Elon University

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Professional Development Committee

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 Mian Rex, Family Dollar

Technology Committee

Pamela Basheer-Bratcher, NC A&T
 Alisa Notte, Central Piedmont Community College

Newsletter Committee

Cynthia Downing, NC A&T
 Shan Woolard, Wake Forest University

Historian

Kristen McFadden, Gardner-Webb University

