

GRADUATE MANAGEMENT ADMISSION COUNCIL®
Professional Development Program for New Admissions Officers
July 26 – 30, 2009
Georgetown University Hotel and Conference Center
Washington D.C.
TENTATIVE AGENDA

Time	Session
Sunday, July 26	
3:30 – 4 pm	Registration
4 – 4:30 pm	Welcome
4:30 – 7:00 pm	Ice Breaker and Strengths Finder <i>Nance Lucas</i> , Associate Dean and Associate Professor of New Century College, George Mason University
7 – 7:30 pm	Reception
7:30 – 9 pm	Dinner
Monday, July 27	
8 – 9 am	Breakfast
9 – 12	Differentiate to Win: Branding and Positioning Your MBA Program <i>Marci Armstrong</i> , Associate Dean for Graduate Programs, Cox School of Business, Southern Methodist University
12 – 1 pm	Luncheon
1 – 2:30 pm	Review of Marketing Collateral <i>Marci Armstrong</i> , Associate Dean for Graduate Programs, Cox School of Business, Southern Methodist University
3 – 5 pm	What is Your On-Line Presence? <i>Ty Glasgow</i> , President, BigBad, Inc.
6 – 7 pm	Dinner
Tuesday, July 28	
8 – 9 am	Breakfast
9 – 10:30 am	GMAC Research, Tools and Services Betsy Kacizak, Member Services Specialist, Graduate Management Admission Council Glenda Lucas, Member Services Specialist, Graduate Management Admission Council
11 – 12:30 pm	Face to Face Recruiting, Best Practices <i>Jeff Bieganeck</i> , Director of Admissions, MBA Programs, Carlson School of Management, University of Minnesota <i>Dawna Clarke</i> , Director of Admissions, The Tuck School of Business at Dartmouth, Dartmouth College <i>Rudy Pino</i> , Director of Admissions, W. P. Carey School of Business, Arizona State University <i>Stacy Poindexter-Owen</i> , Director of Graduate Business Admissions, Babcock Graduate School of Management, Wake Forest University <i>John Roeder</i> , Director of Admissions, Owen Graduate School of Management, Vanderbilt University

12:30 – 1:30 pm	Luncheon
2 – 5 pm	The Exceptional Presenter: Present to Win or Prepare to Lose <i>Tim Koegel</i> , Founder, The Koegel Group
6 – 7 pm	Dinner
7:30 pm	Moonlight Tour
Wednesday, July 29	
8 – 9 am	Breakfast
9 – 12	Getting Answers to Questions You Can't Ask! A Fresh Look at Interviewing <i>John Molidor</i> , Assistant Dean and Professor, CEO and President, College of Human Medicine, Flint Campus, Michigan State University
12 – 1 pm	Luncheon
1 – 2:30 pm	Managing the Back Office <i>Peggy Conway</i> , Director of MBA Admissions, M.J. Neeley School of Business, Texas Christian University <i>Jim Holmen</i> , Director of Admissions, Kelley School of Business, Indiana University <i>Libby Livingston</i> , Senior Associate Director of Admissions, Goizueta Business School, Emory University <i>Paul Pinckley</i> , Executive Director of Recruitment , George L. Graziadio School of Business and Management, Pepperdine University <i>Christina Shelby</i> , Assistant Director, MBA Admissions, Columbia Business School, Columbia University
3 – 6 pm	Cross Cultural Communication in the MBA Environment <i>Craig Storti</i> , Director, Communicating Across Cultures
6:30 – 7:30 pm	Dinner
Thursday, July 30	
8 – 9 am	Mini-GMAT and Mini-Croissants
9 – 10:15 am	GMAT: What It Is and How Should You Use It? <i>Larry Rudner</i> , Vice President, Research and Development, Graduate Management Admission Council
10:30 am – 1 pm	Selection – Crafting a Class <i>Eric Chambers</i> , Director, Key Initiatives, Graduate Management Admission Council <i>Sabrina White</i> , Members Services Specialist, Graduate Management Admission Council
1 – 2 pm	Wrap Up and Luncheon