



2011 WCSA COOPERATIVE DEVELOPMENT CONFERENCE Tentative Agenda

Scottsdale, Arizona
December 5-8, 2011

Conference Attire: Business Casual

Monday, Dec. 5th

7:30 – 8 am Fuego	Breakfast
8 am - Noon Fuego	WCSA Directors Meeting
Noon - 1 pm	Lunch
1 - 5 pm Fuego	WCSA Directors Meeting

Tuesday, Dec. 6th

Attendee travel day

7:30 - 8 am Earth/Air/Fire	Breakfast (WCSA Directors and Contract Lead Administrators)
8 am - 5:30 pm Taggia Foyer	Registration
8 am - Noon Fuego	WCSA Directors Meeting
8 am – Noon Sky/Star	Contract Lead Administrators Meeting <i>Moderated by Paul Stembler, WCSA/NASPO Cooperative Development Coordinator and Kathryn Offerdahl, WCSA/NASPO Cooperative Development Analyst</i>

Noon - 1 pm
Earth/Air/Fire

Lunch
Directors and Contract Lead Administrators

1 - 1:45 pm
Sky/Star

WSCA Directors & Contract Lead Administrators Meeting

2 - 3:30 pm
Sky/Star

Leading a Sourcing Team (Contract Lead Administrators)
Presented by Richard Pennington

Effective teams share leadership. Yet others often look to individual team leaders for results. This interactive workshop will look at team dynamics and their life cycles, exploring tools used when the team forms, moves into the project execution phase, and then ends: idea expansion techniques, methods of setting priorities and reaching decisions as a team, effective communication, and ways to influence change.

3:45 - 5 pm
Sky/Star

Continuation of Contract Lead Administrators Meeting
Moderated by Paul Stembler, WSCA/NASPO Cooperative Development Coordinator and Kathryn Offerdahl, WSCA/NASPO Cooperative Development Analyst

5:15 - 5:45 pm
Sun/Moon

WSCA for Beginners
Moderated by Paul Stembler, WSCA/NASPO Cooperative Development Coordinator

If this is your first WSCA Cooperative Development Conference, this session will give you insights on how the conference works so you can make the most of your time in Scottsdale.

5:45 - 7:30 pm
Earth/Air/Fire

Welcome Reception (All Conference Attendees & Guests)

Wednesday, Dec. 7th

7:30 am - 4:30 pm
Taggia Foyer

Registration

7:30 - 8:15 am
Earth/Air/Fire

Breakfast

8:30 - 9 am
Water/Elements/Hall

Opening Session
Welcoming Remarks
Introduction of Attendees
Greg Smith, WSCA Chairman

9 - 10:30 am
Water/Elements/Hall

General Session – Double Your Memory
Ron Rosenberg, Business Self-Defense

If you have trouble remembering people's names – or even your own name – then this is the program for you. One of the top-rated sessions at conferences across the country, this highly interactive and entertaining program will help you dramatically improve your memory in just 90 minutes!

Thousands of people have learned these simple techniques that will help you remember names and faces as well as other important details, and recall them days or even weeks later! Here's what you'll learn:

- How to unlock your hidden memory potential
- Five different techniques for remembering product and customer information
- The four simple steps to remembering names and faces – for as long as you need to
- How your new memory skills can translate to dollars on your bottom line

Come prepared to have fun as you learn how to double your memory and create lasting impressions on your customers, co-workers, family and friends!

10:30 - 10:45 am

Break

10:45 am - Noon
Water/Elements/Hall

General Session – Contracts Review
Moderated by Doug Richins, WSCA Cooperative Development Director

We will present information on current and new WSCA contracts, introduce lead administrators, note extensions and rebids and discuss the role of sourcing teams for use with all new and rebid contracts.

Noon – 12:45 pm
Earth/Air/Fire

Networking Lunch

1 - 2 pm
Water/Elements/Hall

General Session – WSCA/NASPO eMarket Center
Moderated by Paul Stembler, WSCA/NASPO Cooperative Development Coordinator

In this session you'll receive an overview of the new WSCA/NASPO eMarket Center and its many functions.

2- 2:15pm

Break

2:15 - 3:15 pm
Water/Elements/Hall

Concurrent Sessions:

Negotiation Skills Session 1 – Conducting the Negotiation
Presented by Dr. Barry N. Smith, Smith Associates

It is essential that procurement staff be able to lead a negotiation. Too often we find ourselves losing control of the negotiation process through sidetracks, interruptions, and long winded discussions that accomplish little. This session seeks to explore a road map of the negotiation process that is more linear by providing an understanding of certain activities that aid and direct the negotiation discussions, including:

- STEP ONE – Establish Rapport. Managing tension is essential not only at the beginning but throughout the negotiation process.
- STEP TWO – Explore. Creating an atmosphere of free and open exchange of needs and positions is helpful not only to strengthen the relationship but also to establish each party’s issues and positions.
- STEP THREE – Bargain. Resolving the conflict ranges is the next step in the negotiation process and is the most volatile part of the negotiation due to the presence of conflict.
- STEP FOUR – Summarize. Failing to summarize bargaining outcomes may cause misunderstandings in the performance period.

After mastering this process you’ll be able to establish rapport with the other party, explore issues and establish conflict ranges, resolve the differences through skillful use of techniques, and summarize to bring the negotiations to a close.

These sessions will be repeated with presentation times of:

2:15 – 2:40 pm

and

2:50 – 3:15 pm

Sky

Office Furniture Contract Overview
Presented by Terri O’Toole, Utah

Star

WSCA/NASPO eMarket Center Hands-On Demo
Mentored by Paul Stembler, WSCA/NASPO Cooperative Development Coordinator

In this self-guided session, you’ll be able to sit down at a computer (or bring your laptop) and walk through the new WSCA/NASPO eMarket Center and learn how simple this new eProcurement solution will be to navigate.

Rain

Contract Compliance Contracts Overview
Presented by Kent Beers, Utah

2:15 - 3:15 pm
Fuego

Attorney Work Session

3:15 - 3:30 pm

Break

3:30 - 4:30 pm

Concurrent Sessions:

Rain

eProcurement Solutions –A Director’s Perspective

Panel: Dianne Lancaster, Oregon; Carol Pfarr, Colorado; Christine Warnock, Washington

Join a panel of directors as they offer their unique perspective on developing eProcurement solutions for their states. Hear from these decision-makers as they discuss their role in making the case for eProcurement, the plusses, and pitfalls, you should watch for and more.

Water/Elements/Hall

Sourcing Team Members: How You Can Help Your Team Succeed
Presented by Richard Pennington

There isn’t much that gets done without the contributions of other people; certainly not cooperative sourcing projects. Learn the elements of effective team performance and how you can share leadership and help teams and their projects succeed.

3:30 - 4:30 pm
Fuego

Attorney Work Session

5:30 pm
Lobby

Buses Depart for Dinner

6 - 8:30 pm

Offsite Dinner

All Conference Attendees & Guests (Casual Attire)

Thursday, Dec. 8th

7:30 - 8 am
Earth/Air/Fire

Breakfast

8 am - Noon
Taggia Foyer

Registration

8:15 - 10:15 am
Water/Elements/Hall

General Session: Enthusiasm – Your Secret Weapon
Paul Vitale, Vital Communications

This dynamic general session will reinforce the importance of genuine enthusiasm for everyday life. Paul illustrates what an optimistic state of mind can and will do for one's work ethic while providing concrete examples of morale-boosting ideas. The information you'll take from this presentation will not only emphasize the importance of efficiency, a positive attitude and a passion toward life, it will also provide you with an incredible advantage in your everyday lives. Paul will discuss topics like enthusiasm as a state of mind, managing situations before they manage you, making good on your full potential, broadening your outreach to others and grasping the "now" rather than the "later." In today's competitive and hectic world, enthusiasm coupled with a positive attitude pays large dividends and leaves an everlasting mark.

10:15 - 10:30 am

Break

10:30 - 11:45 am

Concurrent Sessions:

Water/Elements/Hall

Negotiation Skills Session 2 – Influencing Others

Presented by Dr. Barry N. Smith, Smith Associates

The ability to influence others is a key skill to any negotiator. The inability to persuade others has been the frustration of many a negotiator. This becomes helpful when confronted with differences in how each party wants to resolve any given conflict range.

This course explores 65 techniques which a negotiator may utilize to influence outcomes. These techniques are classified into three categories: Reasoning, Power and Rapport. Research has shown that it is possible to train negotiators to develop these persuasive skills, therefore it is helpful to discover which collection a negotiator has a natural tendency to use. Then, over time, it is possible to learn to study the other party and record their negotiation practices utilizing tools given in the course to establish a negotiator profile which will be useful in preparing for future negotiations with that person to gain a strategic advantage.

In first meetings with other negotiators you will learn tips on how to make adjustments during the negotiations in order to gain your objectives. As you continue to negotiate with certain people over time, you will learn to summarize your observations in order to further develop the negotiator profile of this party. This profile can be shared with others in the organization in the event that they have an opportunity to negotiate with this party.

Rain

Effectively Using Spreadsheets for Analysis

Presented by Richard Carlson, WSCA/NASPO Cooperative Development Analyst; Jason Soza, Alaska

During this session, Richard and Jason will present examples of spreadsheets used to 1) track sales by vendor and/or state and determine

administrative fees; 2) calculate savings and; 3) evaluate/score proposals. In addition to showing examples of these spreadsheets, they will also give tips and advice about how to best utilize these tools.

These sessions will be repeated during with presentation times of:

10:30 – 11:05 am
and
11:10 - 11:45 am

Sky **Wireless Communication and Equipment Contract/Wireless Contract Compliance Overview**
Presented by Debbie Gundersen, Utah; and Teri L. Smith, Nevada

Star **WSCA/NASPO eMarket Center Hands-On Demo**
Mentored by Paul Stembler, WSCA/NASPO Cooperative Development Coordinator

In this self-guided session, you'll be able to sit down at a computer (or bring your laptop) and walk through the new WSCA/NASPO eMarket Center and learn how simple this new eProcurement solution will be to navigate.

10:30 - 11:45 am **Attorney Work Session**
Fuego

Noon - 12:45 pm **Networking Lunch**
Earth/Air/Fire

1 – 2 pm **Concurrent Sessions:**

Rain **Cloud Computing**
Presented by Gary Lambert, Massachusetts

Hear how one of your NASPO colleagues is putting cloud computing technology to work for them. Additionally, as NASPO's liaison to the TechAmerica Cloud Computing Commission, Gary will provide an update on that group's work to date and its goals for the coming year.

Water/Elements/Hall **Ethics in Procurement**
Presented by Mary L. Farrar, C.P.M., Nahabit & Associates Inc.

Using both the National Institute of Governmental Purchasers and the Institute for Supply Management's principles and standards of conduct,

this presentation will guide you through a full definition and understanding of ethical issues for procurement officials. Using thought-provoking examples and exercises to stress the importance of a strong focus on ethics in all professional actions, this session will cover topics such as:

- Responsibility to the Employer
- Conflict of Interest Issues
- Perception of Actions by Others
- Gratuities
- Handling of Confidential Information
- Relationships with Suppliers, Co-Workers, and Others in your organization

With thirty years of procurement experience in both government and industry, Mary will use personal experiences to enhance and engage you in discussing this crucial topic.

1 - 2 pm
Fuego

Attorney Work Session

2 - 2:15 pm

Break

2:15 - 3:30 pm
Water/Elements/Hall

What's Your Solution?
Facilitated by Greg Smith, Nevada

Questions will be collected and then shared with the group for suggested solutions. Questions are also welcome from the audience. This is also an excellent forum to gauge interest in new projects.

2:15 - 3:30 pm
Fuego

What's Your Solution? – Attorneys Only
Facilitated by Karen Johnson, Sr. Assistant Attorney General, Oregon

This session will give the attorneys group an informal session to share ideas and ask questions of their peers.

3:30 - 3:45 pm

Break

3:45 - 4:15 pm
Water/Elements/Hall

Conference Wrap-Up

4:30 - 5:30 pm
Oasis Lagoon

Closing Reception
All Conference Attendees & Guests

