

- *Increase Student Retention*
    - *Expand Alumni Relations and Giving*
    - *Cultivate Professional Development*
- Join your colleagues at...*

# THE GATHERING

areas of institutional advancement

The conferences for HBCUs to address

## March 2008 Gathering

The Gathering:  
Vice Presidents/  
Vice Chancellor's Summit  
Facilitated by  
Calvin Riley & Ralph Mitchell  
The Nehemiah  
Leadership Co., Inc  
Hilton Head, SC  
Monday, March 24 thru  
Thursday, March 27

## April 2008 Gathering

The Gathering:  
Alumni Relations

Atlanta, GA

Monday, April 7 thru  
Thursday, April 10

## May 2008 Gathering

The Gathering:  
Marketing, Public Relations  
and Special Events,  
Advancement  
Services/Annual Fund,  
Athletic Funding and  
Sponsorships  
Memphis, TN

Monday, May 19 thru  
Thursday, May 22

For more information on  
these Gatherings visit  
[www.hbcugathering.com](http://www.hbcugathering.com)

Conference Coordinator  
Daniella Ann Cook  
PO Box 13129  
Durham, NC 27713-3129  
United States

919-423-5140 (Business)  
919-544-3185 (Fax)

Customer Service at our Historical Black Colleges and Universities is a movement that is gaining attention on our campuses. It is an issue that affects our students, faculty & staff, alumni and other external audiences the campuses address on a daily basis. It affects our retention and campus finances and also it affects our external outreach as seen within institutional advancement areas for funding support. This is why the organizers of the HBCU Gathering have put together an April HBCU Gathering concentrating on customer service on our campuses. We hope that you can join us for this special two and a half days in Atlanta, GA. Please consider sending teams to the conference from different campus areas as group discounts are available.

We are pleased to announce that Mr. Greg Grey with Renaissance Unlimited has agreed to conduct his famous workshops that have been done at some colleges and universities and many private organizations. This African American dynamic speaker is considered a national leader in his presentation of this subject and has spoken all around the country. He will be conducting three of his presentations entitled:

“Desperately Seeking Service”,

“The 93% Rule”

“Why People Aren't Doing What You Want Them To Do.”

For a preview you can go to his website at [RenaissanceUnlimited.com](http://RenaissanceUnlimited.com). In addition, corporate presentations of how they have implemented customer service programs on a panel and finally, various sessions will occur featuring the impact of customer service on our campuses and what are some great examples of what is occurring on our campuses.

## Special Opportunity

In addition, we seek your assistance with developing a database of examples of successful customer service tidbits or examples of changes on our campus. Please submit a one page submission of examples from your campus of a program or activities that your college or university has produced and email that example to [dwhoardassociates@gmail.com](mailto:dwhoardassociates@gmail.com). These examples will be compiled and shared with the conference participants and be available on line at the [hbcugathering.com](http://hbcugathering.com) website for your perusal. Also, four examples will be selected for outstanding contributions and the school will receive a check for \$250 for their winning submission.

Also, there are two other tracks at this conference that will focus on alumni affairs and alumni associations and another for executive assistants. They have their own focus but will participate in the Greg Gray presentations.

Register on online at

**[www.hbcugathering.com](http://www.hbcugathering.com)**

919-423-5140 (Business)  
919-544-3185 (Fax)



# HBCU

# About Greg Gray

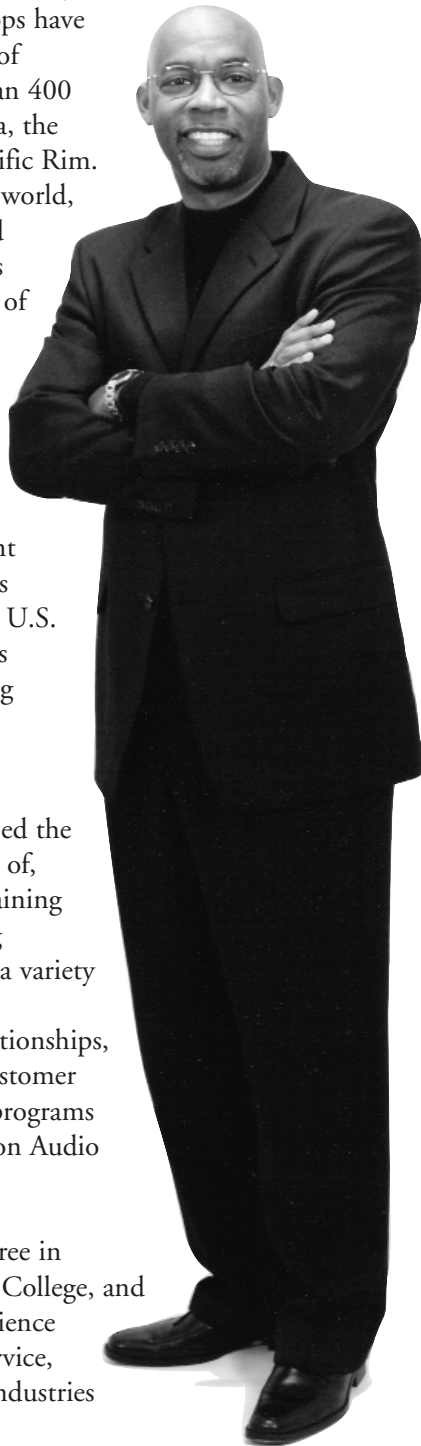
Greg Gray is fast becoming one of the most sought after speakers on the speaking and training circuit today. His keynotes, seminars and workshops have electrified and empowered tens of thousands of people in more than 400 hundred cities all across America, the Caribbean, Europe, and the Pacific Rim. Greg's blend of humor and real world, practical ideas on leadership and service are receiving rave reviews from clients that run the gamut of Industries and Associations all over the country.

In 1994, Greg co-authored the largest Customer Service training course in U.S. history. This program, entitled "Excellent Service! Handle with Care!", was attended by more than 110,000 U.S. Postal Service employees and has become a standard video training series for all new USPS Retail employees.

More recently, Greg has developed the "Renaissance Series" - a number of, Keynote Topics, Workshops, Training Modules, and Full Day Training Programs designed to deal with a variety of issues around the subjects of leadership, communication, relationships, and the external and internal customer experience. A number of these programs are also available on DVD and on Audio CD.

Greg received his bachelor's degree in Communications from Oberlin College, and has more than 25 years of experience working in Sales, Customers Service, Training, and Management in industries ranging from Retail Jewelry to Telecommunications.

Greg's success can be attributed to his consistent themes of personal responsibility and profit through service!



## THE GATHERING

Two years ago a group of vice presidents came together to create cost effective training and networking opportunities. Frustrated with the high costs of traditional training conferences and the lack of minority participation, this group decided to provide training, networking and speaking opportunities that were directly tied to historically black colleges and universities.

History is important and should not be forgotten. The Gathering is an outgrowth of the experiences of Michael Hill, Arthur Affleck, Katéy Assem, Cheryl Hitchcock, Lee Richardson, Paul Shelton, David Hoard and a few others who would participate in CASE and AGB conferences where we would be the only African Americans present. We decided that we should convene a conference "for us and by us" to share pertinent information applicable to historically black colleges and universities. The conferences have grown with many others taking on leadership roles such as Marquis Miller, Bob Turner, Hinfred McDuffie and many others. We encourage you to get involved!

Our previous conferences have been so successful so we now feel it is time to expand in different areas of advancement.

**DW**  
**& ASSOCIATES INC.**

*The HBCU Gatherings are supported by DWHoard and Associates.*

### April 2008 Gathering

#### Hotel Reservations

Renaissance Atlanta Hotel Downtown  
590 West Peachtree Street NW  
Atlanta, GA 30308, 404-881-6000  
Toll-free: 1-800-468-3571

Hotel rate is \$159.00 per night. Special rates expire for "The Gathering" on March 28, 2008. Please contact the hotel directly with any questions about lodging. When making your reservations over the phone, remember to mention that you are attending "The Gathering" conference.

#### If we receive your cancellation

- By March 23, 2008 - full refund
- Before April 2, 2008 - registration fee less a \$100 processing fee
- After April 2, 2008 - no refund
- No-shows - no refund

# Conference Topics ▼

## DESPERATELY SEEKING SERVICE

*Getting your organization to look beyond satisfaction*

### Program Description

In this program, Greg will take you through a series of funny and thought provoking real world service experiences, and looks at them through the eyes of the customer. Along the way, you'll be challenged to look at the external and internal customer service you're providing, and learn why "satisfaction" is yesterday's goal.

### PROGRAM OUTLINE

#### I Desperately Seeking Service

- Today's service environment
- Seeing the world through the eyes of your internal and external Customer
- The "Subtle" message

#### II Getting on the same page - Terms defined

- Service
- Customer
- Customer Service

#### III Why Customers Quit

- Interactive group exercise
- Facilitated discussion of the most common reasons that customers "defect" to other service providers

#### IV Why Satisfaction is Yesterday's Goal

#### V Frank the Cab Driver

## THE 93% RULE

*What people really listen to*

### Program Description

Studies have shown that when others listen to us, only 7% of what they "hear" is words. That means that "93%" of what they "listen" to is our tone of voice and body language. In this program, Greg takes a look at some common applications and misapplications of "The 93% Rule" in personal and professional interaction. "The 93% Rule" is a message that every one should "hear" and "listen" to.

### Program Outline

#### I Leadership, Service, Communication, and the 93% Rule

- The 93% Rule explained
- 7% Words
- 38% Tone of Voice
- 5% Body Language

#### II The 93% Rule Personified

- The A-List
- The B-List
- Reflective qualities of the 93% Rule

#### III The 93% Rule Applied

- The 93% Rule in E-Mail
- The 93% Rule over the Phone
- The 93% Rule in Meetings
- The 93% Rule at work when you're not aware of it

#### IV FAQs about how The 93% Rule

#### V Albert Schweitzer on Influence

#### VI Lessons from Sarah

## THE CHAMELEON APPROACH

*Strategies for personal and professional survival*

### Program Description

One style does not fit all in communications. In this fast paced, highly interactive workshop, you'll gain powerful insights on what makes people react as they do, and specific strategies for "adapting" to 4 of the most common behavioral styles. No matter whom you're dealing with, the lesson of the Chameleon is clear - they don't adapt to make a fashion statement, they adapt to survive!

### Program Outline:

#### I What makes some people difficult

- When they don't think, act, and react like us
- Conversion... the lost cause
- Adapting... The winning solution

#### II The Chameleon Grid

- Interactive response grid

#### III The Four Interpersonal "Backgrounds"

- Director, Entertainer, Relater, and Perfectionist
- Characteristics
- Identifying them in professional and personal interactions

#### IV Strategies for "Adapting"

- Adapting to the Director
- Adapting to the Entertainer
- Adapting to the Relater
- Adapting to the Perfectionist

#### V Why Chameleons really change colors...

- Embracing the need to change

### Registration Information

FAX completed form: (919) 544-3185

MAIL form and payment to:

HBCU Gathering

ATTN: Daniella Ann Cook

PO Box 13129

Durham, NC 27713

Phone number: (919) 423-5140

Your registration is not complete until all fees are paid in full. Your completed registration must be received by April 2, 2008 in order for your name to appear in the conference on-site materials.

### REGISTRATION FORM

Name: \_\_\_\_\_

Preferred name for badge: \_\_\_\_\_

Title: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Province/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_

### PAYMENT

Single Person \$395 \_\_\_ @ \$395 = \_\_\_\_\_

Group of 3 or more \$330 \_\_\_ @ \$330 = \_\_\_\_\_

Check one  Customer Service  Alumni  Executive assistant

Choose a method of payment:

A check is enclosed payable to HBCU Gathering, indicate type of check:

Institutional  Personal Check No. \_\_\_\_\_

My PURCHASE ORDER No. is \_\_\_\_\_

Payment is coming from my business office.

Payment must be received by the conference start date.

# Go to [www.hbcugathering.com](http://www.hbcugathering.com) for speaker listing and detailed schedule

## APRIL HBCU GATHERING TRACK SESSIONS

# 1

### Alumni Offices and Alumni Associations Track\*

#### Who should attend?

Alumni directors and staff and alumni association leadership members

#### Session Topics

Aligning with the University: Keys to Success  
Alumni Association Presidents: The future of Alumni Associations  
Measurement of Successful Alumni Programming  
Bridging the Gap with Young Alumni: The Use of Technology  
Affinity Programming: The Wave of the Future

BREAKFAST ROUNDTABLE  
Alumni Relations: Ask the Experts

\*All alumni track participants attend Greg Gray sessions

# 2

### Executive Assistants and other Top Assistants\*

#### Who should attend?

Executive assistants, special assistants, program specialists and administrative assistants

#### Session Topics:

Core Competencies unlocking the leader in you  
Response to Change in you: the four types  
How to work with people  
Making tough choices: *Career paths where I can go from here*  
What highly successful people do  
Linking Skills to Performance, execution and applications back home

\*All executive assistant track participants attend Greg Gray Sessions

# 3

### Customer Service

#### Who should attend?

Senior administrators, managers, support staff leadership

#### Sessions Topics:

Lessons learned from corporate customer service specialists  
HBCU Campus examples of customer outstanding Customer Service  
Challenges of implementing customer service on HBCU Campuses  
Desperately Seeking Service  
The 93% Rule: What people really listen to  
The Chameleon Approach: Strategies for personal and professional survival on campus

BREAKFAST ROUNDTABLE