

New Ideas Shared at Annual Conference

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By *Monica Stoch*

NACAS South Communications/Technology Coordinator



New Ideas for a New Decade

Remember when we were all excited about the year 2000? Well, it's now 2010—a decade later! Appropriately, "New Ideas for a New Decade" was the theme for the recent NACAS South Annual Conference, held April 17-21, 2010 in beautiful Myrtle Beach, South Carolina. Over 200 attendees and business partners gathered at the conference to share ideas, build deeper collaborations and partnerships, and learn how to cultivate and expand emerging markets.

Keynote speaker **Dale Henry** gave us new insights into the concepts of value, customer service, and "appreciation marketing." **Rey Junko**, a social media scholar, showed us ways to use social media to enhance our reach among our students. Other presenters shared their knowledge, experiences, and innovations so we could take these "new ideas," build on them, and improve what we do at our institutions.

In addition to the educational sessions, attendees had the opportunity to go on the campus tour of Coastal Carolina University. Attendees also shared their suggestions, provided feedback, and helped brainstorm ideas with the leadership of NACAS South and NACAS at the special "Town Hall" sessions.

Meetings and Magic

Networking is another benefit of attending conferences, and the NACAS South annual conference had numerous opportunities to network. The "Welcome to Myrtle Beach Party" was held outdoors amidst the palm trees and ocean breezes. The first-time attendees were greeted at the Newcomer's Reception where they could meet other conference attendees and learn more about NACAS and NACAS South. The very successful "Business Partner Breakfast and Showcase" was a great opportunity for all attendees to meet, thank, and/or learn from our 54 [Business Partners](#).



In addition to improving our skills, learning from each other, and sharing ideas, we had fun, too! The golf enthusiasts gathered for the annual Bob DeMoss Golf Tournament for some friendly competition and camaraderie, while others enjoyed the sand, surf, and the sunshine. The opening event featured a magician who entertained us and amazed us with numerous magic tricks—including making

Past President **Keith Chapman**'s watch disappear! The magician also shared with us a story that made us remember that while some people have "this much" (a small amount) but do "this much" (a great amount), others, unfortunately, do the opposite.

We also (not surprisingly!) ate well at the conference. Some of the receptions and dinners were held poolside and featured a great selection of menu items. A few of the mornings, we had breakfast at the oceanside café with spectacular views of the sun rising over the ocean. And, a memorable highlight was the football-sized piece of chocolate cake served at one of the lunches!

The annual NACAS South Business Meeting was held during the conference, at which the new officers were elected for 2010-2011. **Eric Monday**, the new NACAS South President, truly has "big shoes to fill" as he follows the 6'5" **Eddie Mills**, who is undoubtedly enjoying his new title as Past President. For a full listing of the NACAS South Board of Directors, see the [Board of Directors](#) listing below, visit the [Board of Directors Contact Information](#) page, or learn more about the members at the [Board Bio page](#).



And, mark your calendar to attend the next NACAS South annual conference, to be held **April 16-20, 2011**, in **Destin, Florida**! We thank everyone who attended the conference in Myrtle Beach, and we hope to see all of you in Destin!