

Who Moved My Cheese

30 March 2016, Higher Education Center, Roanoke

Space is limited to 34 students, so register early.

Registration Deadline: March 23

Course Description

Who Moved My Cheese': Coping with Change and Challenges

This one day seminar is aimed at managers who would like some new inspiration or a "Winter Pick me up."

Ideas, both new and old will be discussed along with the book, "Who Moved My Cheese?" The facilitator uses a very "hands-on" style to cover such topics as leadership, personality, emotional intelligence and even a brief look at mindfulness and meditation as stress busters. This class is intended to grow one as a person from within.

Examples: Defining a good leader, Leadership Styles, Personalities and the OCEAN model. Working with different generations: millennials, generation x, y, and baby boomers, Round table discussion of what works: tips worth sharing. Everyone shares what has worked for them in making the workplace work smoother.

What do you want to be known for? What is your personal brand? How do you communicate your brand? Social media skills and privacy. LinkedIn, Twitter, Facebook, and Instagram discussed.

Come share your ideas as well as learn some new techniques.

Instructor

Laurel E. Schirr

Marketing Instructor, Pamplin College of Business, Virginia Tech

Laurel teaches for the Marketing Department and serves as an advisor to the recently formed VT student chapter of the American Marketing Association.. She has taught Marketing Management, Advertising, Consumer Behavior, Marketing Communications (IMC), Product Strategy, Marketing, Society and Public Interests, Promotion Strategy. and International Marketing. Laurel has taught at the undergraduate level, MBA level and she has taught in the VT's post-doc Bridging Program.

Registration fee is \$195 and includes course materials, continental breakfast, breaks, and lunch.

This Workshop is worth 6 hours of Continuing Education Credit

Class Schedule

Wednesday, March 30: Continental Breakfast: 8:30 – 9:00 a.m.
Class: 9:00 a.m. – 4:30 p.m.
Lunch: 12 Noon – 1:00 p.m.

Directions

Higher Education Center, Roanoke

108 North Jefferson Street

Roanoke, VA 24016

From 581 heading South, take Exit 5. Turn right onto Wells Ave. Proceed past the Hotel Roanoke. Cross Jefferson St. Take next left into Jordan Alley to Parking Lot **1**

From 220/581 heading North, take Exit 4E, immediately turn right onto Williamson Road. Proceed south to Wells Ave., and turn right onto Wells. Cross Jefferson St. Take next left into Jordan Alley to Parking Lot **1**

Where to Park at the Higher Ed Center

Parking is available as follows:

Day - Monday through Friday: Permit or parking fee required 7:00 a.m. to 4:00 p.m.

- 1** West side of RHEC (surface parking lot)
- 2** Lot on First Street (Between Loudon Ave. and Wells Ave.)
- 3** Parking Garage (use entrance on Centre Ave., across from RHEC parking lot)
- 4** Lot on Centre Avenue (Between Shenandoah Ave. and First St.)

Daily and Event Parking (Monday through Friday - 7:00 a.m. to 4:00 p.m.): Daily parking fees for lot **1 and garage **3** are 50 cent per hour or \$6.00 per day.**

Fees for lot **1** are collected via a regularly monitored self-payment box that is located on the median strip that separates lot **1** and Jordan Alley. Fees for garage **3** are collected by an attendant at the garage entrance/exit booth. All parking fees are collected by the City of Roanoke. (Note: There is a change machine located just inside of the RHEC main entrance by the café door.)

The Roanoke Higher Education Center does not provide parking receipts.

Website: <http://www.education.edu/>

Lodging Information

If you need a room, we recommend the **Cambria Hotel & Suites**, 301 Reserve Ave, Roanoke, VA 24016. **Phone: (540) 400-6226**. The hotel offers free parking and free Wi-Fi and has fitness center.

Government rates are: **\$104 King Suite** and **\$124 for Double**.

The hotel has only a limited number of doubles, so if you need a double room, reserve one today!

Note: The hotel offers a free shuttle you can take to the Higher Ed Center to avoid parking charges at the Higher Ed Center

Directions to the hotel can be found at their website:

<https://www.choicehotels.com/virginia/roanoke/cambria-hotels>