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Western Kentucky University  
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Equal Education and  
Employment Opportunities

July 30, 2001

Mr. Andrew Wilson  
Director of Corporate & Foundation Relations  
Northern Kentucky University  
Lucas Administrative Center 503  
Nunn Drive  
Highland Heights, KY 41099

Dear Andy:

I really enjoyed our time together last week. I'm glad Donald and I were able to show you some of what Bowling Green has to offer.

We were also able to accomplish a great deal. While the board meeting is fresh on our minds, I'd like to list some of the items we need to complete before our next gathering in Glendale on September 7.

1. I will attempt to gain final **approval for CASE Kentucky to use District III's federal tax identification number** for our bank account. I have already corresponded with the CASE III treasurer.
2. **Give consideration to increasing the conference fee to \$95 from \$90.** To provide some history, the fee was set @ its present rate (\$90) in '98 following three years ('95-'97) of rates of \$95 (after Nov. 1) & \$85 (before Nov. 1). Basically, we have not raised the price since '94 while the cost to produce the conference has risen significantly. I am in favor of a \$95 or \$100 fee for three reasons: 1) We help keep up with inflation; 2) This year, more than ever, we are relying on conference sponsorships to help underwrite conference expenses as opposed to their being "gravy" on top; and 3) I feel a \$95 or \$100 price is still very affordable and meets our goal of providing a quality conference that is accessible/affordable to all.
3. Heather will lead a discussion about the possibility of **placing the Advancement Services Conference on an annual rotation between Louisville (University Club) and Lexington (Spindletop).**
4. Marci & Heather will continue to lead a discussion about the **feasibility of our helping to produce an ASAP conference for Kentucky students and advisors.**

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THE CAMPAIGN FOR WESTERN KENTUCKY UNIVERSITY

5. **Please communicate with your fellow members of the following "committees"** and be prepared to share one, or more, initiative you are undertaking. For some of you, Rick & Andy for example with the Budget, it will be a continuation of what you are already doing. For other groups like Marketing, for example, you might break some new ground on how we might improve our efforts.
- Advancement Services Conference -- Heather & Peter
  - Annual Conference -- Donald, Jason & Michele
  - ASAP -- Marci & Heather
  - Awards -- Leigh
  - Budget -- Rick & Andy
  - Marketing -- John, Bob & Terri
  - Membership -- Mike, Shelley & Tim
6. Through an e-mail notice and the 'Capsule', we should have a pool of nominees for the **Beth K. Fields Service Award** to consider. In addition, please come prepared to present candidates you feel deserving as we will make a decision.

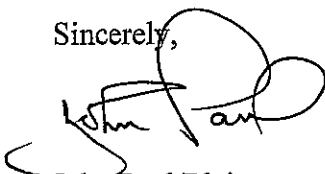
Finally, it is hard to express how good it felt to determine our 'budget surplus priorities' for this year. To maintain \$15,000 in our account for a 'rainy day' and invest the surplus in CASE Kentucky priorities and new initiatives is one of the greatest achievements our organization has accomplished. It is pleasing to be in the financial position to do so and gratifying to know we are in that position because of our collective hard work to produce quality conferences that have been well attended.

The \$1,000 for Leigh's liaison to implement our website this year; the \$500 for Jason to purchase CASE Kentucky signage; and the \$1,000 for Donald to enhance the special event for the Annual Conference is all money well spent.

Many of us have been concerned for some time that we had "too much money in the bank" for a non-profit org. Wish I had the same problem. It feels great to invest back into our profession and those who are a part of it!

I look forward to seeing each of you at the Whistle Stop!

Sincerely,



John Paul Blair  
President

*P.S. Thanks for your great work with our sponsorship efforts. They've reached new heights!*