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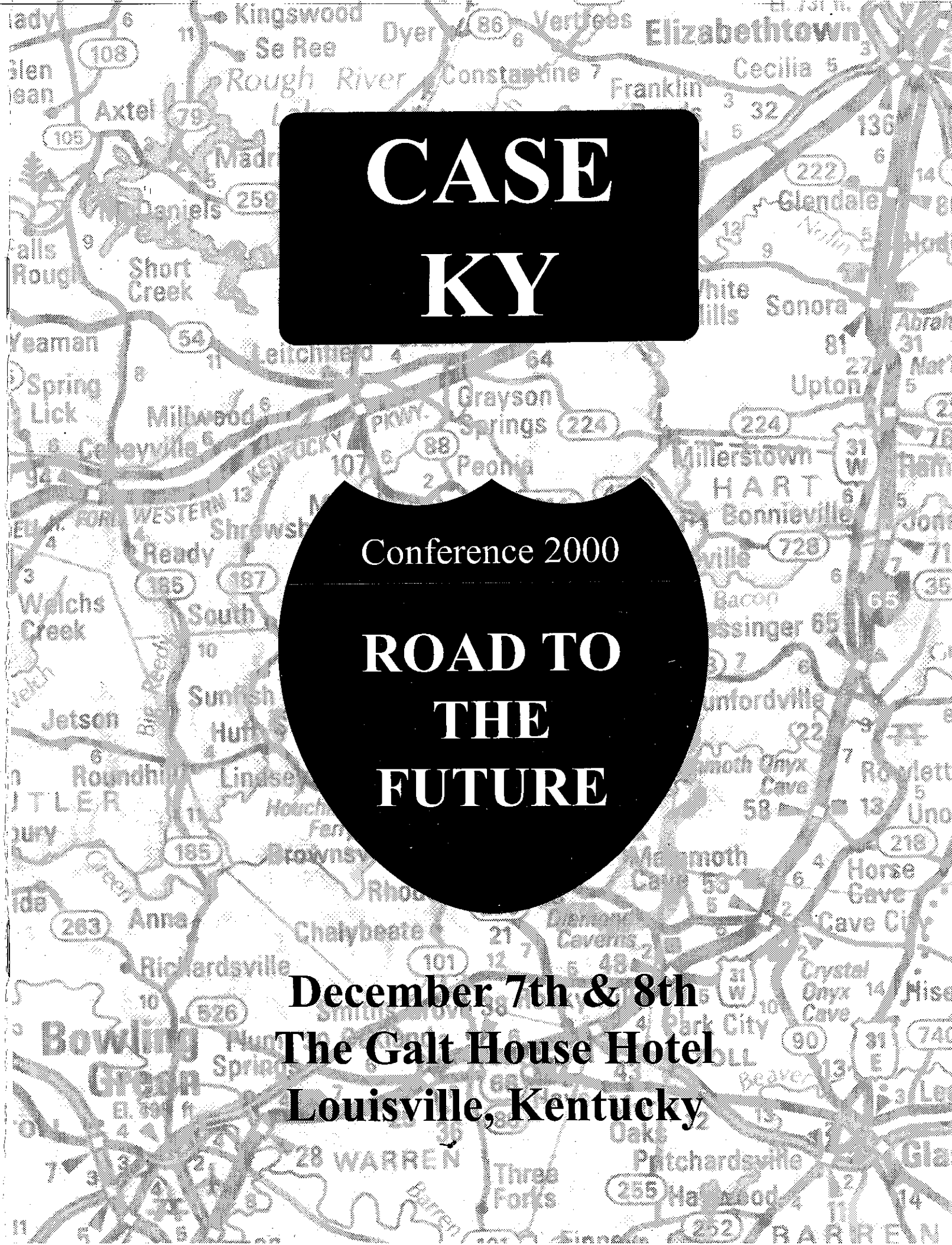
1 Big Red Way
Bowling Green, KY 42101



**CASE
KY**

Conference 2000
**ROAD TO
THE
FUTURE**

**December 7th & 8th
The Galt House Hotel
Louisville, Kentucky**



CASE

Council for the Advancement and Support of Education

MISSION STATEMENT

The purposes of the Council for the Advancement and Support of Education (CASE) are to develop and foster sound relationships between member educational institutions and their constituencies; to provide training programs, products and services in the areas of alumni relations, communications, and philanthropy; to promote diversity within these professions; and to provide a strong force for the advancement and support of education worldwide.

STATEMENT OF ETHICS

Institutional advancement professionals, by virtue of their responsibilities within the academic community, represent their colleges, universities, and schools to the larger society. They have, therefore, a special duty to exemplify the best qualities of their institutions and to observe the highest standards of personal and professional conduct.

- In doing so, they promote the merits of their institutions and of education generally, without disparaging other colleges and schools;
- Their words and actions embody respect for truth, fairness, free inquiry and the opinions of others;
- They respect all individuals without regard to race, color, marital status, sex, sexual orientation, creed, ethnic or national identity, disability, or age;
- They uphold the professional reputation of other advancement officers and give credit for ideas, words, or images originated by others;
- They safeguard privacy rights and confidential information;
- They do not grant or accept favors for personal gain, nor do they solicit or accept favors for their institutions where a higher public interest and if in doubt, seek guidance from appropriate authorities;
- They avoid actual or apparent conflicts of interest and if in doubt, seek guidance from appropriate authorities;
- They follow the letter and spirit of laws and regulations affecting advancement;
- They observe these standards and others that apply to their professions, and actively encourage colleagues to join them in supporting the highest standards of conduct.



2000 Annual Conference

Dear Colleagues:

I hope you will take the time to register now to attend CASE-Kentucky's Annual Conference on December 7 and 8 in Louisville at the Galt House.

As you will note in the following pages, the program this year has many more exciting offerings. This is a high quality conference at an affordable price. CASE-KY is committed to providing exceptional professional development opportunities to its members without causing a financial burden on your institutional budget.

Take advantage of this chance to sharpen your professional skills as the opportunity for professional development and networking awaits.

*Sincerely,
Donald Smith
2000 Conference Chair*

2000 CASE-KY BOARD MEMBERS

John Paul Blair, *President, Director of Major Gifts, Western Kentucky University*
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 Andy Wilson, *Director of Development, Lexington Catholic High School*

2000 CASE-KY CONFERENCE COMMITTEE

Amy Adams, *Hospitality Co-Chair*
 Jeri Allison, *Philanthropy Chair, Berea College*
 Carol Beirne, *Registration Chair, Northern Kentucky University*
 Danielle Clore, *Auction Co-Chair, KEI*
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 Peter Seeb, *Independent and Parochial School Co-Chair, Collegiate School*
 Heather Slack, *Roundtable Co-Chair, Western Kentucky University*
 Donald Smith, *Conference Chair, Western Kentucky University*
 Jeanine Triplett, *Independent and Parochial Schools Co-Chair, Mercy Academy*
 Andy Wilson, *Sponsorship Chair, Lexington Catholic High School*

Schedule at a Glance

CASE-Kentucky
2000 ANNUAL CONFERENCE

THURSDAY, DECEMBER 7

- 8:00 Registration & Continental Breakfast
Sponsored by Global Advancement and Internet Association Corporation
- 8:30 Newcomers Session
- 9:30 Opening Joint Session
- 10:30 Morning Break
- 10:45 Breakout Session I (Choose One)
- 12:00 Opening Luncheon
Sponsored by Ecampus.com
- 2:00 Breakout Session II (Choose One)
- 3:15 Afternoon Break
- 3:30 Breakout Session III (Choose One)
- 7:00 Dinner on the Star of Louisville and Awards
Sponsored by Metal De'cor



FRIDAY, DECEMBER 8

- 8:00 Continental Breakfast and Roundtable Discussions
Sponsored by MailPro, Inc. and zUniversity
- 8:00 Roundtable Discussion
- 9:00 Breakout Session IV (Choose One)
- 10:15 Morning Break
- 10:30 Breakout Session V (Choose One)
- 12:00 Closing Luncheon
Beth K. Fields Award Presentation;
CASE-KY Business Meeting;
Conclusion of Silent Auction.
Sponsored by RuffaloCODY and First USA

***DON'T FORGET THE SILENT AUCTION!!!

Sponsored by: RuffaloCODY

Send your items to:

Lally Jennings
Office of Alumni Affairs
Eastern Kentucky University
Richards Alumni House
521 Lancaster Ave.
Richmond, Ky. 40475

The auction will be set up throughout the duration of the conference and conclude immediately prior to the closing luncheon.

Conference Schedule

Thursday, December 7

10:30 - 10:45 AM
MORNING BREAK



10:45 - NOON
BREAKOUT SESSION I
(Choose One)

8:00 AM
REGISTRATION &
CONTINENTAL BREAKFAST

Sponsored by:



AND

GLOBAL ADVANCEMENT, LLC
Certified Fund Raising Executives

8:30 - 9:15 AM
NEWCOMERS SESSION
"MENTORING VIA E-MAIL"

What exactly is CASE? What opportunities do I have in advancement (alumni, development, or communications)? Should I further my education in this field? If you desire a riveting introduction to the world of higher education, then come to the CASE-Kentucky Newcomers Session. In addition to quick blurbs about your career in higher education, you will be matched with a higher education veteran, who will serve as your mentor over the coming year. (This session is designed for those attendees who have fewer than three years experience in the field of advancement, although all are invited to attend.)

Presenters: John Paul Blair, *Western Kentucky University*; Marc Whitt, *Campbellsville University*; and Richard Trollinger, *Centre College*.

Moderators: Jessica Coleman, *Centre College* and Marci Hicks, *Midway College*.

9:30 - 10:30 AM
OPENING JOINT SESSION

"Get Connected With the Kentucky Virtual University" What happens to the Ivory Tower when there is no physical campus? How do students interact, learn, and build affinity? Mary Beth Susman is the first CEO of the Kentucky Virtual University. She is a well-known national speaker on Distance Education Issues and the Virtual University. Her research has focused on innovation and implementation of technology in higher education. Listen and find out how you can get connected.



Presenters: Mary Beth Susman, *Chief Executive Officer, Kentucky Virtual University*
Moderator: Donald Smith, *Executive Director of Alumni Relations and Annual Giving, Western Kentucky University*.

ALUMNI — "The Do's and Don'ts of choosing a Web Portal" It's a hot trend, but is it right for you? A panel of your peers that have become "experts" on the subject will share their experiences as they have investigated this technology trend and what to look for in benefiting your institution.

Presenters: Heather Slack, *Assistant Director, Office of Alumni Relations and Annual Giving, Western Kentucky University*; Dr. Tara Singer, *Assistant Vice President of Alumni Relations, University of Louisville*; and Dorothy Vittitow, *Marketing and Communications Program Assistant, University of Louisville*.

Moderator: Amee Meyers, *Assistant Director, Office of Alumni Relations and Annual Giving, Western Kentucky University*.

COMMUNICATIONS — "Ranking with Rankings" Rankings from the country's most respected news magazines are the closest thing to a *Consumer Report* for higher education. It's an annual rite of passage for parents and students to rush to the newsstands for data that leads to informed decisions. Nervous college administrators, depending on their rank, either laud the results or question the system. Caught in the middle are PR and marketing pros who are developing advancement strategy. Learn more about the science of rankings and how to make the most of them.

Presenters: Robert Morse, *Director of Data Research, U.S. News & World Report "America's Best Colleges and Universities"*; and Tim Jordon, *Director of Public Relations, top-ranked Berea College*.

Moderator: Michele Ripley, *National Marketing Director, University of Kentucky*.

PHILANTHROPY — "Framework for Ethical Decision Making" Some things are illegal. Some things are clearly unethical. Many of those decisions are covered by the NSFRE Code of Ethics and other similar codes. The real challenge is solving ethical dilemmas. This session will focus on identification of ethical values and development of frameworks for solving ethical dilemmas. It will use a case study and examples from the participants to apply ethical decision making.

Presenter: Dr. Gene Tempel, *Executive Director, Indiana University Center on Philanthropy*.

Moderator: Leslie Moseley, *Director of Development, Western Kentucky University*.

Conference Schedule

INDEPENDENT SCHOOLS — **“Annual Fund Campaigns for Independent and Parochial Schools”** Is your Annual Fund Campaign all that it should be? Would you like to get a few new ideas on how to raise more money through this very important campaign. Join us to learn the fundamentals and leave with a few new ideas for your Annual Fund Campaign.

Presenters: William R. Gioielli, *CFRE* and James M. Rice, *WRG Associates, Cincinnati, OH.*
Moderator: Jeanine Triplett, *Director of Development, Academy of Our Lady of Mercy.*



NOON - 1:30 PM
OPENING LUNCHEON

Sponsored by 

Keynote Address: Please join Frank Bush for both a fun and motivational discussion. Frank will provide an update on CASE District III and CASE National, while also “charging your battery.”

Moderator: John Paul Blair, *CASE-KY President and Director of Major Gifts, Western Kentucky University.*

2:00 - 3:15 PM
BREAKOUT SESSION II
(Choose One)

ALUMNI — “Creating Affinity”

How do they get so far away? Alumni too easily get going in overdrive with their careers and family and park their interest in their higher education institution. A panel of experienced professionals share secrets of how to keep up the spirit and connection with our alumni for now and for a lifetime.

Presenter: Peggy Collins, *Membership Marketing Coordinator, University of Kentucky Alumni Association;* Mary Ruffin Childs, *Assistant Executive Director, University of South Carolina;* and Phillip Lanham, *Program Coordinator, University of Cincinnati.*

Moderator: Jenny Jones-Goodwin, *Associate Director for Programs, Membership and Club Activities, University of Kentucky Alumni Association.*

COMMUNICATIONS — **“Guerilla Marketing: Alternative Approaches”** Your news and advertising operations are working, but you’re still looking for that extra edge of exposure for your institution. Where do you turn? Ask these colleagues about

their alternative marketing strategies, how they got started, and the return on their investment.

Presenters: Richard Trollinger, *Vice President for College Relations, Centre College, on the vice presidential debate;* Brian Pulley, *Marketing Director for Georgetown College, on Bengals Training Camp,* and Denise Fitzpatrick, *Director of Public Relations, University of Louisville, on CASE Media Fellowships.*

Moderator: Michele Ripley, *National Marketing Director, University of Kentucky.*

PHILANTHROPY — “Roundtable Discussion on Faculty/Staff Annual Giving Campaigns in Public and Private College and Universities”

Gain insight on faculty/staff campaigns from annual giving programs at both public and private universities. From starting your very first campaign to revitalizing a campaign tradition, this session offers ideas and opens the floor to discussion on this all important topic of “family” commitment.

Presenter: Kara Covert, *Transylvania University* and Danielle Clore, *Kentucky Educational Television (KET Fund for Excellence).*

Moderator:

INDEPENDENT SCHOOLS — “Capital Campaigns for Independent and Parochial Schools...are you ready?”

More and more independent and high schools are conducting million dollar capital campaigns than ever before! This workshop will provide information on the elements of a capital campaign and will give you the “basics” on determining whether or not your institution is ready.

Presenter: William R. Gioielli, *CFRE* and James M. Rice of *WRG Associates, Cincinnati, OH.*

Moderator: Jeanine Triplett, *Director of Development, Academy of Our Lady of Mercy.*

3:15 - 3:30 PM
AFTERNOON BREAK



Conference Schedule

3:30 - 4:45 PM
BREAKOUT SESSION III
(Choose One)

ALUMNI — “Alumni Mentoring Programs: Investing in the Careers of Your Alumni and Students”

One of the easiest and economical methods of reconnecting your alumni to the university is through a mentoring program. In this session, you can learn how to organize a mentor program in your already busy alumni relations office, and then reap the rewards of continually celebrating the careers of your alumni and nurturing the careers of your alumni-in-training.

Presenter: Dr. Steve Milburn, *Associate Director for Alumni Relations, University of Louisville.*

Moderator: Jenny Jones-Goodwin, *Associate Director for Programs, Membership and Club Activities, UK Alumni Association.*

COMMUNICATIONS — “New Media Bells and Whistles”

As the world of higher education becomes increasingly competitive and prospective students more tech savvy, colleges and universities are looking towards innovative and technologically advanced methods of marketing themselves to prospective students. Some institutions are looking at solutions created internally while others are utilizing partnerships with the corporate sector. This session will take a look at some of the different and new ways that institutions are using technology, and specifically the Internet, to reach out to and recruit students.

Presenter: Mike Tressel, *Xap Corporation.*

Moderator: Bob Edwards, *Thomas More College.*

PHILANTHROPY — “The Role of the President in a Capital Campaign”

A successful capital campaign requires three fundamentals: a strong case for support, a pool of qualified donors, and strong leadership. Of the three, strong leadership is essential. The University President, as CEO of the organization, plays a critical role in the success of a campaign by articulating the vision of the institution to prospective major donors through personal visits and one-on-one relationship building.

Presenter: Vern Snyder, *Vice President of University Advancement, Eastern Kentucky University.*

Moderator: Krista Steenberg, *Director of Development, Western Kentucky University.*

INDEPENDENT SCHOOLS — “Planned Giving for Independent and Parochial Schools”


How to get started! For many schools, planned giving is an area that we are just now starting to concentrate more of our development efforts towards. This workshop will provide basic information on planned giving and how to get your development program working in the direction to implement a planned giving program for your institution.

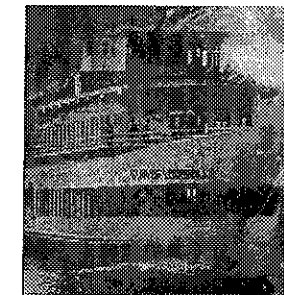
Presenter: William R. Gioielli, *CFRE* and James M. Rice, *WRG Associates, Cincinnati, OH.*

Moderator: Jeanine Triplett, *Director of Development, Academy of Our Lady of Mercy.*

7:00 PM

“CASE KY SOCIAL & AWARDS”

Sponsored by: 



Join your colleagues for a social event and dinner during this “show your school colors” affair. Everyone is encouraged to wear clothing bearing their institution’s name. This three hour tour will be

much better than the S.S. Minnow as we board the Star of Louisville for an evening of food, fun, and fellowship. CASE-KY Awards will also be presented during this event.

Friday, December 8

8:00 AM

CONTINENTAL BREAKFAST AND ROUNDTABLE DISCUSSIONS

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and



8:00 - 8:50 AM

ROUNDTABLE DISCUSSIONS

INDEPENDENT AND PAROCHIAL SCHOOLS — Share your success and horror stories with colleagues. *Discussion led by Jeanine Triplett.*

Conference Schedule

FARMING OUT YOUR ALUMNI OFFICE -- Engage in a discussion about the alumni profession and Georgetown College's recent decision to hire Host Communication to run their alumni office. *Discussion led by Michael Dawahare, Georgetown College.*

MEET THE VEEPS AND COKIE AND TOM AND PETER AND CHRIS -- Listen to how this communications office managed thousands of national news media representatives for a one-time event. *Discussion led by Patsi Barnes Trollinger, Centre College.*

FROM GETTING THE APPOINTMENT TO MAKING THE ASK -- Come learn essential tools for becoming a successful development officer. *Discussion led by John Paul Blair, Western Kentucky University.*

WHAZZUP???! MAKING MARKET SEGMENTATION WORK FOR YOUR ANNUAL FUND -- Come hear how this operation has broken down its award-winning annual fund. *Discussion led by Jessica L. Coleman and Jason Scott Embry, Centre College.*

CALLING ALL SENIOR PROFESSIONALS -- Grab a cup of coffee and drop by this casual roundtable to talk with other senior officers. *Discussion led by Rod Bussey, VP Emeritus for Alumni Relations and Development, Berea College.*

9:00 - 10:15 AM BREAKOUT SESSION IV (Choose One)

ALUMNI -- "Planning Events with Pizzazz: There's No Reason to Keep Doing the Same Old Thing" It's a perennial issue...how to create exciting events that large numbers of alumni and friends will attend. Learn how a successful professional with experience in alumni relations at UCLA School of Medicine, the University of San Francisco and Old Dominion University combines partnerships and marketing skill to maximize attendance and fun at a minimal cost.

Presenter: Charles Roddy, *Assistant Vice President of Institutional Advancement and Director of Alumni Relations, Old Dominion University.*

Moderator: Anee Meyers, *Assistant Director, Office of Alumni Relations and Annual Giving, Western Kentucky University.*

COMMUNICATIONS -- "Making National Headlines" Kentucky colleges, universities and schools have great stories to tell, and with increased attention on the state's education reform, the world is listening. But before you launch a media blitz in circles unknown, it's important first to understand how the nation's journalists are reporting issues in higher education and ultimately shaping opinions about our institutions. One of the best gives you a preview of hot trends that media are watching in higher education, and his own "Golden Rules" for making your case.

Presenter: Scott Jaschik, *Managing Editor, Chronicle of Higher Education.*

Moderator: Michele Ripley, *National Marketing Director, University of Kentucky.*

PHILANTHROPY -- "The Changing Face of Philanthropy" Is philanthropy really changing? Are donors responding differently today than ten years ago? How can we as advancement officers prepare ourselves for greater success?

Presenter: Deborah Read, *Vice President of University Relations and Development, Northern Kentucky University.*

Moderator: Tom Hiles, *Vice President for Development and Alumni Relations, Western Kentucky University.*

INDEPENDENT SCHOOLS -- "On-Line Technology for Poets - What's What with the Web?"

Take a tour from the beginning of all things on the Internet. A user-friendly walk through of common terms, what they mean and the technology they describe. Lots of examples to see and experience.

Presenter: Michael Wall, *Executive Director, The Alumni Program Council for Independent Schools, Washington, D.C.*

Moderator: Peter T. Seely, *Director of Development, Louisville Collegiate School.*

 **10:15 - 10:30 AM
MORNING BREAK**

**10:30 - 11:45 AM
BREAKOUT SESSION V
(Choose One)**

JOINT SESSION -- ALUMNI, COMMUNICATIONS, & PHILANTHROPY -- "The PRIDE Campaign -- How to Revitalize Community and University Relations"

See how \$500 and 280 yard signs can turn into a regional awareness campaign that can reach people

Conference Schedule

HOSPITALITY CASE-KY STYLE

★Attire
Business attire is suggested for the CASE-KY Conference sessions. You are encouraged to wear your institution's colors during the Thursday evening social outing.

★Awards
The CASE KY Awards Program winners will be on display throughout the conference. Feel free to stop by and see what others are doing around the state.

★Publications Exchange
Please bring publications from your institution and drop them off at the registration table. These will benefit each institution as we gather great ideas from one another.

★Career Exchange
Feel free to bring notices of any job openings your institution may have. Position openings and job descriptions will be posted at the registration table.

★Louisville Attractions
If you are staying in town an extra day, grab your spouse or CASE-Kentucky colleague and make plans to spend time in one of Louisville's fun-filled and family attractions.

✦ Churchill Downs/Kentucky Derby Museum, 502-636-4400 (Churchill Downs) 502-637-1111 (Kentucky Derby Museum). Churchill Downs is the world-renowned thoroughbred race track which hosts the annual Kentucky Derby. Also housed on site is the Kentucky Derby Museum which offers tours of the track as well as exhibits. Both are located at 700 Central Avenue, Louisville, KY.

✦ Louisville Science Center 502-561-6100. The Louisville Science Center is home to many exhibits of artifacts ranging from an aerospace hall to a mummy's tomb. Also located here, is a four story IMAX theatre system. Adult admission is \$6.50 to the exhibit hall and \$9.00 for the IMAX and exhibits.

✦ Louisville Slugger Museum 502-588-7227. Come and visit the tallest baseball bat in the world at the Louisville Slugger Museum. Hours of operation are from 9:00 a.m. to 5:00 p.m. The Slugger Museum is located just blocks from the Galt House at 800 W. Main Street.

previously out-of-reach, encourage local alumni that need a boost to reconnect, and turn your community into donors.

Presenter: Bob Plummer, *Associate Vice President of University Advancement/Executive Director of the ETSU National Alumni Association, East Tennessee State University.*

Moderator: Karl Miller, *Director of Development, Western Kentucky University.*

INDEPENDENT SCHOOLS -- "To Internet Infinity and Beyond..." What's around the corner and way down the road for independent and parochial schools' use of the web. How will the internet help schools do their jobs in new ways? How will the ways we connect to alumni and others change as the use of technology goes from "would be nice" to "indispensable"? Join the discussion with those in the know! **Presenter:** Michael Wall, *Executive Director, The Alumni Program Council for Independent Schools, Washington, D.C.*

Moderator: Peter T. Seely, *Director of Development, Louisville Collegiate School.*

NOON - 1:30 PM CLOSING LUNCHEON

Sponsored by  and 

Beth K. Fields Award Presentation. CASE-KY Business Meeting. Conclusion of Silent Auction. **Moderator:** John Paul Blair, *CASE-KY President and Director of Major Gifts, Western Kentucky University.*

BETH K. FIELDS AWARD RECIPIENTS

- 1994 -- Kenneth Miller, Kentucky State University
- 1995 -- Keith Kappes, Morehead State University
- 1996 -- Judy Griffen, Midway College
- 1997 -- Bernie Vonderheide, University of Kentucky
- 1998 -- Tom Arnold, Berea College
- 1999 -- Bill Rothwell, University of Louisville



EXIT

Conference Schedule

♦ Louisville Zoo 502-459-2181. The Louisville Zoo is located 15 minutes from downtown Louisville, easily accessible from I-64 and I-65. It operates year round, open from 10:00 a.m. to 4:00 p.m., seven days a week. Admission price is \$7.95 for adults and \$4.95 for children.

♦ "The Nutcracker Suite" 502-583-2623 Performed by the Louisville Ballet and accompanied by the Louisville Orchestra, "The Nutcracker Suite" is a favorite at Christmas time.

★ Shopping

LOUISVILLE GALLERIA

Enjoy the convenience of shopping downtown at the Louisville Galleria. The Galleria is home to over 50 downtown retail shops, restaurants and services, including: Dillard's, Brendan Diamonds, Walden Books and much more. It is located on 4th Street between the Liberty and Muhammed Ali Streets. The Galleria is open Monday through Saturday from 10:00 a.m. to 6:00 p.m. and on Sunday from 12:00 p.m. to 5:00 p.m.

OXMORE CENTER

The Oxmore Center prides itself in servicing 110 speciality shops such as The Disney Store, GAP and GAP Kids, Banana Republic and the Museum Company, as well as anchor stores such as Jacobson's, Lazarus and Sears. It is located directly off of I-264 at 7900 Shelbyville Road.

MALL ST. MATHEWS

The Mall St. Mathews is one of the largest malls in the state of Kentucky. It is home to stores such as, Fashion Shop, Dillard's, Guess, Aveda, Children's Place and much more. It is located just miles off of the Watterson Expressway (I-264) at 5000 Shelbyville Road.

A BIG Thanks to the following sponsors:

Internet Association Corporation

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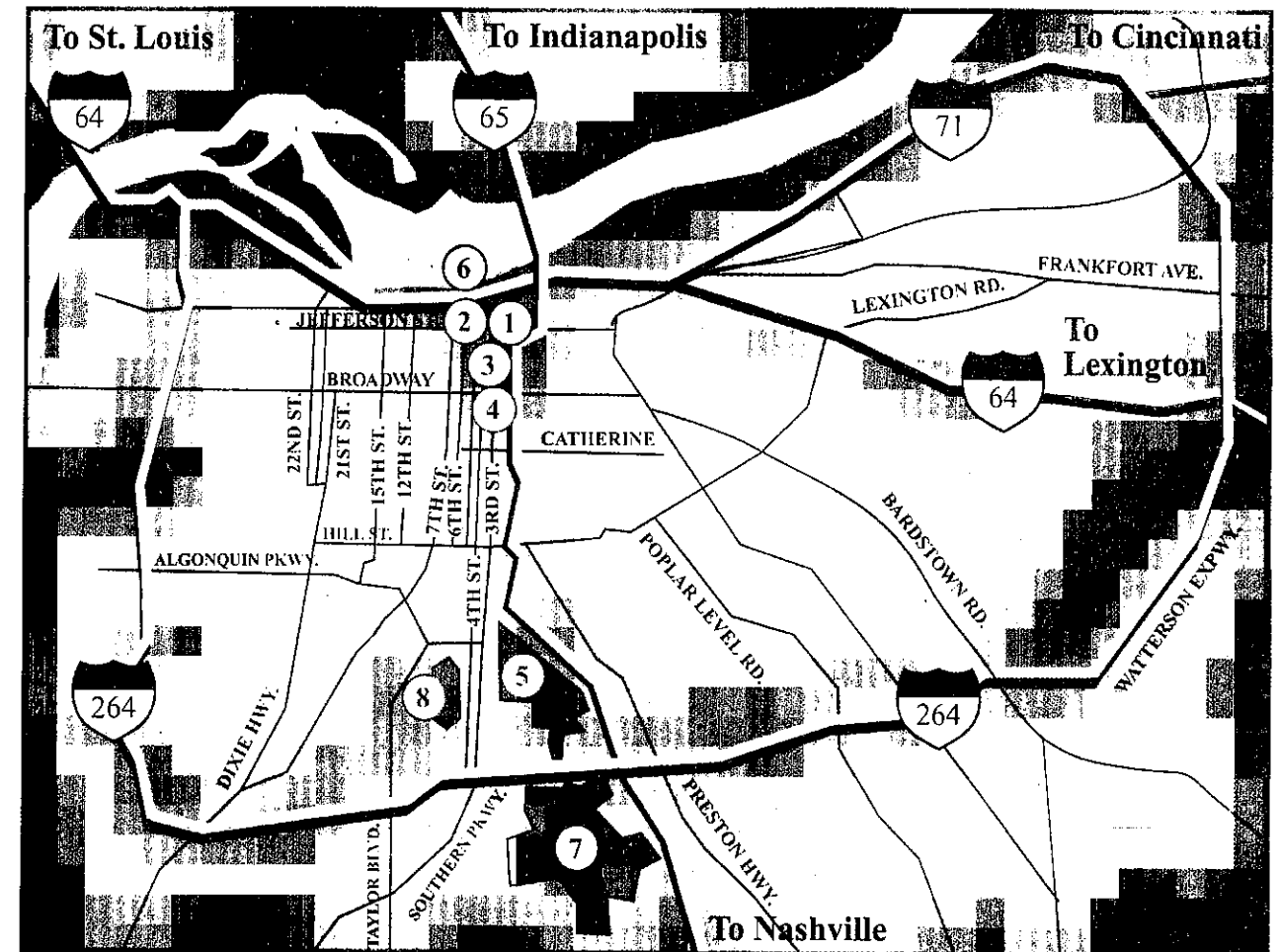
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jamessteele@firstusa.com
302-282-6632 phone
302-434-7602 fax

We've made it our business to be very convenient for you.
THE GALT HOUSE HOTEL is close to everything ...

- Located downtown on the Ohio River, THE GALT HOUSE HOTEL is less than 10 minutes from Standiford Field Airport and less than a minute off I-64, I-65, and I-71.
- The Kentucky Exposition Center is 10 minutes away on the Watterson Expressway.
- We're a short walk from most of Louisville's best attractions: the Kentucky Center for the Arts, Actors Theatre, Belle of Louisville, the Galleria Shopping Mall and the Kentucky Derby Museum.

- 1 THE GALT HOUSE HOTEL
- 2 Kentucky Center for the Arts
- 3 Commonwealth Convention Center
- 4 Galleria Shopping Center
- 5 Kentucky Exposition Center
- 6 Belle of Louisville
- 7 Standiford Field Airport
- 8 Churchill Downs/Kentucky Derby Museum



CONFERENCE INFORMATION:

For information or reservations, call us direct at 502-589-5200.
Ask for our CASE KY Conference rate of \$69 in the Galt House East Suites.

