

**CASE-KENTUCKY  
ANNUAL BUSINESS MEETING**

**Annual Conference, December 12, 2003**

**2003 Highlights**

Planned and hosted the largest-ever CASE-Kentucky Annual Conference with over 225 registrants in Lexington this year. The conference has grown in attendance each of the last three years.

Combined annual Advancement Services Conference with the December conference to equalize and expand opportunities for all participants in the advancement profession, and to consolidate effort and expenses.

Recommended that Northern Kentucky be added as a third rotation in the annual conference site. Northern Kentucky is centrally accessible via interstates, is the state's fastest-growing region and together with Southern Ohio has the largest concentration of independent schools. There are many conference site and entertainment options that could appeal to a greater audience. The rotation is now: 2004 Northern Kentucky; 2005 Louisville; 2006 Lexington.

Launched the first CASE-Kentucky website, complete with online conference registration. Continued emphasis on electronic communication, eliminating the CASE Capsule newsletter and expanded Conference brochure while negotiating free e-mail blasts. Completed system-wide update of database and assigned task for ongoing maintenance.

Expanded commitment to diversity within the advancement profession by adopting a diversity resolution, forming a long-term diversity task force to explore greater opportunities for minority populations, and continuing the minority scholarship program.

Awarded two scholarships to the CASE-Kentucky Annual Conference and two-to-four scholarships to the CASE District III Conference in Atlanta (depending on revenue from this year's silent auction).

Added two ex officio positions to the Board of Directors: Awards Program Chair and ASAP Liaison (Association of Student Advancement Programs). Formalized job descriptions for board officers.

Held nine positions on either CASE National Commissions or CASE District III Board of Directors or Conference Committee, by far the largest representation of any other state in the district. Offered counsel to other states exploring the possibility of establishing their own CASE chapter.

**Mark Your Calendars:**

**CASE-KENTUCKY ANNUAL CONFERENCE**

**December 9 & 10**

**Northern Kentucky Marriott (nearest airport)**

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**Recommended Slate of 2004 Officers:**

**President**

Marci Hicks  
Director of Major Gifts  
University of Kentucky

**President-Elect**

Bob Edwards  
Asst. Vice President for University Relations  
Western Kentucky University

**Secretary**

John Chamberlain  
Special Assistant for Advertising & Marketing Research  
University of Louisville

**Treasurer**

Andy Wilson  
Director of Corporate and Foundation Relations  
Northern Kentucky University

**Election of Directors:**

Dan Hans  
Development Officer  
Saint Xavier High School  
*Unexpired term of Jason Scott Embry ends 2005*

Terri Schierberg  
Assistant Director of Alumni Affairs  
Northern Kentucky University  
*Unexpired term of Peter Seely ends 2005*

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