

## **Minutes**

### **CASE Kentucky Board of Directors Meeting April 15, 2005 Spindletop, Lexington Kentucky**

#### **Members Present:**

Bob Edwards, Timothy Jordan, Kay Yates, Rick Meyers, Andy Wilson, Joan McKinney, Mimi Ward, Cara Meade, Heather Worland, Marci Hicks and Jeanine Triplett.

#### **Members Absent:**

Carol Beirne, Dan Hans, Donna O'Donnell, Michelle Ripley, Terri Schierberg

- I. **Welcome:** President Bob Edwards called to order the April Meeting at 12:50 p.m.
- II. **Minutes:** John Chamberlain, former Secretary, reported that he cannot locate the minutes from the December meeting. As soon as they are located, he will pass them on to Jeanine Triplett.
- III. **Treasurer's Report:** Andy Wilson submitted the current treasurer's report for CASE Kentucky. Our current cash balance is \$9,879.95 at Bank One and \$5,148.10 in a mutual fund with Edward Jones for total assets of \$15,028.05. He reported that the 2004 CASE Kentucky Conference had 182 paid attendees and was \$2,300.00 over expenses. Scholarship money awarded totaled \$4,728.00 and the auction raised \$1,473.00.

#### **Committee Reports:**

##### **A. Conferences:**

1. Review of the 2004 Kentucky Case Conference  
Bob Edwards, chairman of the 2004 conference reported that 182 participated. Bob reported that the conference committee met prior to the board meeting and reviewed the evaluations from the 2004. Three biggest complaints: breakfast, rooms too cold and Bob's introduction of luncheon speaker. Otherwise, we were very pleased with feedback and our first conference in Northern Kentucky. We hope that the new attendees that we gain from this conference will continue to attend future conferences.
2. Review of the 2005 Kentucky Case Conference

Andy Wilson, Chairman of the 2005 CASE Conference reported that the committee met this morning, prior to the board meeting. The theme for this year's conference is "At the Top of Our Game."

Andy reported that we are cutting back on speaker's fees to \$675.00. He stated that our goal is 210 registrants and the budget is tight. The room rate for 2005 is \$95.00 and November 8<sup>th</sup> is the early date registration date. The Board discussed options to bring in more revenue. It was recommended that we raise the registration fee or implement a late fee. Marci Hicks stated that if we implement a late fee, we better be sure to get the information out on time. Marci recommended that we raise the fee to \$125.00 with an early registration fee of \$109.00. Heather Worland presented a motion to raise the registration fee to \$125.00 with an early registration fee of \$109.00 for the 2005 CASE Kentucky Conference. Marci Hicks second the motion. The motion was approved and passed by the board. It was recommended that we send a "save the date e-mail." Andy also reported that most of the committee positions have been filled, however, he is still looking to recruit two committee members; philanthropy and senior professionals committee members are needed. Kay Yates volunteered to assist with the philanthropy track.

Other conference items: Guests speakers are being recruited for the conference. Andy reported that we don't have much money budgeted for speakers. Joan McKinney recommended Ronda Rich as a possible keynote speaker and provided background information on Ronda to the board. Other individuals recommend were; former Congressman Ron Mazoni, Louisville Mayor Jerry Abramson, King Alexander and Bellarmine College President Jay McGowen.

#### **B. Membership**

Bob Edwards reported that it has been a struggle to try and accomplish our goal of increasing the diversity of Kentucky CASE members since many of our institutions are not diversified. He suggested that the Association of Student Advancement Programs (ASAP) may be the best way to encourage and recruit diversified board members. He will continue to think of ways to recruit minority involvement in Kentucky CASE.

#### **C. Web Site**

Andy Wilson reported that we were able to track the activity of the web site

Chamberlain reminded him that we should consider having an intern update the web page. Andy asked if we should provide a stipend her their work? Tim Jordon suggested that we provide a registration fee to the Kentucky Case Conference as a stipend. Bob recommended that we talk to Terry Schierberg about being pro-active in terms of updating the page.

**IV. Old Business: none reported.**

**V. New Business**

- I. Bob Edwards will work on articulating goals for the board and he encouraged all of the board members to be thinking about the goals for CASE Kentucky.
- II. Joan McKinney recommended that we add a photography/communications session to the conference and volunteered to help coordinate this session. Jeanine Triplett suggested that we add a session under the communications track.

**VI. Announcements:**

Upcoming Meeting Dates

- o Conference Committee/Board Meeting  
June 17<sup>th</sup>            Louisville Marriott
- o Conference Committee/Board Meeting  
September 16<sup>th</sup>        Berea College
- o Board Meeting  
December 7th  
Louisville Marriott
- o 2005 Kentucky Case Conference  
December 8-9

Meeting adjourned at 2:10 p.m.