

MISSION STATEMENT

The purposes of the Council for 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, communication, 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 would be violated;
- 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 regulation 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.

From the Chair



FROM THE CONFERENCE CHAIR

Welcome to the 2005 CASE Kentucky Conference, "At the Top of Our Game." This conference promises to provide something extra for advancement professionals in alumni relations, development, advancement services and communications. The Conference Committee has worked long and hard to provide learning and networking sessions that will keep you captivated from the opening session with Ron Mazzoli, to the closing luncheon with special guest, author Ronda Rich.

Informative sessions, workshops and roundtable discussions cover a variety of useful and informative topics for advancement newcomers and the most seasoned professionals alike. Each session has practical elements of success from presenters who are "On Top of 'Their' Game" and will share their accomplishments in a way that is useful to your advancement program. You will hear about how they have engaged young alumni in fundraising and friendraising activities, worked through the challenges and opportunities of working with volunteers, dealt with the media, implemented the latest advances in technology, and much more!

In addition to the excellent programming, take advantage of the great opportunities to network with your colleagues in all that Louisville has to offer. Don't miss a very special CASE Kentucky event Thursday night at Lucky Strike Lanes at 4th Street Live!

"At the Top of Our Game" promises to be a wonderful time to learn, meet new friends, and reconnect with colleagues. It is my hope that you will enjoy the conference!

Sincerely,

Andy Wilson
Northern Kentucky University
2005 Conference Chair

Thursday

2005 Louisville CASE KY Conference Schedule December 8-9, 2005

THURSDAY, December 8

7:30 a.m. to 9:00 a.m.

BREAKFAST • Pre-function Area

8:00 a.m. to 9:30 a.m.

REGISTRATION • Pre-function Area

8:00 a.m.

AUCTION BEGINS • Pre-function Area

8:30 a.m. to 9:15 a.m.

NEWCOMER'S SESSION • Room IV

Whether you are a newcomer to the field of advancement or a seasoned veteran, you will be able to gain many tools that will increase your effectiveness in our field. Come join us as we listen and learn from the experts and take advantage of the opportunity to visit with others in the advancement industry from across the state of Kentucky.

SPEAKERS: **Jaime R. Sparrow**, Alumni Program Coordinator, UK College of Agriculture, Office for Advancement; **Rebecca Craft**, Regional Gift Officer for the University of Kentucky; **Mason Dyer**, Director of Strategic Communications, Association of Independent Kentucky Colleges and Universities; **William R. Gioielli**, MBA, CFRE, President of WRG Associates
MODERATOR: Charlie Edgington

9:30 a.m. to 10:30 a.m.

OPENING GENERAL SESSION • Ballroom V

"At the Top of Our Game"

Twelve-time United States Congressman **Ron Mazzoli** served 24 years as the 3rd District Representative with six United States Presidents from Nixon to Clinton.

10:30 a.m. to 10:50 a.m.

BREAK ONE • Pre-function Area

Sponsored by:



10:50 a.m. to 11:50 a.m.

SESSION ONE

ADVANCEMENT SERVICES • Thoroughbred *"Bats, Balls, and Bad Art —The Latest News on Booking Non-Cash Gifts and Giving Credit Where Credit is Due"*

Home run or a pop fly? Sometimes you must look a gift horse in the mouth. Not all gifts are easy to accept and receipt. Some may be more expensive than they're worth, others don't further the mission of your organization, and sometimes it's nearly impossible to tell who should get the credit (or blame). This session will review the policies that guide us in determining what counts for whom and will provide the latest news on booking non-cash gifts.

SPEAKER: **Liz Landry**, Director of Advancement Services, University of Louisiana at Lafayette
MODERATORS: Maridith Yahl, Beth DeVantier

ALUMNI • Room IV

"Alumni Travel—Opportunity for Continuing Education and Growth"

Turn an alumni travel opportunity into much more. Providing continuing education as part of the trip will score you extra points with your alumni base. Perhaps your alumni association has already embarked on a journey to a popular destination and you have ideas and feedback you can share. UK College of Dentistry did an

Thursday

Alaskan Cruise providing alumni 12 hours of continuing education. Come hear about their experience.

SPEAKER: **Sue McConnell**, Alumni Affairs & Development, University of Kentucky College of Dentistry

MODERATOR: Natasa Pajic

COMMUNICATIONS • Room II

"Take Your Best Shot"

Photography—choosing good photos, what to look for in a photo for publication, how to set up effective photos, etc. Plus, how to hire/work with a freelancer.

SPEAKER: Longtime ECU University Photographer **Tim Webb**, who now works freelance for a number of newspapers

MODERATOR: Ami Piccirilli

INDEPENDENT & PAROCHIAL SCHOOLS • Filly *"It's Your High School Calling. Is Anybody Home?"*

Is your high school doing a Phonathon? If so, what role should it play in your annual giving program? Learn the essentials of conducting a volunteer-driven Phonathon and what it takes to motivate your volunteers to perform at the top of their game.

SPEAKER: **Dan Hans**, Assistant Director of Development, Saint Xavier High School

MODERATOR: Josh Blandford

PHILANTHROPY • Room III

"The True Secret of Philanthropy: Fundraising is a Covenant"

For more than two decades, Dr. Leonard Moisan has been writing and doing research on the principles of covenant. As the Founder and President of The Covenant Group, he has worked with many non-profit as well as business customers, teaching them how to maximize their potential by applying the principle of covenant in stakeholder relationships.

SPEAKER: **Leonard J. Moisan**, Ph.D., President, The Covenant Group, Louisville, Ky.

MODERATOR: Kay Yates

12:00 p.m. to 1:30 p.m.

OPENING LUNCHEON • Ballroom VI

SPEAKERS: **King Alexander**, Murray State University; **Charles L. Shearer**, Transylvania University

Sponsored by:



1:40 p.m. to 2:40 p.m.

SESSION TWO

ADVANCEMENT SERVICES • Thoroughbred *"Don't Run Yourself Ragged: Organizing a Fundraising Run with A Small Shop"*

Fundraising runs are becoming increasingly popular ways of raising money for your organization. During this session, you will run through all of the key steps in making this type of event pay off for you. Everything from organizing volunteers to choosing a course to tracking the winners, this session will help you stay on track without getting exhausted before you reach the finish line.

SPEAKER: **Meredith Ludwig**, Director of Development, Children's Home of Northern Kentucky

MODERATORS: Maridith Yahl; Beth DeVantier

ALUMNI • Room IV

"Partnership of Friendraisers and Fundraisers"

SPEAKER: **Ralph Amos**, Executive Director of the Ohio University Alumni Association, CASE Board of Trustees.

MODERATOR: Phillip James

COMMUNICATIONS • Room II

"Winning on Singles: Finding an Effective Use for Your Web Site"

In this session you will understand the purpose of a College/University Web site, the paradox of one Web site/many Web sites, how the Web site fits in with larger marketing efforts, and how to structure staffing to support your Web site.

SPEAKER: **Greg Franseth**, Manager of Web Services, University of Kentucky

MODERATOR: Mauro Cavassana

Thursday

INDEPENDENT & PAROCHIAL SCHOOLS • Filly "Developing a Culture of Advancement"

Whether in an independent school or small college, the opportunity to create a "Culture of Advancement" is often overlooked. This session will look at the "education cycle" and share tips on how schools can improve results by thinking from the forest...not the trees. Practical applications that touch on admissions, alumni, communications and development will be shared...they all fit (and should!).

SPEAKER: **Kevin Russell** is Vice President for Advancement at Belhaven College, was formerly Assistant Head for Advancement at Jackson Preparatory School, Mississippi's largest independent high school and is Co-chair for 2006 Case III Conference in Nashville

MODERATOR: Kristy Barnett

PHILANTHROPY • Room III

"Gala Events: The Success is in the Planning, not the Fanfare"

The success of your special event is not determined by the "cute theme" or the color of your table cloths. See how events can be fun even for the planners when you practice the secrets to success: involvement of influential volunteers, strong connection to the college and clear goals for the outcome.

SPEAKERS: **Dr. Barbara Veazey**, President, West Kentucky Community and Technical College; **Kay Travis**, Executive Director of PJC, Inc., foundation for WKCTC; and **Rebecca Haus**, Development Manager.

MODERATOR: Kay Yates

2:40 p.m. to 3:00 p.m.

BREAK TWO • Pre-function Area



ELEGANTLY HANDLED

Sponsored by:

3:00 p.m. to 4:00 p.m.

SESSION THREE

ADVANCEMENT SERVICES • Thoroughbred
"Zero Turnover: How to Be (and Get) a Great Advancement Mentor"

Building your advancement team is more than just hiring the right people; it's also a matter of managing, leading and mentoring effectively. In this session we'll explore some simple secrets for success, as well as ways to influence and energize those around us. You'll learn ways to mentor your staff to be indispensable members of the advancement team and you'll discover ways to keep yourself motivated, too. Whether you're a new professional in search of a great advancement mentor, or a seasoned pro looking to help your staff work smarter not harder, this presentation will apply.

SPEAKER: **Liz Landry**, Director of Advancement Services, University of Louisiana at Lafayette

MODERATORS: Maridith Yahl, Beth DeVantier

ALUMNI • Room IV

"How Student Programs Can Help Your Alumni Relations Team Succeed"

Student advancement programs are the key link between alumni and the institution. They work

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primarily with advancement professionals to bridge the gap between a student's past, present and future with his or her institution. This session will discuss ways that student advancement programs are pitching in and reaching out by making connections with alumni, faculty, administration, parents and other students all while promoting their institution and the concept of advancement.

SPEAKERS: **Cheryl Wesley**, Association of Student Advancement Programs Coordinator (ASAP) for the Council for Advancement and Support of Education (CASE); **Andy Carr**, Northern Kentucky University Student, District 3 ASAP Representative

MODERATOR: Phillip James

COMMUNICATIONS • Room II

"Becoming a Media Master"

Media Training—how to speak on camera and present the best image of your university will be discussed. Also, how to coach folks on your campus to do the same.

SPEAKERS: **Mary Hemlepp**, Principal of Wiser, Hemlepp & Associates, a public relations firm based in Lexington, Ky.

MODERATOR: Ami Piccirilli

PHILANTHROPY • Room III

"The Changing Landscape of Philanthropy - Staying at the Top of the Game"

Philanthropy continues to change as donors become more knowledgeable and as a generation passes the torch, as more women control philanthropic dollars, as more family foundations are established and as fundraising becomes more sophisticated. What works best today and how do we continually improve our own efforts? After 30 years experience, the speaker will share some best practices and ideas that may shape the future.

SPEAKER: **Kathryn R. Costello**, Partner-Alexander Haas Martin & Partners, Inc.

MODERATOR: William Skaggs

INDEPENDENT & PAROCHIAL SCHOOLS • Filly "Planned Giving 101"

Basic advice on planned giving programs for small shops. Participants will be provided with the basics needed to implement a planned giving program at their institution. In addition a panel discussion format will give participants an opportunity to ask questions and exchange ideas.

Speakers: **Jeanine Triplett**, Director of Development & Communications, Mercy Academy; **Jeffrey Filcik**, Vice President, Trust Department, Stock Yards Bank & Trust; **James Worthington**, Vice President & Wealth Management Advisor, Stock Yards Bank & Trust; **Leslie E. Vidra**, Trust Specialist & Attorney at Law.

MODERATOR: Dan Hans

4:05 p.m. to 5:00 p.m.

SESSION FOUR

ADVANCEMENT SERVICES/INDEPENDENT & PAROCHIAL SCHOOLS • Room I

"Grant Writing"

It will provide an introduction to preparing a proposal, addressing all the necessary work that should be done before you pick up the pen!

SPEAKER: **Al Lloyd**, Grants Reference Librarian, Cincinnati Public Library.

MODERATOR: Maridith Yahl

ALUMNI • Room IV

"Alumni Relations: Rounding the Bases"

Whether you are a rookie just thrown into the game or a veteran who has been around the bases a few times, join us for an interactive session as we throw out ideas for those questions that just seem to never get answered...lost alumni, career services, alumni mentoring programs, board/volunteers and many more.

SPEAKERS: **Natasa Pajic**, Director of Alumni Programs, Transylvania University; **Phillip James**, Assistant Director of Alumni Relations, Morehead State University.

Thursday/Friday

PHILANTHROPY/COMMUNICATIONS • Room II/III

"Teamwork Opens Doors: How Fundraising, Marketing and Public Relations Work Together for Successful Fundraising"

Jewish Hospital is a world-renowned tertiary care hospital in Louisville, Ky. The hospital has built a national reputation for clinical research and has been on the leading edge of many new treatments, including the hand transplantations and artificial heart implants. Three Jewish Hospital team members will lead a panel discussion of the building of a national reputation and what it does for fundraising.

PANEL MEMBERS: **Keith Inman**, Jewish Hospital Senior Vice President and Executive Director for Jewish Hospital Foundation; **Jeff Polson**, Director of Advertising and Public Relations, Jewish Hospital HealthCare Services; **Mary Jennings**, Manager, Public Relations, Jewish Hospital HealthCare Services
MODERATOR: Amanda Trabue

7:00 p.m. to 10:00 p.m.

SPECIAL EVENT

Lucky Strike Lanes Louisville at 4th Street Live
Join your colleagues for an opportunity to network and unwind at Lucky Strike Lanes located at 4th Street Live (Blocks away from Marriott)! Touted as "cool, popular, upscale" by the New York Times, this state of the art bowling facility with contemporary yet retro ambiance and modern technology provides fun entertainment including an onsite DJ. Heavy appetizers provided. Dress is Business Casual. Following the event you are welcome to explore more entertainment at 4th Street Live! See ya there!
Sponsored by:



FRIDAY, December 9

7:30 a.m. to 9:00 a.m.

SENIOR PROFESSIONAL BREAKFAST • Room I
"Governance, Giving and Getting: Building a Board that Works!"

Today's effective advancement organization requires a governing board that is fully engaged at every level of board responsibility. From governance to getting, board development doesn't happen by accident or overnight; it is a careful and conscious process undertaken by organizations of varying size and mission to identify, recruit and equip diverse board members for excellence in their board function.

By the end of this session, participants will:

- Understand political, legislative and sociological trends affecting nonprofit organizations and why board involvement is essential to the institutional advancement process
- Identify gateways and barriers to board involvement in the advancement function
- Receive tools for planning board member involvement and suggested strategies for keeping them engaged.

PRESENTER: **Alan C. Zacharias**, ABD, MBA, CFRE, Consultant, Gonser Gerber Tinker Stuhr L.L.P.
MODERATOR: Mark Hutchins

7:30 a.m. to 9:00 a.m.

BREAKFAST (Continental) • Pre-function Area
Sponsored by:



8:00 a.m. to 9:00 a.m.

ROUNDTABLES • Ballroom V

"Media Relations - Getting the Most Publicity from Events, Programs and Faculty"

MODERATOR: **Ellen deGraffenreid**, Director of Health Sciences in the Office of Communications and Marketing at University of Louisville.

Friday

"Targeted Direct Mail"

MODERATOR: **Dwight Dozier**, Assistant Vice President for Advancement Services at University of Louisville.

"Roundtable Sharing - What's Happening at Our Independent and Parochial Schools"

MODERATOR: **Nannette Mershon**, Director of Alumnae/ni Relations, Ursuline Campus Schools.

"Can We Track this in our Database?"

Corporate contacts, parent information, student involvement, non-gift contributions, etc...

MODERATOR: **Marilou Singleton**, Director of Advancement Services, Northern Kentucky University.

"The Importance of Young Alumni Programming and Fundraising"

MODERATOR: **Chris Schill**, Assistant to the President, Coordinator of Young Alumni and Phonathon Programs, Berea College.

9:15 a.m. to 10:15 a.m.

SESSION FIVE

ADVANCEMENT SERVICES • Thoroughbred

"Gifts: More Than Just Money!"

"I'm just a gift processor." Really? Are you? Is your job simply processing donations? Where do you fit in advancement today? How does the way you process gifts and handle your database enhance alumni relations, public relations, stewardship and fundraising? What do development officers and alumni relations officers see when they look at a donor's check? Do you see the whole picture? What are the clues to look for when handling donations that make you a hero to your alumni and development colleagues? In this session we'll take a closer look at the integral role gift processors and other advancement services personnel play in the overall advancement operation and learn ways to go from "just a gift processor" to an indispensable member of the advancement team.

SPEAKER: **Liz Landry**, Director of Advancement

Services, University of Louisiana at Lafayette

MODERATOR: Maridith Yahl

ALUMNI • Room IV

"Reunions and Homecomings – What Keeps Them Coming Back for More?"

What makes a successful reunion program? What makes one alumni event stand out above the rest? Alumni programming has changed over the years, and we have to stay in tune with what alumni are looking for. University of Tennessee has over 100 alumni chapters nationwide. Over 31,000 alumni attended chapter events last year. What keeps them coming back?
SPEAKER: **Phyllis Moore**, Director of Alumni Programs, University of Tennessee
MODERATOR: Natasa Pajic

COMMUNICATIONS • Room II

"The Professional Printer"

Getting It Printed—what you need to know to get the results you want from your printed pieces (i.e. how to choose paper for color saturation, etc., how to get the most bang for your buck).
SPEAKER: **Rob Glenn**, S. Rosenthal Co.
MODERATOR: Ami Piccirilli

INDEPENDENT & PAROCHIAL SCHOOLS • Filly

"Crisis Communications: How to Turn Challenges into Opportunities for Growth"

Historically schools have been well prepared to deal with situations such as emergency weather and fires, but the challenges presented by our increasingly complex society have introduced a wide range of emergency situations from medical emergencies to threats of violence, kidnapping and sexual abuse. Crisis is defined as a "turning point for better or worse." How you deal with a crisis can accelerate an already difficult situation and present new opportunities for growth. In this presentation, we'll discuss the elements of proactive communications planning before a crisis occurs and effective responses during and after a crisis. Special attention will be focused on dealing with the media during a crisis.

Friday

SPEAKER: Cecelia Hart Price, Chief Communications Officer, Archdiocese of Louisville
MODERATOR: Josh Blandford

PHILANTHROPY • Room III
"Fact or Fiction: The Annual Fund"

A closer look at some common beliefs in the world of annual giving and how, even with limited resources, you may be able to significantly boost productivity.

SPEAKER: Jeffrey A. Lindauer, Executive Director, Special Gifts & Annual Giving Programs, Indiana University
MODERATOR: Julie Childress

SENIOR PROFESSIONAL • Room I
"Trends in the Business: Staying Ahead of the Curve"

Come hear from one of the field's finest on the latest trends in advancement management! During this session, you will discuss several of the challenges faced by senior advancement professionals, including expectations from board members and campus administrators, working with current staff members, and finding (or maybe growing!) new advancement professionals. Guy Adams, formerly of Lindsey Wilson College, will share his insights and experiences from around the country and will help you gain a fresh perspective on what lies ahead!

PRESENTER: Guy Adams, Consultant, Gonser Gerber Tinker Stuhr L.L.P.
MODERATOR: Mark Hutchins

10:15 a.m. to 10:35 a.m.
BREAK • Pre-function Area
Sponsored by:



10:35 a.m.
AUCTION BIDDING ENDS • Pre-function Area
10:35 a.m. to 11:45 a.m.
SESSION SIX

ADVANCEMENT SERVICES • Thoroughbred Networking Session

Take advantage of this time to network and brainstorm with colleagues in your position and field.

MODERATORS: Maridith Yahl, Beth DeVantier

ALUMNI • Room IV
"Don't Just Sit in the Dugout, Go After Your Alumni! - Ways to Market Your Alumni Association"

It's no secret that today's alumni are extremely busy people who have become more protective of their free time. Sending a postcard invitation for an event does not necessarily mean they will attend. There are many creative ways to attract alumni to your alumni association. Come learn about some that have proven successful at the University of Tennessee and others that were a learning experience.

SPEAKER: Kris Phillips, Director of Alumni Programs, University of Tennessee, District III 2006 Conference Co-Chair
MODERATOR: Natasa Pajic

COMMUNICATIONS • Room II
"Shoot from the Pitcher's Mound"

William (Bill) Strode, a two-time Pulitzer Prize winning photographer, who formerly worked for The Courier-Journal and Louisville Times, will talk about hitting home runs by producing high quality photographs. Strode will show some of his photographs which have earned him some of the highest honors in his career as a photojournalist; among them the two Pulitzers, of which he was a co-recipient, an Overseas Press Club Award, Newspaper Photographer of the Year, Newspaper Magazine Picture Editor of the Year and The World Press Award. His photographic assignments for such publications as Time, Life, Fortune, Geo, National Geographic, Sports

Friday

Illustrated, Town and Country, Smithsonian, Stern, Esquire, The New York Times and The Washington Post have taken him world-wide.

SPEAKER: Bill Strode, Two-time Pulitzer Prize Winning Photographer
MODERATOR: Joan C. McKinney

INDEPENDENT & PAROCHIAL SCHOOLS • Filly
"You Will Have One: An Anniversary Celebration"

A case study of how to plan to a major anniversary event and involve the alumni in the process.
SPEAKER: Tom Grunwald, Director of Alumni Affairs, Sayre School
MODERATOR: Kristy Barnett

PHILANTHROPY • Room III
"How Promotional Products and Recognition Awards Contribute to the Overall Success of a Major Gifts Campaign"

Recognition of one's efforts and gifts are essential to the continued success of a campaign. Come and learn what is successful in the recognition of donors and volunteers. From your first contact to your final presentation at a grand gala, learn and experience the hows and whys of successful reinforcement and recognition with actual samples to view.

SPEAKER: Larry Jakobi, President, Progressive Marketing
MODERATOR: Kay Yates

SENIOR PROFESSIONAL • Room I
"Reflections from The West Wing: Effectively Supporting Your Campus CEO"

Whether you are dealing with a media crisis (or opportunity), donor function or homecoming event, properly supporting your campus CEO is critical to the success of your institution. Using fundamentals witnessed in the popular television series, "The West Wing" (and from the higher ed arena), we'll discuss tips and anecdotes that will help you better support your CEO and advance your institution.

SPEAKER: Kevin Russell, Vice President of Institutional Advancement, Belhaven College

and 2006 CASE III Conference Co-Chair
MODERATOR: Mark Hutchins

12:00 p.m. to 1:30 p.m.
CLOSING LUNCH • Ballroom V
SPEAKER: Author Ronda Rich, "What Southern Women Know (and Every Woman Should)"

AWARD RECOGNITIONS

BETH K. FIELDS AWARD PRESENTATION
Previous Recipients

- 1994.....Kenneth Miller, Kentucky State University
- 1995.....Keith Kappes, Morehead State University
- 1996.....Judy Griffin, Midway College
- 1997.....Bernie Vonderheide, University of Kentucky
- 1998.....Tom Arnold, Berea College
- 1999.....Bill Rothwell, University of Louisville
- 2000.....Rod Bussey, Berea College
- 2001.....Lally Jennings, Eastern Kentucky University
- 2002.....Nancy Perry, Northern Kentucky University
- 2003.....Terry Mobley, University of Kentucky
- 2004.....Lee Robertson, Western Kentucky University

CASE KY BUSINESS MEETING
Elect officers, financial report.

Room Schedule

2005 Louisville CASE KY Conference Room Schedule December 8-9, 2005

THURSDAY, December 8

7:30 a.m. to 9:00 a.m.
BREAKFAST • Pre-function Area

8:00 a.m. to 9:30 a.m.
REGISTRATION • Pre-function Area

8:00 a.m.
AUCTION BEGINS • Pre-function Area

8:30 a.m. to 9:15 a.m.
NEWCOMER'S SESSION • Room IV

9:30 a.m. to 10:30 a.m.
OPENING GENERAL SESSION • Ballroom V

10:30 a.m. to 10:50 a.m.
BREAK ONE • Pre-function Area

10:50 a.m. to 11:50 a.m.
SESSION ONE
ADVANCEMENT SERVICES • Thoroughbred
ALUMNI • Room IV
COMMUNICATIONS • Room II
INDEPENDENT & PAROCHIAL SCHOOLS • Filly
PHILANTHROPY • Room III

12:00 p.m. to 1:30 p.m.
OPENING LUNCHEON • Ballroom VI

1:40 p.m. to 2:40 p.m.
SESSION TWO
ADVANCEMENT SERVICES • Thoroughbred
ALUMNI • Room IV
COMMUNICATIONS • Room II
INDEPENDENT & PAROCHIAL SCHOOLS • Filly
PHILANTHROPY • Room III

2:40 p.m. to 3:00 p.m.
BREAK TWO • Pre-function Area

3:00 p.m. to 4:00 p.m.
SESSION THREE
ADVANCEMENT SERVICES • Thoroughbred
ALUMNI • Room IV
COMMUNICATIONS • Room II
PHILANTHROPY • Room III
INDEPENDENT & PAROCHIAL SCHOOLS • Filly

4:05 p.m. to 5:00 p.m.
SESSION FOUR
ADVANCEMENT SERVICES/INDEPENDENT &
PAROCHIAL SCHOOLS • Room I
ALUMNI • Room IV
PHILANTHROPY/COMMUNICATIONS • Room II/III

7:00 p.m. to 10:00 p.m.
SPECIAL EVENT

FRIDAY, December 9

7:30 a.m. to 9:00 a.m.
SENIOR PROFESSIONAL BREAKFAST • Room I

7:30 a.m. to 9:00 a.m.
BREAKFAST (Continental) • Pre-function Area

8:00 a.m. to 9:00 a.m.
ROUNDTABLES • Ballroom V

9:15 a.m. to 10:15 a.m.
SESSION FIVE
ADVANCEMENT SERVICES • Thoroughbred
ALUMNI • Room IV
COMMUNICATIONS • Room II
INDEPENDENT & PAROCHIAL SCHOOLS • Filly
PHILANTHROPY • Room III
SENIOR PROFESSIONAL • Room I

10:15 a.m. to 10:35 a.m.
BREAK • Pre-function Area

10:35 a.m.
AUCTION BIDDING ENDS • Pre-function Area

10:35 a.m. to 11:45 a.m.
SESSION SIX
ADVANCEMENT SERVICES • Thoroughbred
ALUMNI • Room IV
COMMUNICATIONS • Room II
INDEPENDENT & PAROCHIAL SCHOOLS • Filly
PHILANTHROPY • Room III
SENIOR PROFESSIONAL • Room I

12:00 p.m. to 1:30 p.m.
CLOSING LUNCH • Ballroom V
AWARD RECOGNITIONS
BETH K. FIELDS AWARD PRESENTATION
CASE KY BUSINESS MEETING

Room Schedule

VISIT THE CASE KENTUCKY WEB SITE OFTEN FOR:

- **News regarding our institutions**
- **Job Listings**—Updated jobs for Advancement in Kentucky
- **Conference Information**—Get the latest updates throughout the year on the 2006 CASE Kentucky Conference
- **Awards**—Find out how to apply for the 2006 Advancement Awards and view the list of 2005 Award Winners
- **Scholarships**—Apply for the CASE III and CASE KY scholarships

This is your connection to each other—use it to your advantage!

Visit www.caseky.org today at the Cyber Café in the Pre-function Area.

Board/Committee

2005 BOARD OF DIRECTORS

Robert W. Edwards • Western Kentucky University, President
Dan Hans • Saint Xavier High School, Treasurer
Marci Hicks • University of Kentucky, Immediate Past President
Tim Jordan • Berea College
Joan C. McKinney • Campbellsville University
Cara Meade • University of Kentucky
Rick Meyers • Northern Kentucky University
Donna O'Donnell • University of Louisville

Michele D. Ripley • Commonwealth Fund for KET
Terri L. Schierberg • Northern Kentucky University
Jeanine Triplett • Mercy Academy-Louisville, Awards Program, Secretary
Mimi Ward • University of Kentucky
Andy Wilson • Northern Kentucky University, President-Elect
Heather Worland • University of Louisville
Kay Yates • KCTCS

2005 CASE Kentucky Conference Committee

Conference Chair Andy Wilson, Northern Kentucky University
Assistant to Conference Chair Lyndsay Von Bokern, Northern Kentucky University (Student)
Advancement Services Beth DeVantier, Northern Kentucky University
Advancement Services Maridith Yahl, Northern Kentucky University
Alumni Natasa Pajic, Transylvania University
Alumni Phillip James, Morehead State University
Arrangements Carol Beirne, Northern Kentucky University
Auction Jessica Coleman Hastings, Eastern Kentucky University
Auction John Chamberlain, University of Louisville
Awards Marci Hicks, University of Kentucky
Cyber Café Amanda Trabue, Western Kentucky University
Independent & Parochial Schools Daniel Hans, Saint Xavier High School
Independent & Parochial Schools Josh Blandford, St. Francis DeSales High School
Independent & Parochial Schools Kristy Schmitt, Louisville Collegiate
Marketing Conference and Communications Ami Piccirilli, Eastern Kentucky University
Marketing Conference and Communications Joan C. McKinney, Campbellsville University
Marketing Program Design Mauro Cavassana, Campbellsville University
Marketing Logo Michael Frazier, Northern Kentucky University
Newcomers Charlie Edgington, University of Kentucky
Philanthropy Kay Yates, KCTCS
Philanthropy Ron Wilson, Western Kentucky University
Registration Deidra Fajack, Northern Kentucky University
Registration Gina Hemsath, Northern Kentucky University
Roundtables Cathy Silvers, Thomas More College
Roundtables Diana Brown, University of Louisville
Roundtables Tracy Wells, Thomas More College
Scholarships Mimi Ward, University of Kentucky
Senior Professionals Mark Hutchins, Murray State University
Senior Professionals Jackie Collier, Eastern Kentucky University
Special Event Don Gorbandt, Northern Kentucky University
Special Event Tina Kauffmann, Bellarmine University
Sponsorships Monica Ginney, Northern Kentucky University
Sponsorships William Skaggs, Western Kentucky University