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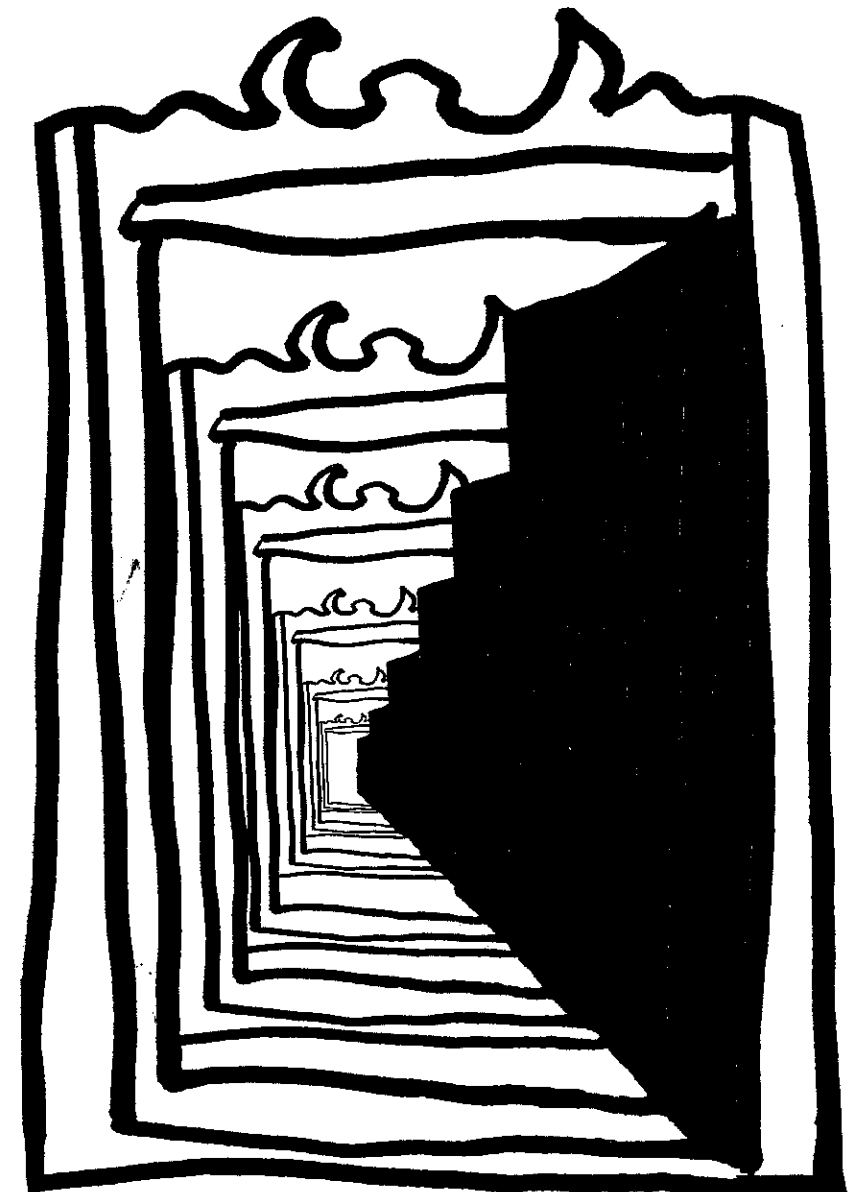
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CASE
KENTUCKY

2003 Conference
December 11 & 12
Embassy Suites, Lexington, Kentucky



Opening Doors . . . Improving Education

CASE

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

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 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 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.

Dear Colleagues:


It is my pleasure to welcome you to the 2003 CASE Kentucky Conference. As members of the Institutional Advancement team we have the unique privilege of providing access to educational doors of opportunity. Whether you raise scholarship funds, market the many available academic programs, maintain records, or build relationships with alumni, your role is important to the success of our institutions and our students.

The conference committee has assembled a superb group of speakers from across the state and the country. The curriculum offers a wide range of topics from database management to integrated marketing to planned giving. We hope you will take this opportunity to further your knowledge in your field of expertise or learn more about other areas of advancement. Of course, one of the greatest benefits of the CASE Kentucky Conference is networking with your peers and building relationships that will last throughout your career.

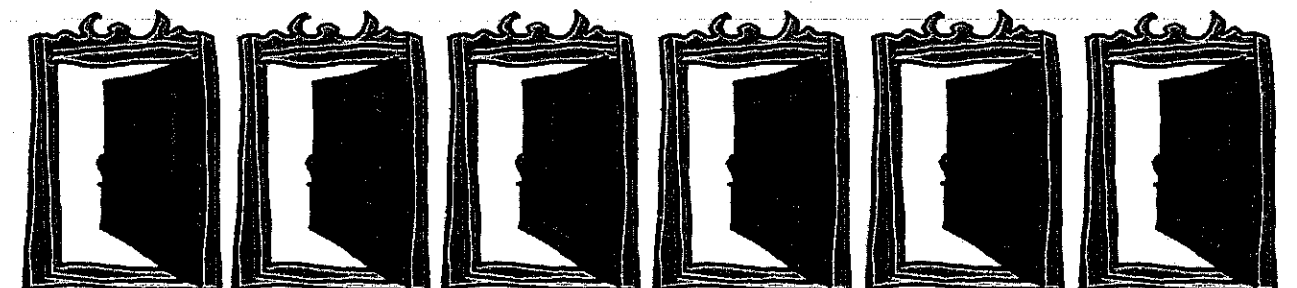
We are thankful for the support of our sponsors and vendors. Please stop by their booths to view their products and services. Through their assistance, we continue to offer an affordable conference for Kentucky educational institutions. As always, we appreciate your thoughts and suggestions for future session topics. Be sure to include your ideas on the conference evaluation form.

Again, thanks so much for participating in the 2003 CASE Kentucky Conference. Have a great time!

Sincerely,

Marci Hicks 

Marci Hicks, University of Kentucky
2003 Conference Chair



Featured Conference Speakers

Joanne K. Glasser

is the 10th and first female President and Chief Executive Officer of Eastern Kentucky University, a comprehensive university of nearly 16,000 students and 90,000 alumni, located in the Bluegrass Region of Kentucky.



Described by *The Lexington (Ky.) Herald-Leader* as an "administrator who packs persuasiveness," President Glasser has endeared herself to students, faculty and staff, alumni, and civic and corporate leaders alike through her skills as an effective administrator, planner, community developer, volunteer, and fundraiser. Her leadership style, recognized by many as being inclusive, collaborative, and participatory, has garnered praise not only from the EKU community, but from those doing business with the University as well. Admittedly, Joanne Glasser has a deep passion for life and learning and continually seeks to do what is in the best interest of Eastern students. This philosophy along with her vibrant personality has become contagious across the campus as she continually proclaims, "At EKU, students come first!"

A native of Baltimore, Maryland, President Glasser brings to Eastern nearly 30 years of executive level experience within the areas of public higher education, government, and legal affairs. She holds a Bachelor of Arts Degree from George Washington University; a Juris Doctorate Degree from The University of Maryland School of Law; and a Certificate from the Harvard Graduate School of Education's Institute of Education Management.

Elaine Penn

currently serves as the Director of Special Projects at the University of North Carolina at Wilmington. In this position, she has produced five television documentaries about environment and social issues. While at UNC Wilmington, she has worked in many areas of Student Life, serving as the Director of Campus Recreation as well as Assistant Volleyball Coach for 9 years. Elaine has been a teacher, directed summer camps and has worked as a personal trainer. Elaine graduated Magna Cum Laude from Greensboro College in 1985. While a student there, she received numerous athletic honors, including All American in basketball and All Conference in volleyball. In recognition of her achievements in basketball, her jersey was retired. She was the recipient of the Southland Olympia Award, a national honor recognizing athletic, academic, and civic contributions. In 1996, Elaine was inducted into the Greensboro College Sports Hall of Fame. She received her Masters of Education Administration degree from the University of North Carolina at Wilmington in 1988. Elaine has been speaking to college audiences since 1996. Speaking on topics such as leadership, community building, diversity, and wellness, Elaine's highly interactive style and use of original music have made her programs a success.



Larry D. Lauer

is Vice Chancellor for Marketing and Communication at TCU (Texas Christian University) in Fort Worth, Texas. He is Chairman of the TCU Marketing Task Force, and is a professor of integrated marketing communication in the College of Communication.

Larry was Executive Director of The Commission on the Future of TCU, the

University's major strategic planning project in 2000-2001. He was the founding chairman of The Council for the Advancement and Support of Education's (CASE) Advanced Seminar on Integrated Marketing in Higher Education, and has been a faculty member and chair of the CASE Summer Institutes on Communications and Marketing at Duke and Vanderbilt Universities. He has worked with more than 30 campuses on integrated marketing initiatives in the USA, Canada, South America, South Africa, the Caribbean, and the United Kingdom and has been a presenter at numerous regional, national and international conferences.

He is the author of: *Communication Power* (Aspen Publishers, 1997), a strategy and tactics guide for nonprofit executives, and *Competing for Students, Money and Reputation: Marketing the Academy in the 21st Century* (CASE Books, 2002). He has written more than 25 journal articles and book chapters on institutional marketing and communications. His articles on integrated marketing and planning for educational institutions appear in *CASE Currents* and *The CASE International Journal of Advancement*. He edited the first ever section on marketing in the recently published third edition of the *CASE Handbook of Institutional Advancement*, where he is referred to as "pioneer of integrated marketing for our profession."



Featured Conference Speakers



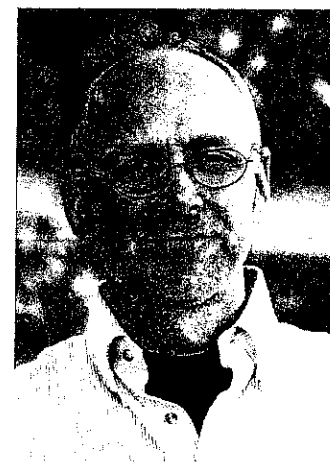
Brian S. Thomas

is the Director of Capital Giving at Hampden-Sydney College and has worked in the advancement profession for nearly 20 years. Prior to joining the staff at Hampden-Sydney in August 2002, he spent 16 years working for three law schools — Assistant Dean for Alumni and Development at the Vanderbilt University Law School (1998-2002), Executive Director of College

Relations at Stetson University College of Law (1992-1998), and Director of Development and Alumni Programs at the University of Richmond Law School (1987-1992). From 1983 until 1987, Brian was the Assistant Director and later Director of Annual Giving at Hampden-Sydney.

Brian is the Chair of the Council for Advancement and Support of Education (CASE) District III, former Chair of the Association of American Law Schools Section on Institutional Development, serves on the ABA Development Committee, and is a member of the Virginia Association of Fund Raising Executives.

Brian received his BA from Hampden-Sydney College and earned his MBA from the University of Richmond.



Joel Pett, winner of the 2000 Pulitzer Prize in editorial cartooning, has been the editorial cartoonist at the Lexington Herald-Leader since 1984, and is a regular contributor at USA Today. Pett's cartoons have appeared in hundreds of papers and magazines nationwide, including the New York Times, Washington Post, Los Angeles Times, Philadelphia Daily News, Boston Globe, Atlanta Journal-Constitution, Newsweek, George, Business Week, MS, and Discover.

Having observed life in over twenty-five countries, from his boyhood home in Nigeria, down the Amazon, to Red Square, Tiananmen Square, and beyond, Pett sums up his philosophy simply: "Hello, God?... we could sure use some help down here!"

Pett was also the 1999 winner of the Robert F. Kennedy Award for outstanding journalistic coverage of the disadvantaged, and the 1995 winner of the Global Media Award for cartoons on population issues.

In addition to cartooning, Pett enjoys public speaking, entertaining and enlightening audiences around the country with his quick wit and no-holds-barred humor. He is a past president of the Association of American Editorial Cartoonists, loves animals, and eats the same cereal every day. He is proudest of a college intramural golf title, and of skunking a University of Kentucky basketball player in a celebrity game of H-O-R-S-E. His list of embarrassments is endless.



Thomas D. Layzell

is President of the Kentucky Council on Postsecondary Education. Dr. Layzell served as Mississippi's Commissioner of Higher Education from 1995 to 2003. An Illinois native, Dr. Layzell served as Chancellor of the Illinois Board of Governors of State Colleges and Universities from 1985 to 1995. From 1976-1984, Dr. Layzell served as Deputy Executive Director and Treasurer of the Board of Governors, and from 1984-

1985 as Executive Director of the Board. Dr. Layzell worked at Governors State University in University Park, Illinois from 1969 to 1976, advancing to the position of Vice President for Administration. He also served as a staff member at the Illinois Board of Higher Education from 1966-1969.

Dr. Layzell earned a bachelor of arts at Millikin University in Decatur, Illinois and both a juris doctorate in law and a masters of arts in public administration from the University of Illinois in Urbana. He and his wife, Joan, are the parents of one son and three daughters. Dr. Layzell is president-elect of the State Higher Education Executive Officers. He is a former President of the National Association of System Heads and former member of the Council of Presidents of the Association of Governing Boards.

2003 Case Kentucky Conference Schedule

Thursday, December 11

8:30 – 9:15 AM

Newcomer's Session:

Are you new to the field of development? Could you use some advice and career tips from a senior development professional. Well then, this session is for you! Join Bart Meyer, Assistant to the Dean & Director of Advancement at the University of Kentucky Gatton College of Business and Economics for casual discussion about some of the fundamentals of fund raising. Come hear him talk about the challenges he has face and some of the lessons he has learned from his 27 years in the business.

Presenter: Bart Meyer, *Director of Development, UK Gatton College of Business and Economics*
Moderators: Kim Kluemper, Sharon Ross, *Corporate & Foundation Relations Officers, University of Kentucky*

9:30 – 10:30 AM

Opening Session

Presenter: Elaine Penn
2003 CASE Ky Featured Speaker
Moderator: Marci Hicks, *President-Elect, CASE Kentucky, Director of Major Gifts, University of Kentucky*

10:30 – 10:45

Break: Sponsors - Harris Publishing Company and Vision Mark

10:45 – Noon

Breakout Session I

Alumni: Engaging Alumni to Work with Legislators

Kirk White explains how Hoosiers for Higher Education (HHE) engages Indiana University alumni, students, faculty, staff, parents, and friends to impact legislative decision-making about the importance of higher education for Indiana's future. With the state of the Commonwealth budget, this is a must for all those working with alumni.

Presenter: Kirk White, *HHE Director and Special Assistant for External Relations, Indiana University*
Moderator: Heather Worland, *Associate Director, University of Louisville Alumni Association*

Philanthropy: Transitioning Annual Fund Donors into Major Gift Donors

This session will offer an examination of the techniques and strategies used by advancement officers in higher education to transition high-end annual fund donors into major gift donors. Drawing on experience with public and private colleges and universities, both large and small, the presenters will discuss "tools" that have proven effective, including corporate matching programs, the utilization of volunteer committees, mini "campaigns" for a family or affinity group, and multi-year pledges. All of these strategies may be instituted to boost annual fund donors to the critical next step in their philanthropic relationship with the educational institution - the major gift commitment. Approaches for the identification of the best annual fund prospects for "moving up" and possible challenges in doing so will also be explored.

Presenters: Jeff Lamie, *Director of Planned and Major Gifts, School of Medicine, University of Louisville*;
Robert Micou, *Director of Development, Brandeis School of Law, University of Louisville*; Karen Stevenson, *Director of Major Gifts, Health Sciences Center, University of Louisville*

Moderator: Diana Brown, *Director of Development, Nursing and Dentistry, University of Louisville*

Independent/Parochial Schools: Capital Campaigns for Independent Schools: How to improve your odds for success!!

As they say...planning is everything. Planning is also the key to a successful capital campaign. Tips will be provided on to prepare for a successful capital campaign from two veteran fund-raisers who have raised millions of dollars for independent schools and conducted many successful capital campaigns.

Presenters: Bill Gioielli and Jim Rice, *WRG and Associations, Cincinnati, OH*
Moderator: Jeanine Triplett, *Director of Development, Mercy Academy*

Communications: Teaching Administrators to Communicate during a Crisis

Communication is a key to successfully weathering a crisis, but a crisis is not the time to begin coaching administrators on how to communicate with the media. Brad Hughes, an award-winning communications professional with media experience, offers some practical advice on how to prepare administrators, and ourselves, for dealing with the media during difficult times.

2003 Case Kentucky Conference Schedule

Presenter: Brad Hughes, *Director of Communications Services, Kentucky School Boards Association, Frankfort, KY*

Moderator: Bob Skipper, *Director of Media Relations, WKU*

Advancement Services: Prospect Research: Opening the Gate to Fundraising Success

It's true; today's prospect researcher can be more than just an information gatherer. Traditionally researchers simply responded to requests from development officers for "everything you can find on Mr. John Q. Money!"—with no involvement beyond the preparation of a profile. But, today's researchers—yes, that's you, and you, and you—can be integral members of the development team, interacting with development officers throughout the entire cycle of discovery, strategy, cultivation, solicitation and stewardship. It's really not difficult, or painful; in fact it's fun (you even get to use visual aids!). And seeing the results of your work is very rewarding.

During this session we'll look at various methods for more fully engaging researchers in the entire development process. Bring your questions, ideas and concerns and join us for a dynamic discussion.

Presenter: Mary Kay Kidwell, *Berea College*
Moderator: William Salazar, *Research Associate, IRAPP, Morehead State University*

Noon – 1:30 PM

Opening Luncheon - Sponsor - Ruffalo Cody

Presenter: Joel Pett, *Lexington Herald Leader*
2003 CASE Ky Featured Speaker
Moderator: Michele Ripley, *President, Commonwealth Fund for KET*

2:00 – 3:15 PM

Breakout Session II

Alumni: Board Silly!!!

Just as the budget has often been the driving force behind American politics, strong leadership boards are the foundation for advancing organizational mission, vision, and values.

In this hands-on, participatory session, attendees will learn how to build stronger, more engaged and effective boards. We will also look at how to create a leadership culture that is proactive, dreams big, and dares to challenge the status quo.

Come prepared to roll-up your sleeves and have a little bit of fun!

Presenter: Ralph Amos, *Asst. Vice President, Alumni Relations, Ohio University*

Moderator: Deidra Fajack, *Director of Alumni Programs, Northern Kentucky University*

Philanthropy: Practical Planned Giving-The application and benefits of "Planned Giving Awareness"

Tired of the classic "nuts and bolts" session, or worse yet, the session that is too technical or theoretical to apply to your daily work? Great...this session will strive to do none of the above. Come and delve into the practice of an integrated awareness of planned giving opportunities and its application to Annual Giving and Alumni Relations. Most importantly, examine the ways than an integrated approach can increase gifts while improving stewardship.

Presenter: Joseph D. Foster, *Director of Planned and Major Gifts, Eastern Kentucky University*

Moderator: Kara Covert, *Director of Regional Advancement, Eastern Kentucky University*

Communications: Handling a Campus Crisis: A Perspective from three Kentucky Institutions: WKU, Murray State, and Kentucky Wesleyan

Join a discussion with professionals who faced similar challenges on their respective campuses in recent years. How would your institution handle a campus crisis?

Presenters: Bob Skipper, *Director of Media Relations, WKU*; Bob Edwards, *WKU*; Kathryn Farmer, *Director of Public Relations, Kentucky Wesleyan*

Moderator: Duane Bonifer, *Director of Public Relations, Lindsey Wilson College*

2003 Case Kentucky Conference Schedule

Independent/Parochial Schools: The Key to Successful Benefit Dinners and Auctions

Many independent schools sponsor auctions and benefit dinners each year. We hope to provide ideas for both newcomers to dinners/auction and those veterans who have "been there/done that." This workshop will help to provide information and helpful tidbits that will help to make your benefit dinner and auction a great success!

Presenter: Holly Morris, *St. Xavier High School, Louisville, KY*

Moderator: Mike Littell, *St. Xavier High School*

Advancement Services: Accountability is the Name of the Game

Come learn insights from a widely respected senior professional with more than 30 years of experience at several institutions regarding challenging issues of accountability to our various constituencies: our donors, our campus community, our governing boards and the public.

Presenter: Curtis R. Simic, *President and CEO, Indiana University Foundation*

Moderator: William Salazar, *Research Associate, IRAPP, Morehead State University*

3:15 – 3:30

Break - Sponsors: Global Advancement, LLC and Recognition Awards Co.

3:30 – 4:45

Joint Session

Hear about the vision of our new President for the Council on Postsecondary Education for higher education in Kentucky. How will the new administration support higher education, both the public and private institutions? Will we continue to see a push for collaborative academic programs between Kentucky institutions and will they work? President Glasser responds to President Layzell's comments

Presenters: Tom Layzell, *President, Council on PostSecondary Education*, President Joanne Glasser, *EKU*.

Moderator: Marci Hicks, *Director of Major Gifts, University of Kentucky*

5:00 PM

Social Event

Join your colleagues immediately following the last session of the day for conversation, drinks, and appetizers. You'll have the chance to place a few more bids on the silent auction and talk to vendors as well.

Embassy Suites

Friday, December 12

8 AM

Continental Breakfast - Sponsor: Internet Association Corporation

8 – 8:50

Roundtable Discussions Topic - "All Shops Big and Small: Ideas on how to make the most of your media relations efforts even with a one-person staff"

Moderators: Chris Cole, *Director of Media Relations, Northern Kentucky University* and Jim Pickering, *Director of Communications, NKU*, and former Assistant Director of Media Relations, *University of Dayton*

9:00 -10:15

Breakout Session III

Alumni: The Twists and Turns of Event Planning

With tight budgets and small alumni and development staffs how can we still manage to put on events that inspire our donors and alumni to attend and don't take up every single moment of our day? Continuing education for alumni will also be touched upon. Grace Gorrell, Associate Director of Alumni and Development at the University of Kentucky College of Agriculture has 24 years of experience of event planning and working with volunteers. In this interactive session she will share some tricks she has learned over the years and give everyone a chance to share a few of their own.

Presenter: Grace Gorrell, *Associate Director of Alumni Development, University of Kentucky College of Agriculture*

Moderator: Terri Schierberg, *Assistant Director and Editor of Alumni Programs, Northern Kentucky University*

2003 Case Kentucky Conference Schedule

Philanthropy: A Partnership for Building a Better Community

Are you curious to know how foundations view their partnership with colleges and other non-profits? Are you interested in improving the way you work with foundations to advance the mission of your institution?

This session will offer personal insight from the Executive Directors of two outstanding Kentucky foundations on ways that we in the non-profit arena can work in collaboration with them.

Presenters: Mason Rummel, *Executive Director, James Graham Brown Foundation*; Jim Davis, *Executive Director, Gheens Foundation*

Moderator: Diana Brown, *Director of Development, Nursing and Dentistry, University of Louisville*

Senior Professionals: Competing for Students, Money, and Reputation: Marketing the Academy in the 21st Century

Often described as the "pioneer of integrated marketing for the institutional advancement profession," Dr. Lauer will share with us his approach the marketing education in the 21st century.

Presenter: Dr. Larry Lauer, *Vice Chancellor for Marketing and Communications, Texas Christian University*

Moderator: Sharron Townsend, *Director of Advancement, College of Engineering, University of Kentucky*

Independent/Parochial Schools: Annual Fund Challenges for Independent Schools

Independent schools all face the same challenges when it comes to growing their Annual Fund Campaign....

- How to convert non-donors to donors.
- Phone-a-thons..nightmare or a necessary evil?
- Conducting parents campaigns.
- And...how do you do it all with a small staff!!!

So, come prepared to share your challenges and successes and leave with new ideas to boost your Annual Fund campaign.

Presenter: Jeffrey L. Ashley, *President, Jeffrey L. Ashley & Associates, Inc.*

Moderator: Jeanine Triplett, *Director of Development, Mercy Academy*

Communications: A Media Panel Discussion

Do you think you have a great story to share regarding your institution? Hear what the experts have to say about what is newsworthy and what is not.

Presenters: Mary Beth Marklein, *USA Today*, Mark Pitsch, *The Courier-Journal*, and Jim Ogle, *WKYT-TV*.

Moderator: Duane Bonifer, *Director of Public Relations, Lindsey Wilson College*

Advancement Services: Programming and Solicitation

Presenter: Mark Hutchins, *Vice President for Advancement, Murray State University*

Moderator: William Salazar, *Research Associate, IRAPP, Morehead State University*

10:15 – 10:30

Break - Sponsor: Metal Decor

10:30 – 11:45

Breakout Session IV

Alumni: Working with Future Alumni

Students will discuss what role their individual organizations play on the various campuses. Also, the value of membership in Association of Student Advancement Programs (part of CASE) will be discussed.

Presenters: Students from various student organizations throughout Kentucky

Moderator: Shelly Rhodus, *Coordinator of Events Planning and Student Relations, Berea College*

Philanthropy: Fund Raising and Ethics: Toward Professional Self Regulation

This session explores the perceptions of college and university fund raisers about what constitutes inappropriate fund raising behaviors. Discussion will focus on the role of norms in fund raising and how they influence the behaviors in which development professionals engage. Participants will receive copies of the College Fund Raising Behaviors Inventory and will discuss the use of the inventory for creating an ethical climate for institutional advancement.

Presenter: Tim Caboni, Lecturer and Advisor, Institutional Advancement Program, Vanderbilt University

Moderator: Kara Covert, Director of Regional Advancement, Eastern Kentucky University

Senior Professionals: Competing for Students, Money, and Reputation: Marketing the Academy in the 21st Century Part II

A continuation of a previous session, Dr. Lauer will lead a discussion on integrated marketing—including problems you face at your own institution.

Presenter: Dr. Larry Lauer, TCU

Moderator: Marc Whitt,

Independent/Parochial Schools: No Chocolate Bunnies!! Development for Independent Schools from a Principals/President's Point of View

Find out why your development program should avoid "Chocolate Bunnies." You will hear from the perspective of a President regarding his thoughts on how a development program for an independent school should be structured and why a long-range plan is critical to the future success of our private schools.

Presenter: Mike Johnson, President, Mercy Academy, Louisville, KY

Moderator: Jeannine Triplett,

Communications: Media of the Future

John Tolsma is a graduate of Duke University and Harvard's Law School and Business School. A former aide to Tennessee Senator Lamar Alexander, John is president of erroyo of Knoxville, Tennessee, and the educational media subsidiary of RIVR Media Groups. erroyo focuses on using RIVR's high quality production services to create cutting edge learning products and experiences for universities and corporations.

Presenter: John Tolsma, President, erroyo

Moderator: Duane Bonifer, Director of Public Relations, Lindsey Wilson College

Advancement Services: Database Management: A Key Ingredient to Fundraising Success

The driving force of institutional advancement offices is the individual who controls the database. A session for advancement services professionals who face challenges each day with software programs, report writing, and decision-making that affects the flow of advancement programming and contact with our constituents. The presenters have knowledge regarding BSR, Raisor's Edge, and Millennium software packages.

Presenters: Sharon Fraley, Development Records Manager, Morehead State University; Kim Reed, Manager of Advancement Services, WKU; Mary Kay Godbey, Manager of Advancement Information Services, Centre College.

Moderator: Nikki Russell, Staff Support Associate, University of Kentucky

Closing Luncheon

Remarks from Brian Thomas, CASE District III Chair

CASE Kentucky Awards Presentation/
Beth K. Fields Award
Election of Officers

Noon- 1:30 PM

Carol Beirne, ASAP Conference Liaison, Asst. Director of Alumni Programs, Northern Kentucky University

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Leigh Perry, Secretary, Asst. Director of Development, Murray State University

Shelley Boone Rhodus, Coordinator of Events Planning and Student Relations, Berea College

Michele D. Ripley, President, President, Commonwealth Fund for KET

Terri L. Schierberg, Asst. Director of Alumni Affairs, Northern Kentucky University

Donald Smith, Immediate Past President, Asst. Vice President of Institutional Advancement, Western Kentucky University

Jeanine Triplett, Mercy Academy

Andy Wilson, Director of Corporate and Foundation Relations, Northern Kentucky University

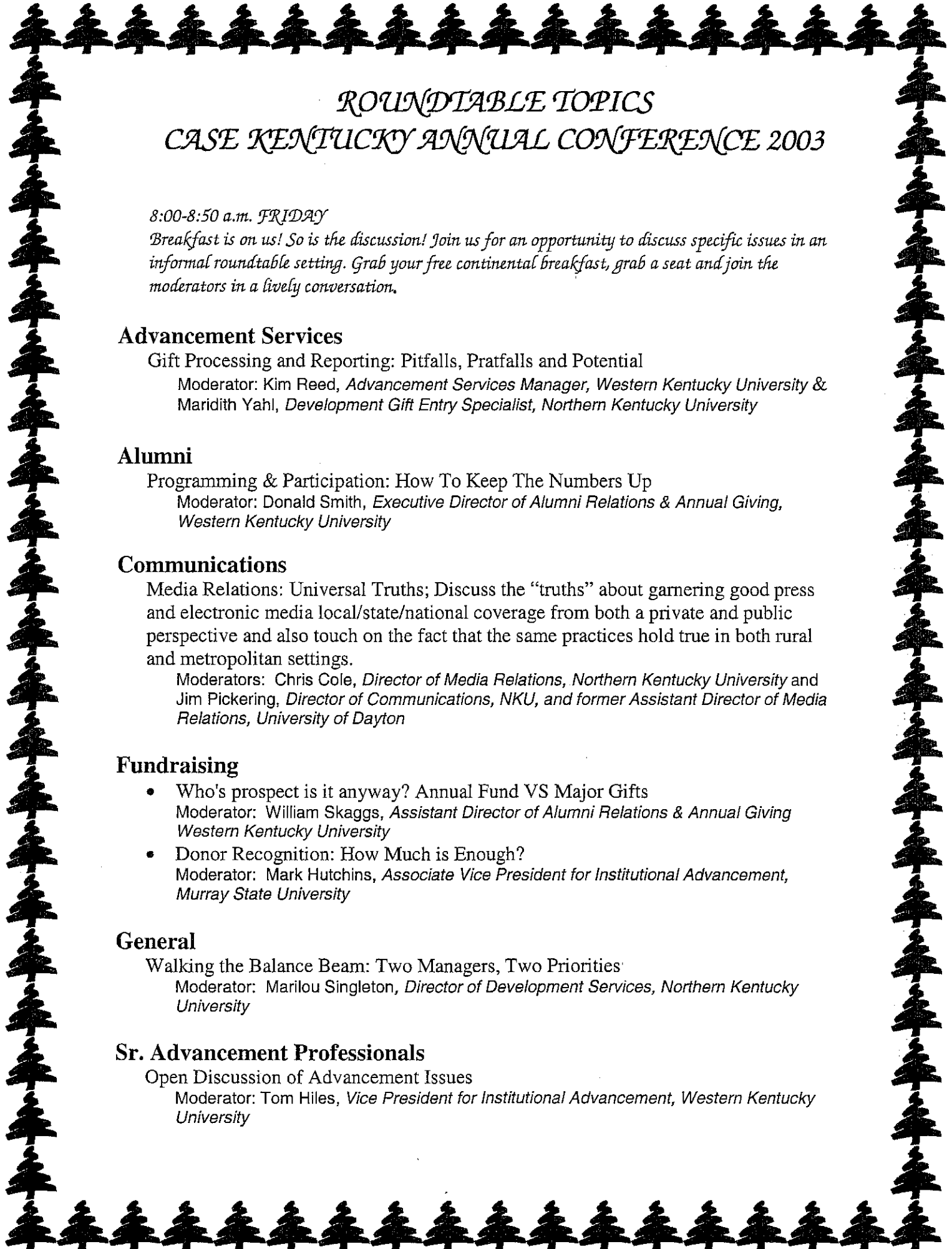
Heather Worland, Assoc. Director for Internal Programs

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John Chamberlain, Auction, University of Louisville
Kara Covert, Philanthropy Co-Chair, Eastern Kentucky University
Kristin Cruser, Awards Co-Chair, University of Kentucky
Rick DuBose, Roundtables, Western Kentucky University
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Kim Kleumper, Newcomers, University of Kentucky
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William Salazar, Advancement Services, Morehead State University
Bob Skipper, Communications Co-Chair, Western Kentucky University
Donald Smith, Past President, Western Kentucky University
Deborah Taylor, Hospitality, University of Kentucky
Sharon Townsend, Sr. Professionals Co-Chair, University of Kentucky
Mimi Ward, Scholarships, University of Kentucky
Marc Whitt, Sr. Professionals Co-Chair, Eastern Kentucky University
Heather Worland, Alumni Co-Chair, University of Louisville

BETH K. FIELDS AWARD 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



ROUNDTABLE TOPICS

CASE KENTUCKY ANNUAL CONFERENCE 2003

8:00-8:50 a.m. *FRIDAY*

Breakfast is on us! So is the discussion! Join us for an opportunity to discuss specific issues in an informal roundtable setting. Grab your free continental breakfast, grab a seat and join the moderators in a lively conversation.

Advancement Services

Gift Processing and Reporting: Pitfalls, Pratfalls and Potential

Moderator: Kim Reed, *Advancement Services Manager, Western Kentucky University & Maridith Yahl, Development Gift Entry Specialist, Northern Kentucky University*

Alumni

Programming & Participation: How To Keep The Numbers Up

Moderator: Donald Smith, *Executive Director of Alumni Relations & Annual Giving, Western Kentucky University*

Communications

Media Relations: Universal Truths; Discuss the "truths" about garnering good press and electronic media local/state/national coverage from both a private and public perspective and also touch on the fact that the same practices hold true in both rural and metropolitan settings.

Moderators: Chris Cole, *Director of Media Relations, Northern Kentucky University* and Jim Pickering, *Director of Communications, NKU, and former Assistant Director of Media Relations, University of Dayton*

Fundraising

- Who's prospect is it anyway? Annual Fund VS Major Gifts

Moderator: William Skaggs, *Assistant Director of Alumni Relations & Annual Giving Western Kentucky University*

- Donor Recognition: How Much is Enough?

Moderator: Mark Hutchins, *Associate Vice President for Institutional Advancement, Murray State University*

General

Walking the Balance Beam: Two Managers, Two Priorities

Moderator: Marilou Singleton, *Director of Development Services, Northern Kentucky University*

Sr. Advancement Professionals

Open Discussion of Advancement Issues

Moderator: Tom Hiles, *Vice President for Institutional Advancement, Western Kentucky University*