

GET ON BOARD



DISTRICT
CASE VI

KANSAS CITY

CALL TO CONFERENCE

• JANUARY 21-23, 2007 •

GET ON BOARD

with CASE District VI

TAKE A BREAK AND JOIN US

Something more.

We all want more: more pay for our work; more recognition for a job well done; more value for our dollar. We can't help you with the first one, but CASE District VI can help with the other two. What better reason can there be to attend the annual conference January 21-23, 2007, in Kansas City?

More value for your dollar?

Past conference participants have told us the conferences were great, but they were asking for more. We listened. Not only will you get great keynote speakers (see inside), but they are also available for sessions outside of those keynotes. The impressive Sunday night panel will be around to answer your questions on issues facing higher education. David Zach, noted futurist, has added a second session. The highlighted features in this mailing show you the great lineup of educational leaders we've signed up for this conference.

Still wanting more?

Check out the Senior Summit one-day program. Additional information on this educational opportunity for more experienced CASE members is on the CASEVI.org Web site. More for diversity? A total of 17 scholarships

to attend the conference are being offered cooperatively by the Westin Crown Center Hotel and CASE District VI. Information on applying for one of the Advancing Diversity Scholarships is available on the District Web site.

You deserve more.

Leave your Blackberry, Bluetooth, inbox, outbox, e-mail, snail mail, land line, cell phone, fax machine, Palm Pilot, Mac, deadlines, Day-Timers, press checks, proofreads — whatever weighs you down.

Your first time?

Never attended a CASE District VI conference? Don't know whether it's for you? If you're in education and work in development, communications, or alumni relations, you belong at this conference. If you've been waiting for a personal invitation, this it is.

Get on board.

Take three guilt-free days, January 21-23, to attend CASE District VI. Amaze your friends with your new knowledge and confidence. Jump back into your work refreshed and recharged. See you there!

To review the entire program visit
www.casevi.org

VISIT WWW.CASEVI.ORG FOR MORE INFORMATION ON:

The 50+ Conference Sessions Scheduled • Educational Partners and Sponsors
Awards Information • Activities • CASE After Hours • Attire
Additional Hotel Information • Scholarship Opportunities

REGISTERING IS AS EASY AS



1. Visit www.casevi.org

2. Get on Board! with the convenient online registration form for credit card payments, or print off the form and mail in with your check.

3. Contact the hotel and make your room reservation (see back panel).

That's it! What are you waiting for? Get on Board and we'll see you in Kansas City.

A CONVERSATION WITH EDUCATION LEADERS

Sunday, 4:30–5:45 p.m.

Three leaders who have faced challenges in education from different perspectives explore how our institutions can secure a healthy future.



David Adkins is vice chancellor for external affairs, University of Kansas Medical Center, and is a University of Kansas alumnus. He is a former state representative and state senator. During 12 years in the Kansas legislature, Adkins was a proponent for education. He chaired several committees, including the Select Committee on Higher Education.



Angela Bennett is president of the board of curators for the University of Missouri system. Prior to assuming her current position as Director of the U.S. Department of Education's Office of Civil Rights, Kansas City Office, Bennett was employed by the Kansas City law firm Lathrop & Gage L.C. for seven years and was an assistant attorney general for the State of Missouri.



Emanuel Cleaver II is serving his first term as a state representative for the Fifth District of Missouri. Cleaver has dedicated his career in public service to economic development and social concerns. He made history as the first African American elected mayor of Kansas City, and served two terms. An ordained Methodist minister, Cleaver is senior pastor at St. James United Methodist Church in Kansas City.

Enlarge Your Vision for Philanthropy & the Future

An Educator's Guide to the Future

Presenter: David Zach

Monday, 3:30 - 4:45 p.m.

David Zach lays claim to being “one of the few degreed futurists on the planet.” Zach guides his audience on an entertaining, futuristic tour of technology, economics, business, education, and society. He gleans facts and ideas from a daily study of books, magazines, newspapers, online explorations, and a spectrum of coffee shop discussions.

Zach has worked with more than 1,000 corporations, schools, and associations, offering insights on the personal and professional impact of strategic trends. Clients include the American Institute of Architects, Professional Photographers of America, Eli Lilly, Harley Davidson (even though he *hates* loud bikes), IBM, and SC Johnson Wax.

Before launching out as a futurist, Zach worked at Johnson Controls and Northwestern Mutual Life in the roles of environmental scanning and strategic planning.

He also taught Future Studies in the School of Education at the University of Wisconsin–Milwaukee.

Zach earned a master's degree in Studies of the Future from the University of Houston Clear Lake. He lives in Milwaukee, and is active in the community. He has served on various boards and advisory councils, including the Wisconsin Small Business Development Center Advisory Council, Future Milwaukee Advisory Board, and Community Advisory Board for public radio station WUWM.



America's History of Generosity: Our Independent Energy Source for Fundraising

Presenter: Claire Guadiani

Tuesday, 12:45 - 1:30 p.m.

The title of her recent book says it all: *The Greater Good: How Philanthropy Drives the American Economy and Can Save Capitalism*. Dr. Claire Guadiani argues that as Americans, we are generous not because we are rich, but because we have become wealthy as a nation through generosity to one another.

Dr. Guadiani has been a professor, college president, author, consultant, wife, mother, and board member to name just a few of her passions and pursuits. An idealist and activist at heart, she uses her writings to encourage colleagues, students — everyone — to leave the world a better place.

“Each of us is responsible in the human community for assuring that the principles embedded in our founding documents actually are the life experiences of our brothers and sisters in this country and around the world,” she says.

Dr. Guadiani is a professor in the George H. Heyman Jr. Center for Philanthropy and Fundraising, New York University School of Continuing and Professional Studies. She teaches courses on America's philanthropic history, emphasizing the lessons history holds for today's fundraisers.

Deeply rooted in her Italian American heritage and Roman Catholic faith, Dr. Guadiani has drawn inspiration from her large, close-knit family and their many accomplishments.



Get the Scoop from the Experts



What's on the horizon? Explore the issues at CASE

Presenter: *John Lippincott*

Here's your chance to hear it straight from the top as CASE President John Lippincott and CASE commissioners focus on key issues affecting alumni relations, philanthropy, and communications and marketing. Lippincott has been at the forefront of major issues in education through positions he has held at CASE and numerous institutions. He has been president of CASE since 2004. Previously he had been vice president for communications and marketing at CASE. Before joining CASE Lippincott served 12 years as associate vice chancellor for advancement at the University System of Maryland. He also created an award-winning public television series, played a key role in state relations, and provided communications support for two system-wide fund-raising campaigns.



Key Legislative Issues for Advancement Professionals

Presenter: *David Bass*

Like death and taxes, government relations will always be part of the educational landscape. Get the inside view on legislation and education — where they cross paths, what's at stake, and how legislative decisions at local and national levels affect your institution. David Bass takes a focused view on major topics of interest and concern regarding governance, donor control, and state legislative and regulatory concerns. Among other topics he'll discuss congressional scrutiny of the charitable purpose of tax-exempt hospitals and the NCAA — colleges and universities may indeed be next — and the IRA rollover and other provisions of the Pension Protection Act of 2006 (H.R.4). David Bass is director, Government Relations & the Center for Institutionally Related Foundations at CASE.



Raising Awareness: Whose job is it?

Presenter: *Terry Hartle*

Is public understanding of your institution's contribution what you'd like it to be? Explore emerging issues, policy challenges, and research with one of the leaders behind the "Solutions for Our Future," a campaign created by the American Council for Education. The campaign's three elements — national activities, grassroots outreach, and web-based and electronic outreach — focus on increasing public awareness of how American colleges and universities serve the public. To raise awareness, higher education must employ more creative ways to demonstrate the role America's colleges and universities play in teaching those who solve major problems and ultimately make the world a better place. Terry Hartle is senior vice president, division of Government and Public Affairs, the American Council on Education.



Trends in Media Relations

Top 10 Basics in Media Relations

Presenter: *Wilma Mathews*

Just when you think everything is on track, along comes a new twist on technology or a change in audience preferences. These are "don't miss" sessions for anyone in media relations. Join Wilma Mathews as she explores topics that will help you reach your target audiences with greater return on your time and resources. Mathews' experience in international and domestic public relations management and marketing communications includes 11 years with Arizona State University public affairs, 15 years with AT&T public relations, and prior positions with a medical center, chambers of commerce, and a newspaper. She is director of constituent relations at ASU and a faculty associate in the Walter Cronkite School of Journalism and Mass Communications.



Common Work: Education and Democracy

Paying Attention: Ethics and Philanthropic Fund-Raising

Presenter: *Paul Pribbenow, Ph.D.*

In his "Common Work" presentation, Dr. Pribbenow explores how colleges and universities can partner with neighborhoods and local communities to create a more vibrant democracy while sustaining a deep commitment to teaching and learning. You'll come away with a framework for understanding the link between education and the local community, strategies for engaging the wider community, and renewed inspiration and motivation. In the "Ethics" session he uses case studies and a decision-making model to help philanthropic professionals form a framework for making moral decisions in their work. Dr. Pribbenow is president of Augsburg College in Minneapolis. He is recognized as one of the country's most engaging commentators and teachers on ethics, philanthropy, and American public life.

Hotel Registration and Information

Westin Crown Center Hotel
One Pershing Road
Kansas City, Missouri 64108
816-474-4400

Guests can call 888-627-8538 or 816-474-4400 and ask for the CASE Room Block to receive the CASE Room Rate.

Room rate:

\$108 single/double occupancy

\$118 triple occupancy

\$128 quad occupancy

Deadline for CASE room rate:

On or before December 28, 2006.

Resource Exchange

Something more for you and your peers. Bring some of your coolest stuff to share with everyone. Package up those great invitations, calendars, posters, and promo items of which you're especially proud, and send them to the conference resource exchange.

Here is how boxes should be shipped for the resource exchange. Please note the Westin will not accept them until January 16, so ship accordingly. Address them to:

Vici Hughes, Resource Exchange Chair
Council for Advancement and Support of Education,
January 20-23
Jamillah Duckett
Westin Crown Center
One Pershing Road
Kansas City, MO 64108

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CASE VI

**P.O. Box 928
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