

## Registration Form

Register on-line with Discover, MasterCard,  
Visa, or American Express at  
[www.finance.ohio.edu/studentaccounts.html](http://www.finance.ohio.edu/studentaccounts.html)

Title:  Dr.  Mr.  Mrs.  Ms.  
Name: \_\_\_\_\_  
Institution: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Special needs or accommodations: \_\_\_\_\_  
\_\_\_\_\_

### Registration

- |   | Tuesday  | Wednesday | Both Days |
|---|----------|-----------|-----------|
| <input type="checkbox"/> Member                                       | \$75.00  | \$50.00   | \$100.00  |
| <input type="checkbox"/> Non-Member                                   | \$100.00 | \$75.00   | \$150.00  |
| <input type="checkbox"/> Non-Member<br>who joins OBA                  | NA       | NA        | \$135.00  |
| <input type="checkbox"/> Golf Scramble on Monday: \$50.00             |          |           |           |
| <input type="checkbox"/> Optional Tour of Ohio University (No charge) |          |           |           |

Total Due: \_\_\_\_\_

### Method of Payment

- Check payable to Ohio University  
 Purchase Order # \_\_\_\_\_  
 Credit Card (Discover, MasterCard, VISA, or American Express)

Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

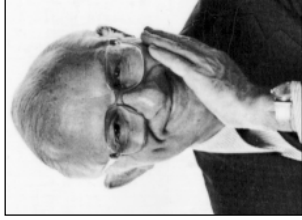
Signature: \_\_\_\_\_

### Mail all payments to:

Ohio University  
Chubb Hall 010  
Athens, Ohio 45701  
740.593.4130  
Fax 740.593.0767

## Public Relations Workshop

with Mel Helitzer



Mel is a professor in the E.W. Scripps School of Journalism at Ohio University where he teaches sports publicity, promotion and public relations in the

university's graduate school. He was formerly a sports writer for newspapers and The Associate Press and, for 30 years, headed his own Madison Avenue public relations and advertising agency.

Mel has counseled such clients as A.G Spalding, the Coleco World of Sports and numerous other corporations and individuals in sports marketing. He joined the faculty of Ohio University in 1979 and in 1983 was awarded the honorary title of University Professor by the student body.



FOURTEENTH ANNUAL

# Ohio Bursars Conference

April 12 - 14, 2004

Ohio University  
Athens, Ohio

# Schedule

## Monday, April 12, 2004

- 10:00 am-4:00 pm Golf Scramble  
Ohio University Golf Course
- 4:00-5:30 pm Board of Trustees meeting  
Ohio University Inn
- 6:00-8:00 pm Dinner on your own
- 8:00 pm-Midnight Hospitality Suite

## Tuesday, April 13, 2004

- 7:45-8:45 am General Registration  
Continental Breakfast
- 8:45-9:30 am Welcome/Opening  
Sherry Downs, University Bursar  
and Dr. Gary North, Vice  
President for Administration  
and Finance
- 9:30-10:30 am General Session  
Public Relations Workshop  
Mel Helitzer

- 10:30-11:00 am Break and Business Exchange  
Exhibit Area

- 11:00 am-Noon Public Relations Workshop  
(continued)

- Noon-1:15 pm Luncheon

- 1:15-2:30 pm Concurrent Sessions

<b>ACH/Check Truncation</b> Len Heckwolf Bank One	<b>E-Sign Act</b> David Glezerman Temple University	<b>How to Work With Difficult People</b> Tammy Gardner Ohio University Professional Development
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## Tuesday, April 13, 2004 (cont'd)

- 2:30-3:00 pm Break and Business Exchange  
Exhibit Area

- 3:00-4:15 Concurrent Sessions

<b>ACH/Check Truncation</b> Len Heckwolf Bank One	<b>New Initiatives</b> Ginny Layton, Bursar, Miami University Steve Sherbet Bursar, Wright State University	<b>Bankruptcy</b> Kevin Dreyer General Revenue Corporation
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- 4:15-5:00 Roundtables

<b>Four-Year Public University Roundtable</b> Facilitator: Kim Trout Assoc. Bursar Ohio University	<b>Four-Year Private University Roundtable</b> Facilitator: David Necessary Bursar University of Dayton	<b>Community College Roundtable</b> Facilitator: Larry Hoffman James A. Rhodes State College
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- 5:45 pm Depart Hotel for Dinner  
Bus service provided

- 6:00-8:00 pm Dinner and Entertainment

- 8:00 pm Depart for Hotel

- 9:00 pm-Midnight Hospitality Suite

## Wednesday, April 14, 2004

- 8:00-8:30 am Breakfast Buffet

- 8:30-9:00 am OBA Business Meeting and  
Election of New Officers

- 9:00-10:15 am Concurrent Sessions

<b>Treasury Classics</b> Bank One Treasury Team	<b>Ohio Attorney General Update</b> Bill Miller et.al.	<b>Fairness in the Workplace</b> Becky Bushy-Miller Ohio University Professional Development
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- 10:15-10:30 am Morning Break  
Exhibit Area

- 10:30-11:45 am General Session  
Marketing and Communications

- Noon-1:30 pm Lunch and Prize Drawings

- 1:30-2:30 pm Optional Tour of Ohio University

- Dress: Business Casual

## HOTEL INFORMATION

Ohio University Inn  
740.593.6661  
740.592.5139 (fax)  
www.ouinn.com

\$98.00 per night plus tax

The conference rate is available until March 22, 2004.