



## President's Newsbrief

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### Correction!!

In the article noting the first co-op education programs in the country, we indicated the wrong University of Michigan campus.

Actual co-op founding:  
1959  
University of Michigan  
Dearborn, MI

### Reminder: CEIA WEB ACCESS

Member Login:  
Your e-mail address  
Password:  
Your Last Name

Greetings...It does not seem like it has been nine months since we left the sunny city of Anaheim. Students are back from their Winter breaks. With the new semester comes a lot of hard work, on our campuses and in CEIA. In addition to getting ready for the annual conference and the Co-op Centennial, this time of the year we find ourselves very busy with elections, awards, and membership renewals.

The CEIA committee members and administrative staff are deeply involved and working hard to meet the needs and requirements of the organization. My hat is off to each of board members and to the committee members for their hard work. We have had a good nine months. A lot has been accomplished and is being reflected throughout this **Newsbrief**. Our finances are the best that they have ever been--sound and solid!

Our publications in our Journal are growing rapidly thanks to the Journal editors, reviewers, and our supporting webmaster. Our Conference Committee has unbelievable workshops and events planned for the 100<sup>th</sup> Year Celebration. **This is a conference that you will not want to miss.**

We had a very productive Board meeting in Cincinnati in September. My thanks goes out to Dan Cayse, Peggy Harrier, and the Cincinnati State Culinary Arts staff for the tour of their new, multi-million dollar school of culinary arts and for their kind hospitality.

### These are the highlights of the CEIA Board of Director's meeting:

- We renewed our contract for two more years with the Dobbs Group (CEIA Administration). They have done an outstanding job and we are extremely pleased to have them as part of our team.
- We have renewed our *Journal* agreement with WACE for three years, with a major change in the structure of the editorial board.
- Dallas, Texas, USA has been selected for the site of the 2007 CEIA Conference.
- CEIA's National Academy for Work Integrated Learning (NAWIL) will conduct a training session in Summer 2006 in Colorado.
- We agreed to begin a joint effort with other organizations to study and determine the "State of Our Profession".



Board members took a little time away from the meeting to tour the Cincinnati State Culinary Arts school.

As I was surfing the *Journal* archives, I ran across an article that is interesting and timely with the upcoming 100 year celebration. **Some Reflections On Early Cooperative Education** written by Max B. Robinson, the first co-op coordinator under Dr. Herman Schneider is worth reading.

The next Board meeting is scheduled for later this month and will be hosted by Disney World in Orlando, Florida. Thanks to the **Newsbrief** team for another super publication. Enjoy!

*Gary E. Steele*  
Gary E. Steele, President

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**Front:** Marjorie Apel, Gary Steele, Peggy Harrier, Dan Cayse

**Middle:** Marti Marberry, Barbara Currier Gregory, Marilyn Mayo, Sandra Lare, Karen Reimer, Carol Martin Rutgers

**Back:** Ray Easterlin, Steve Sellars, Arnold Bell, Julianne Pickering, Anita Todd, Jimmie J. Henslee, Randy Poole



**2006**  
**CEIA**  
ANNUAL CONFERENCE  
Defining the Next Century

**Defining the Next Century**

April 23-25, 2006  
2006 CEIA Annual Conference

**2006 CEIA Annual Conference  
and Cooperative Education Centennial Celebration  
“Defining the Next Century”**

**April 23-25, 2006  
Hilton Cincinnati Netherland Plaza  
Cincinnati, Ohio USA**

**<http://www.ceiainc.org/conference>**

**All programming, presenters, abstracts and other  
relevant information is posted!**

**Registration is OPEN! Early Bird Deadline is Jan. 31!!!**

The Cooperative Education and Internship Association (CEIA)  
invites you to attend this once in a lifetime event!

**Keynote Speakers:**

- Lee Cockrell, Executive Vice President, Park Operations, Walt Disney World
- Robert A. McDonald, Vice Chairman, Global Operations, Procter and Gamble

**Conference Highlights:**

- Opening reception featuring a cooperative education student fashion design show
- More than 70 concurrent sessions for professional development
- Commemorative events and CEIA sessions held at the center of co-op's birthplace
- “Evolution of Cooperative Education” exhibit
- Inaugural Induction Ceremony, Reception, and Banquet for the Co-op Hall of Honor
- CEIA Gala Awards Banquet in the beautiful “Hall of Mirrors”

The *Cooperative Education and Internship Association (CEIA)* is proud to partner with the *University of Cincinnati* with support from the *Ohio Cooperative Education Association (OCEA)* to celebrate the 100th anniversary of cooperative education.



# CEIA Announces National Cooperative Education and Internship Week April 23-26, 2006

In conjunction with the CEIA Annual Conference and the Cooperative Education Centennial Celebration, CEIA has declared the week of April 23-26, 2006 as **National Cooperative Education and Internship Week**. CEIA plans on making this an annual event, celebrated earlier in the spring semester/winter quarter—however, for this first year, we will celebrate it along with our national conference.

CAFCE—The Canadian Association for Cooperative Education has celebrated this tradition for many years. CAFCE has graciously agreed to share their ideas and resources so that we may capitalize on this type of event. These ideas/resources may help you to capitalize on the Cooperative Education Centennial, as well.

**Ideas and resources will be posted at [www.ceiainc.org](http://www.ceiainc.org) shortly—but here is a preview!**

## How to Develop a Media Kit

- Ask yourself if you need a kit—are you promoting an event, an award, new research, etc.? Whatever it is should be newsworthy.
- Create a news release that is specific to your needs (i.e., facts regarding your event).
- Edit background sheet and key messages to reflect statistics, facts, and key people related to your Co-op Program or regional statistics.
- Write a pitch letter.
- Assemble your pitch letter, business card, news release, background sheet and key messages into one attractive package (i.e., a nice folder) and send it to local media.
- Follow up with your media contacts to see if they are willing to conduct an interview or write an article that covers your event.

## Planning a Media Relations Program

- Identify your goals and objectives.
- Identify who you want to reach - your target audience.
- Identify which activities or issues will advance your goals?
- Identify the key messages.
- Identify which media will best carry your message
- Prepare or gather the materials for the media.
- Distribute your materials.
- Arrange for media interviews.
- Prepare for interviews.
- Evaluate coverage you received.

## Writing a News Release

- Writing should be straightforward & informative.
- Avoid jargon.
- Write in an active voice.
- Write in present tense.
- Choose content of lead paragraph - must be newsworthy.
- Should answer - who, what, when, where, and why.
- Use lots of quotes throughout.

## Media Information Kit Contents

- News Release.
- Full text of speeches or other documents such as briefs, submission or presentations upon which the news release is based.
- Fact sheets.
- Brochures or annual reports.
- Biographical sketches or pictures of the people in your news release.
- A pitch letter inviting them to an interview or event.

## Format a News Release

- Double space and print on one side of page.
- "For Immediate Release" or time of release at the top of page.
- Drop 2 lines and write Headline.
- Drop 2 more lines and begin release with dateline, city.
- End all but the last page with the word "more" centered.
- Never end a page in the middle of a paragraph.
- Put the name and phone numbers of the media contact person at the bottom of the last page.

## What Makes a Story Newsworthy

- Relevance—impact on daily lives of people.
- Topicality—discusses a major issue of the day or relate to a major holiday, person or event.
- Human interest—touch an emotion.
- Entertainment value— make it funny or something to stimulate curiosity or passion.
- Controversy - people want to read about controversial subjects.

Resource: Shiller, ED. The Canadian Guide to Managing the Media, Prentice Hall, Scarborough, 1994.

## **Note Exciting Pre-conference Workshop: Research Methodology in Cooperative Education/Internships Sunday, April 23, 2006—CEIA National Conference**

Sponsored by the Center for the Advancement of Co-operative Education at the University of Waterloo (WatCACE: <http://www.watcace.uwaterloo.ca>) with participation from an international group of research experts.

This 3-hour interactive workshop aims to provide an overview of the research methodology process for individuals or organizations that are entering into research for the first time. In addition, it will be of use for researchers with some experience who want to reinforce their understanding of research methodology, specifically, data collection and analyses.

### **The workshop will address the following six concrete steps of research methodology:**

1. Considering your overarching goal(s), deciding specifically what your research question should be. From that, deriving hypotheses.
2. Choosing a research methodology. The basic principles of research design will be discussed in light of both quantitative and qualitative methods.
3. Gathering relevant data. The logistics of using surveys, questionnaires, and interviews will be covered.
4. Using the information collected to answer the research questions and hypotheses (i.e., analyzing the data).
5. Relating conclusions to the general research problem and relevant theories (i.e., interpreting the research findings/results).
6. Sharing your findings and conclusions with others. This will involve the steps involved in preparing a manuscript, a conference presentation, or a formal report.

Discussion will focus on a variety of techniques that can be used at each step and the applicability of each technique to specific research questions. At the end of this workshop, you will have the basic tools to engage in research.



**E-mail Maureen Drysdale, <[mdrysdal@watarts.uwaterloo.ca](mailto:mdrysdal@watarts.uwaterloo.ca)>**

**If you are planning to attend.  
We need a count for handouts!**

## **Institutional Memberships Journal of Cooperative Education and Internships Available Through EBSCO**

CEIA, working closely with EBSCO, an international on-line journal subscription and management company, has released the *Journal of Cooperative Education and Internships* for Institutional Memberships.

Institutional memberships allow all members of your university community who have access to your library to have access to the full *Journal of Cooperative Education and Internships* archive.

### **To purchase an institutional membership:**

- Contact a university librarian or visit your university library webpage and look for a link to “Request Materials to be Purchased by the Library” or something similar, and then note the *Journal of Cooperative Education and Internships* and its availability through EBSCO.
- or visit <http://www.ebsco.com/home/contact/default.asp> to find the EBSCO contact for your region/country.

## Reach Your Peak—June NAWIL Training!



### **REACH YOUR PEAK** **2006 Cooperative Education and Internship Training** **Glenwood Springs, Colorado** June 21, 22 & 23, 2006

The Cooperative Education and Internship Association is pleased to announce a summer 2006 training program on in historic Glenwood Springs, Colorado. The training program, **Reach Your Peak**, is being coordinated by CEIA's **National Academy for Work Integrated Learning**. Whether you are new to Cooperative Education or an ex-

perienced veteran, you will have the opportunity to leave this training with many valuable tools, tips and techniques to incorporate into your program.

The **training sessions** include topics such as: faculty development, marketing, employer development, academic accountability, workforce trends and program management.

The training presenters will include:

- **Dan Cayse**, CEIA Past President and Dean of Business, Cincinnati State Technical and Community College
- **David Cessna**, CEIA Past President and Project Manager, Adams County, Colorado Workforce and Business Center
- **Donna Duvall**, Assistant Dean of Business, Cincinnati State Technical and Community College
- **Phillip Gardner**, Director, Collegiate Employment Research Institute, Michigan State University and Senior Editor, Journal of Cooperative Education and Internships
- **Peggy Harrier**, CEIA Immediate Past President and Assistant Dean of Business, Cincinnati Technical and Community College
- **Patti Jones**, Director, Cooperative Education for the College of Arts, Sciences and Letters at the University of Michigan-Dearborn and Co-author of *Learning Outcomes: The Educational Value of Cooperative Education*
- **Roberta Magarrell**, CEIA Region VI Vice President and Faculty and Coordinator, Academic Internship Program for the School of Family Life, Brigham Young University.

**Glenwood Springs** is easily accessible by planes, trains or automobiles. It is located approximately three hours of exceptionally scenic driving time, west of Denver on I-70 through beautiful Glenwood Canyon. Some choose to enjoy the scenery via Amtrak which stops in Glenwood Springs. The Eagle/Vail Airport is 45 minutes East of Glenwood by shuttle or car rental.

**Program registration fees:** \$225  
(includes reception evening of 6/21,  
Continental breakfasts, breaks and lunches  
on 6/22 and 6/23).

**Accommodations** at the 113 year-old  
historic Colorado Hotel: \$99/night  
[www.hotelcolorado.com](http://www.hotelcolorado.com) or 1-800-544-3998

**Contact** David Cessna for more information:  
[d.cessna@comcast.net](mailto:d.cessna@comcast.net) or 1-720-226-0479



## Submit a Proposal for a CEIA Research Grant!

The Cooperative Education and Internship Association (CEIA) has established grant funds up to \$5,000 to support research on cooperative education and internships. It is expected that two grants of up to \$2,500 will be awarded, depending on the quality and quantity of proposals submitted. Grant requests in excess of \$2,500 may be considered, again depending on quality and quantity of proposals submitted

### Priorities for funding research proposals include:

- (1) research that documents the benefits and outcomes of participating in cooperative education or internships and/or
- (2) the design of a research instrument that will assist with documenting these benefits and outcomes.

**The application deadline is March 15, 2006 and funds will be available June 1, 2006.**

Applicants do not have to be members of CEIA to apply. One or more grants may be awarded.

One-half of the grant funds will be awarded up-front and one-half awarded once the research requirements have been completed. To complete the research requirements, the researcher must submit a manuscript about the research project to the *Journal of Cooperative Education and Internships* or to another professional refereed journal. It is also recommended that the research be presented at a national CEIA conference.

### For additional information, contact:

Ray Easterlin, CEIA VP for Research, [easterlin@mail.utexas.edu](mailto:easterlin@mail.utexas.edu)

Download the criteria and application: <http://www.ceiainc.org/publications>



## Journal of Cooperative Education and Internships Update



CEIA is proud to announce that we have renewed a joint, three-year agreement with the World Association for Cooperative Education (WACE) for the compilation, publication and distribution of the web-based *Journal of Cooperative Education and Internships*. A *Letter of Understanding* was signed in Cincinnati, Ohio on September 30, 2005 by Peggy Harrier, Past President of CEIA and Paul Stonely, Interim Chief Executive Officer of WACE. This collaborative agreement began originally in August of 2003 in Rotterdam, the Netherlands.

Phil Gardner, Michigan State University, USA, will continue as the Editor. He will be responsible for all business functions and North American submissions. Richard Coll, University of Waikato, New Zealand, has been selected as the Senior Associate Editor. He will be responsible for international submissions. In addition, there will now be one, joint Editorial Board, consisting of 18 members from around the world.

The Editors hope that this three-year agreement will provide a global forum for the field and position the *Journal of Cooperative Education and Internships* as the premier research publication for work-integrated learning worldwide.

**NOTE:** If you are interested in working with the Editorial Board, please contact either—  
Phil Gardner, [gardnerp@msu.edu](mailto:gardnerp@msu.edu) or Richard Coll, [r.coll@waikato.oc.nz](mailto:r.coll@waikato.oc.nz)



## SOME REFLECTIONS ON EARLY COOPERATIVE EDUCATION

MAX B. ROBINSON

A request to "reminisce about the early years of Co-op" is at once flattering to one's ego and dangerous to one's reputation. I am nonetheless delighted to share with old friends and new acquaintances some fond remembrances.

Your statement that I "must have seen many changes thru my long involvement with Co-op" was putting it mildly. One of the first was the reduction of Cincinnati's first program from six years to five. My own class which entered in 1907, forwent the long summer vacations and practically caught up with the first group which entered in 1906, graduating only two months later in 1912.

As nearly as I know, I was the first co-op to have become a Coordinator, though far from the last. Six months before graduation, Dean Schneider called me into his office and said the grapevine had told him I was interested in the college educational field. "If that is the case," he followed, "I have a place for you starting immediately. You would be a Coordinator working under Professor Myers," his first teacher of "Coordination," "and you would use this work as your co-op job, becoming full-time as soon as you graduate, after which your mornings, roughly, would be at school teaching 'coordination classes' and your afternoons would be spent visiting co-ops on their jobs and coordinating their work with their studies in school."

He pictured the work (in retrospect without exaggeration) as offering a continuing education for me. The coordinator, he said, must be a visiting teacher in the widely varied environments of industry. He must check co-ops, progress with supervisors, must quiz them at their jobs and call attention to the many applications of theory in front of them. The following week when these same students were back in school, the morning coordination classes would present an interchange of experiences calling attention to important points not readily observed and relating to techniques of work, materials used, processes, equipment, economic problems, etc, always with the accent on the question "why". Personal relations with one's boss and co-workers as well as general personnel problems could be discussed objectively.

The imagination Dean Schneider had used in his mental build-up of educational potentialities was tremendous, and what a challenge was presented to this neophyte. Thus confronted and flattered by a magnetic personality, what average boy would not have accepted?

This was an informal age in our industrial development and guarded plants with their high fences, gate police and complex front door procedures for visitors were the exception, not the rule. Before many

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Max Robinson, Dean Emeritus of Cooperative Education  
Cleveland State University  
Cleveland, Ohio



months had gone by, this would-be Coordinator, this "man from the school" found himself entering plants unannounced, thru back doors if more convenient, at machine shops, foundries, steel mills, railroad roundhouses, offices, drafting rooms and where-not. If not recognized, and now and then challenged, he had no difficulty in establishing his errand, which included everything Dean Schneider had listed with emphasis on his effort to sharpen habits of observation and to remove the blinders which permitted too much mental sleep while doing the repetitive hand operations often encountered by co-ops, particularly in the earlier parts of their programs.

Placement problems took little time, for once started, the co-op could not change to another firm without strong reason. Several, including myself, were bound by special college apprentice contracts, duly signed by parents and notarized, outlining experience to be gained, schedules and payrates. My own rate was ten cents per hour to start! Do you wonder the \$100.00 per month offered me by Dean Schneider looked big? A copy of my indenture was given to the Archives Department of Fenn College, now, as you know, Cleveland State University.

At Cincinnati, the acceptance of new co-ops was spread over several months of the spring and summer, and at first, each matriculate had to prove his ability to take a job's hard knocks by starting his assigned job well in advance of the fall opening. New candidates were usually accepted by employers upon recommendation of the Coordinator thus spreading initial placement work. Many minor irritations, of course, had to be smoothed out, but later sleep-shattering problems of labor relations and unemployment were non-existent in those early days. More of the Coordinator's time, therefore, could be used for the teaching function of his job.

After two years I was relieved of the routine plant visitation and assigned to devote equivalent time to the preparation of text material for each job, reporting directly to Dean Schneider. He called this material "Work Syllabi" or "Observation Sheets," outlining the scope and nature of experience to be gained, theoretical tie-ins, sources of further information, all slanted toward giving the co-op something more than the ordinary worker's view-point. How could he best be helped to develop a natural curiosity as to countless previous technical decisions someone had to make in the design and production of the product, of the equipment he used or the economic and managerial aspects of the establishment itself?

I regret that this function of a Coordinator's job seems to have been soft-pedalled in recent decades. More immediate problems -- placement, trouble adjustments, recruitment scheduling and operation, to name only a few -- have intervened and used all available time. Also in many schools we have seen the discontinuing of the aforementioned

classes in Coordination, the potential of which has seldom if ever been realized. Here the obstacles have been the difficulty in finding teachers with the required job orientation and ingenuity in presentation, the wide scope of material to be covered and lastly, the crowding of the curricula, with each academic department fighting for more time or even to hold what it already has. Perhaps now with the number of programs mushrooming and federal aid hopefully on the way, more adequate text material and teaching devices can be provided.

Over the years another change has been the trend toward longer work periods. One day Dean Schneider called me in and said, "Max, I wish you would make the rounds of our employers and see if any would object to a two-week shift instead of the one-week we have been using. There seems to be good reasons why it might work better." Without exception, the employers agreed. It would lessen, they felt, the obvious inconvenience of the weekly change of workers. You know the story. Since then, almost every possible length of period has been tried, and today the majority of programs, I believe, are using the conventional college quarter or semester.

After four wonderful years under Dean Schneider, his missionary zeal for spreading the co-op idea overcame his need for my further services and he helped arrange for me to take over the development of a new co-operative venture at The University of Akron, where Dean Fred E. Ayer, formerly head of Civil Engineering at Cincinnati, was building from scratch a College of Engineering using the cooperative plan entirely. It already had been operating a couple of years and had made good headway with ready acceptance by local industry. This was fortunate for me because no sooner had I fitted into harness than World War I reached in and took Dean Ayer for an important administrative assignment outside the University and I had to take over the routine aspects of his office. I had been assigned a 4-F classification under the draft because of advanced myopia, and seemed a safe bet from a physical stability standpoint.

War irregularities soon became the rule, but the momentum of co-op already built carried it on with the minimum of attention from the dean's office. In 1920 after the war, when Dean Ayer was back on his job and things were decidedly looking up, Dean Schneider again influenced my life with his recommendation that I be selected to start technical cooperative programs at Evansville College (now the University of Evansville) incidentally at twice my Akron salary. This would not look like much today but was an influencing factor then because costs of living in Akron were out of control due to its abnormal growth during the war. So our family, three of us now, moved to Hoosierdom and have always enjoyed memories of eight years of living among the most hospitable and warm-hearted people we have ever known. It was great fun as well as hard work helping develop the Engineering Department with its many problems of accreditation and finance.

Probably spoiled by the staunch support of former President Alfred F. Hughes, who was intensely loyal to the co-op plan, I became discouraged by apparent inability to sell our program to a succeeding administration and felt that my assistant, Prof. R. E. Robb, who headed Civil Engineering and who had been my right arm for six years, could do a better job of this. The time was ripe, therefore, for me to accept an intriguing offer from The Cincinnati Milling Machine Company which had been using Evansville co-ops. They were in the midst of an expansion program and I was to organize and operate all recruiting and training, upper-grade thru post-graduate college levels, co-op and full time in the plant. So I left Evansville but was happy to continue working with students from there.

For me, one of the brightest and most unusual facets of my work at C.M.M. Co. was the opportunity to work from the employer's side of the fence in the training of co-ops from several schools. In this, I should mention the effective and pleasant relationship I had with that indomitable coordinator "Cal" Messinger. He had succeeded me on Dean Schneider's staff years before and now was sending us far more trainees than any other single school. Altho now retired, I am sure he is well-known to many coordinators now active.

Over the years the company had strongly supported Dean Schneider's co-op project from an enlightened self-interest point-of-view, resulting in many corporate responsibilities in production, engineering, sales and high management now being headed by graduates of their program. No Training Director ever had better support and understanding from executives and supervisors than did I and with the help of all concerned, progress was made. Within two years, the firm's total employment had doubled and fifty pairs of co-ops (100 students) were on the payroll. Also in training were another fifty engineering and business recently recruited from many schools.

Country-wide, as more experience was gained, both schools and employers found it desirable to initiate occasional changes on operational procedures. Already mentioned has been the increase in the length of Cincinnati's work period from one to two weeks, and the subsequent adoption elsewhere of longer periods of three to ten weeks each, also college quarters, semesters and even years. Accompanying this, another change may now be identified, viz: the diminishing need for strict pairing of students. With short periods, pairing had been important to provide continuity on the job, but with quarter-long intervals or more constituting units of training, it became less necessary, providing greater flexibility in operation. Some programs now, I suspect, pay little attention to pairing, although probably alert to keep desirable spots fully manned.

In most schools today, employment does not start as early in the curricula as was common in early years. Experience has shown that freshmen need more than a few weeks of uninterrupted studies to make a successful adjustment to college routine, so different from that of High School. Coordinators need more time and better acquaintance with co-op candidates to make judicious referrals and employer relations have been strengthened by initial screening in the class-room to avoid irritating early drop-outs.

Among items that seem not to have changed is the attitude of the typical co-op toward his own job assignment, especially after his first few months as a beginner. He chafes under repetitious duties; in school there are new fields to conquer as soon as one masters the old. He feels the same should be obtained on the job - is it not a required part of his education? Did the school literature not stress the value of work experience? Was that pretty brochure with exciting pictures of co-ops at work just a lot of bull and come-on? Why should he waste time on production after the procedure was once understood?

Most every young man worth his salt goes thru some of this impatient or negative thinking in the process of growing up. He is prone to think subjectively and finds it hard to evaluate intangibles. His sophomoric attitude has been part of the growing pains leading to maturity. A few years out in the world find his appreciation of values far more discerning and it has been common observation that the worst chronic crabbers later on are often numbered among the school's most loyal alumni boosters of co-op.

In retrospect, one can recognize an accelerating pattern in the acceptance of Cooperative Education by educators, employers, trade organizations, national societies, labor unions and by our government itself, which so recently has authorized appropriations for further development. Current statistics on the spread of co-op are impressive. The lay public, however, and I include average parents, teachers and guidance specialists, still think of cooperative education as being an earn-your-way-thru mechanism and regretfully, too many high school seniors are so advised.

To overcome this has been an effort as far back as I can remember and will probably take more decades of patience and the strongest public relations effort possible. To one who has seen skeptical or even antagonistic Deans and faculty members won over time and again thru long-time working with co-ops, such continuing effort would seem hopeful of success and a worth-while challenge.





# Cooperative Education & Internship Association, Inc.

2006 Conference & Co-op Centennial Celebration  
 April 23-25, 2006  
 Hilton Cincinnati Netherland Plaza  
 Cincinnati, Ohio



### Questions:

Contact Deborah Dobbs or Mary Anne at the CEIA office at 800-824-0449 or 925-947-5581

### Conference Registration

Please print - One registrant per form - photocopy for multiple registrations

Last Name \_\_\_\_\_ First Name \_\_\_\_\_  
 Title \_\_\_\_\_ Nickname for Badge \_\_\_\_\_  
 Program/Department \_\_\_\_\_  
 Institution/Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ St. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_  
 Email (please print carefully) \_\_\_\_\_ Vegetarian? \_\_\_\_

**Tell Us About You! What is your position type/status?** *Staff Mgmt Faculty*  
**First CEIA Conference?** *Y N* **How long have you worked in this field?** \_\_\_\_ yrs.  
**Where do you work?** (circle one)  
*2 yr college Public 4 yr Private 4 yr Private employer Gov't employer*  
**Type of programs you work with?** (circle all that apply) *Coop Education Internships Career Services Service Learning Study Abroad Other*

### Conferences Fees - Member is defined as a paid member of CEIA or OCEA

**Conference Registration includes:** ONE admission to Conference general sessions and workshops, Monday night University of Cincinnati Centennial Celebration plus all meals noted on the agenda.  
**Non-member rate includes** the same plus a promotional individual membership, good through Dec. 31, 2006, for new members only.

	CEIA/OCEA Mb	Non-Mbr
<b>Early Bird Rate</b> , postmarked prior to 1/31/06	\$375	\$525 _____
<b>Regular Rate</b> , postmarked between 2/1 and 2/28	\$425	\$575 _____
<b>Late Rate &amp; At The Door</b> , postmarked after 3/1	\$475	\$625 _____
<b>One-Day Rate</b> (not available for multiple days)	\$230	\$230 _____
No Monday Centennial Celebration ticket	<b>Circle One: Monday</b>	<b>Tuesday</b>

**Extra Meal/Event Tickets available by calling the office at 800-824-0449.**

**Renew My Dues On This Form!** thru 12/31/06 \$150 Individual dues rate \_\_\_\_\_  
**Total Enclosed** \_\_\_\_\_

**Payment Options:** Full payment by check or credit card must accompany conference registration form. **Sorry, no Purchase Orders.** CEIA's FIN # 23-7025155

\_\_\_ Check enclosed - make payable to CEIA, Inc, drawn on US banks in US funds.  
 \_\_\_ MasterCard/VISA Card # \_\_\_\_\_ Exp date: \_\_\_\_\_  
 Name on card: \_\_\_\_\_

**Mail Form with payment to:**  
 CEIA, 16 Santa Ana Place, Walnut Creek, CA 94598  
 Credit Card Registrations may be faxed to: 925-906-0922

### Hotel Reservations

Hilton Cincinnati Netherland Plaza  
 35 West Fifth Street  
 Cincinnati, OH 45202

**Make Reservations by Phone or Online by April 1!** 513-421-9100 or www.cincinnati.hilton.com. Be sure to check the Netherland requirements around arrival times and cancellation. Use group code **CEI** for group rate.

**Conference Rate: \$97 single/ double/triple/quad** per night (tax rate 17.5%)

**Cut-Off Date - April 1, 2006**

**Parking:** Hotel guests - \$18 per day self-park. Local municipal lots available at lower rates.

**Air Travel:** Cincinnati/Northern Kentucky Airport (CVG) is within driving & shuttle distance from the conference hotel.

### Cancellation/Refund Policy

All requests for refunds must be submitted in writing by **3/23/06**. No refunds will be issued after that date. A \$75 fee will be charged on all cancellations. Refunds will be processed after the conference.

### Special Accommodations & ASL Interpreters:

If you require special accommodations to fully participate in this conference, please attach a written description of your needs and fax it to the CEIA office by April 1. 925-906-0922

**Check your membership status by calling 800-824-0449. Get a renewal form at www.ceiainc.org**





**Conference Sponsorship,  
Ad Placement & Exhibitor Form  
2006 Annual Conference & Centennial Celebration  
April 23-25, 2006  
Hilton Cincinnati Netherland Plaza • Cincinnati, Ohio**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_  
 Title \_\_\_\_\_ Nickname for Badge \_\_\_\_\_  
 Institution/Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ St. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email (please print carefully) \_\_\_\_\_

**Sign Us Up As A Conference Sponsor! I will send my .tiff format full-page ad copy to anita.todd@uc.edu by March 1, 2006.**

- \$4,000 & above Gold Package** - includes 3 memberships & 3 full conference registrations (submit names & contact information with form on reverse side), draped Exhibitor table, full-page ad in program, company name listed in program literature, acknowledgement at event.
- \$3,000 - 3,999 Silver Package** - includes 2 memberships & 2 full conference registrations (submit names & contact information with form on reverse side), draped Exhibitor table, half-page ad in program, company name listed in program literature, acknowledgement at event.
- \$1,000 - 2,999 Bronze Package** - includes 1 membership & 1 full conference registration (submit names & contact information with form on reverse side), draped Exhibitor table, quarter-page ad in program, company name listed in program literature, acknowledgement at event.
- \$500 Olympian Package** - includes draped Exhibitor table, company name listed in program literature, acknowledgement at Conference.
- In-Kind Donation** - includes company name listed in program literature, acknowledgement at Conference.

**Sign Us Up As Event Sponsors! Sponsorships acknowledged in the conference program and with a sign at the event.**

- \$25,000** Herman Schneider Memorial Garden Unveiling & Hall of Honor Banquet
- \$10,000** Sunday Evening President's Opening Reception
- \$8,000** Monday's Lunch & Ohio Co-op Ed. Association Recognition
- \$8,000** Tuesday UC Luncheon & ASEE/CED Recognition
- \$1,000** One Monday Networking Break (Two scheduled)
- \$2,000** Production & Printing of Proceedings
- \$500** Attendee gifts, door prizes, etc.
- \$5,000** Monday's Breakfast & Welcome Ceremony
- \$5,000** Tuesday's Breakfast & Business Mtg
- \$15,000** Tuesday Gala Awards Reception & Banquet
- \$1,000** One Tuesday Networking Break (Two scheduled)
- \$5,000** Transportation between Hotel & University of Cincinnati

**Place Our Ad in the Conference Program! I will send my .tiff format artwork to anita.todd@uc.edu by March 1, 2006**

- \$500** - Back cover full-page ad (7 1/4" x 9 1/2")
- \$300** - Inside back cover full-page ad (7 1/4" x 9 1/2")
- \$150** - Half-page ad (7 1/4" x 4 3/4")
- \$300** - Inside front cover full-page ad (7 1/4" x 9 1/2")
- \$250** - Full-page ad (7 1/4" x 9 1/2")
- \$75** - Quarter-page ad (3 1/2" x 4 3/4")

<b>Payment MUST Accompany this form. No PO's can be accepted.</b>	<b>FIN 23-7025155</b>
_____ <b>Check enclosed</b> (Checks must be drawn in US funds on US banks.)	Circle the chosen the sponsorship item above.
_____ <b>Credit Card</b> - circle one    MasterCard    VISA    Card # _____    Exp. Date: _____	

**Mail Form with payment to:  
CEIA, 16 Santa Ana Place, Walnut Creek, CA 94598  
Credit Card Registrations may be faxed to: 925-906-0922**

