

SWOAFP March Meeting Notice

Meeting

Topic: ePayments/eStrategies (Part 2)
Presentation by: Gail Van Brundt, Carlson Marketing
Bill Doering, University of Cincinnati

Date: March 15, 2006
Time: 4:15 p.m.....Networking Opportunity
4:45 p.m.....Announcements
5:00 p.m.....Program/Presentation
6:00 p.m.....Adjourn
Location: Wingate Inn (on Tylersville Road off I-75)

Gail Van Brunt will present an overview of how corporations use network branded prepaid cards in exciting new ways—as reward delivery tools for employee marketing, product branding, and channel marketing and sales. This includes explaining the nuances of prepaid cards such as single load vs. reloadable; association branded vs. private label, and open acceptance vs. selective authorization.

Gail Van Brunt joined Carlson Marketing Worldwide in 1984 in a marketing capacity. For the past three years, she has been responsible for new business development for Carlson Marketing's prepaid products, working with Fortune 500 clients around the US.

William L Doering will discuss how The University of Cincinnati successfully implemented an e-payment system for paying tuition and fees. Key discussion points will include:

- Cost of Credit Cards
- E-Billing
- Vendor selection
- integration into Student Receivable System
- Third Party Access
- What didn't work to our satisfaction and what we did to improve.
- non traditional accounts
- deposit tickets
- Returns
- ABA verification check digit

Bill has been with the university for twenty eight years in various capacities within the Finance Division. He has been responsible for Treasury Management including operating cash portfolio management and credit card processing since 1989. He has served on the Program Committee for the Treasury Institute for Higher Education annual symposium for four years. He also has been a speaker at the Treasury Institute and the AFP Annual Conference. He has also previously served as a board member of the Southwest Ohio AFP.

Upcoming Activities

- April 19th - Tour of the UD endowment trading desk
- May 17th - Annual meeting, scholarship presentation, and speaker on the B&B Riverboat

Membership Info

- We appreciate your patience while we switch credit card vendors. The new payment link should be out on the website soon. In the meantime, if you would like to process your membership via credit card, please contact any of the Board members (members noted on the site). The 2006 invoice is available at www.swoafp.org.

Other

- Want to know what's going on in the local job market? Check out the SWOAFP website (www.swoafp.org) for recent job postings. If you are looking to fill a position and would like to post it on the site, please feel free to email any of the Board members.