

# Mapping the Marketing Frontier

*Calling all pioneers!*

11th Annual UCEA  
Marketing Seminar

February 13-15, 2003  
Scottsdale, Arizona

**“The most valuable part  
of the program was  
hearing the problem  
solving experiences of  
other conference  
attendees.”**

—Stephen Newell-Niggemeyer,  
Seattle University

**“The networking and  
smaller sessions were  
most informative.”**

—Nora Cameron, Harvard University



## Need help with the fundamentals?

Arrive early and choose from two preconference modules: *Basic Marketing* and *Practical Marketing Research*

### Basic Marketing: Effectively Marketing Your CE Programs

#### PRECONFERENCE MODULE

THURSDAY, FEBRUARY 13, 2003

8:30 am – 12 noon

■ **Need help with basic marketing?** Hear an overview of effective strategies for marketing university programs. Learn how to:

- develop a marketing plan
- conduct market research
- develop a database marketing system to track, retain, and target students more efficiently

Hear case studies illustrating positioning techniques and how to reach new markets. Other topics include use of the Web and electronic media.



*Instructor: Susan Hawksworth*, Director of Marketing, Division of Extended Education, California State University-Fresno

Module is targeted to CE professionals who are either new to the CE field or have new responsibilities in marketing. Participants are expected to complete out-of-class assignments that enhance the learning experience. Successful completion of assignments leads to a UCEA certificate of accomplishment.

*Separate registration and fee required. Please see registration form for details.*

Thanks to these Corporate Sponsors for their support of UCEA's Marketing Seminar



University Continuing Education Association

# Mapping the Mark

## Calling all pioneers!

**T**he new university is pushing into uncharted territory and continuing education marketers are part of the scouting party. We're looking for the mountain passes that will take us to new audiences. But what's on the other side, and will it be worth the effort of reaching it? We're searching for the watering holes where thirsty learners gather. But how do we tell an oasis from a mirage? We're prospecting for the gold of corporate training budgets and racing to stake our claims. But how can we know if it's a mother lode or fool's gold? This frontier is vast and full of promise, but it also is perilous and unpredictable. We've seen the bleached bones of failed programs and ill-advised marketing campaigns, glinting in the sun just off the trail. We need a good map, a compass, and well-stocked saddlebags as we head west. That's where you come in.

*We're meeting in Scottsdale, Arizona, in the desert, under the sun.*

We're looking for you—the scouts, explorers, and cartographers of CE marketing—to join us around the campfire. UCEA invites you to attend this information packed meeting. You'll find a good mix of offerings: something for the tenderfeet (new marketers and non-marketers) and something for the grizzled old-timers (you know who you are). Join your colleagues in...

- **Exploring...** Market Research, Program Development, Strategic Partnerships
- **Prospecting...** Database Marketing, CRM, Direct Mail, E-Marketing, Customer Service, Student Retention, Lifetime Value
- **Mapping...** Marketing Plans, Metrics, Marketing Management, Evaluations

### ABOUT UCEA

*The University Continuing Education Association* was founded in 1915 to promote excellence and expanded opportunities in continuing education. Association members include both public and private accredited colleges and universities. UCEA represents more than 420 institutions that provide pre- and/or post-baccalaureate-level education to degree-seeking students, students seeking professional credentials, and those seeking learning for its own sake.

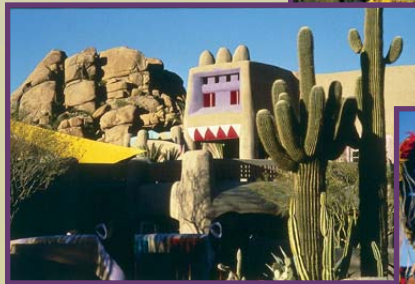
*UCEA seeks to exemplify its commitment to ethnic, cultural, and gender diversity and fairness in all of its forums, both public and private.*

# eting Frontier



## Scottsdale!

Scottsdale is a new city with an old soul built on three, rich cultures: Native American, Spanish, and western pioneer. Each society has left its imprint in the city's cuisine, architecture, and art. The Greater Phoenix/Scottsdale area gives visitors the opportunity to enjoy countless activities ranging from outstanding museums, galleries, performing arts, fine dining, horseback riding and cowboy shoot-outs. The climate makes outdoor activities—such as desert jeep tours, hot-air ballooning, and water recreation—a way of life.



## Chaparral Suites Resort

The seminar site is the Chaparral Suites Resort and Conference Center, 5001 North Scottsdale Road, Scottsdale, AZ 85250.

**For Hotel Reservations:** Call 800/528-1456 or 480/949-1414. Indicate that you are attending the UCEA Marketing Seminar for group room rates of \$165 single/double. Reservation deadline is **January 13, 2003**. After this date, reservations will be taken on a space available basis only.

**The Resort is minutes away from** world-renowned Arizona golf, fabulous shopping, fine dining and entertainment. Step directly from your suite into the Arizona sunshine, in surroundings of cool fountains, lush vegetation and sparkling pools. Without leaving the grounds, you can play tennis, swim in one of the two oversized pools, enjoy a whirlpool, or workout in our fitness center. Jogging routes, fishing, horseback riding, jeep tours and much more are nearby.

**Getting There:** The hotel is just 20 minutes from Sky Harbor International Airport. The hotel provides complimentary transportation from/to the airport.



## Who Should Attend UCEA's Marketing Seminar?

**Professionals responsible for continuing education marketing and management activities including:**

- public relations and promotion
- advertising, copywriting, graphic design
- Websites
- program development
- enrollments, admissions
- alumni programs

## Practical Marketing Research

### PRECONFERENCE MODULE

THURSDAY, FEBRUARY 13, 2002

8:30 am – 12 noon

■ **Need a primer on conducting marketing research for CE? Research techniques** to be discussed in this half-day module include:

- needs assessment
- program feasibility
- target marketing, competitive analysis
- marketing measurement

Learn about: **research design** including:

- problem definition and sampling;
- traditional methods such as surveys and focus groups;
- using the Internet, demographics and secondary data sources;
- less traditional types of research (online surveys, geographic information, and database marketing);
- using research as a decision-making tool.

**Instructor: James Fong**, Director, Outreach Office of Marketing Research, Penn State University



*Module is targeted to CE professionals who are either new to the CE field or have new responsibilities in marketing. Participants are expected to complete out-of-class assignments that enhance the learning experience. Successful completion of assignments leads to a UCEA certificate of accomplishment.*

*Separate registration and fee required. Please see registration form for details.*

## Seminar Planning Committee

Chair: Al Abramson, University of Wisconsin-Madison  
Carol Ash, University of Nebraska-Lincoln  
Randy Bailey, Arizona State University  
Steve Bunch, University of Kansas  
Jeanne Burkett, University of Richmond  
Allison Pay Crawford, University of Chicago  
Cheri DeClercq, Central Michigan University  
Jim Fong, Penn State University  
David Garvey, University of Connecticut  
Susan Hawksworth, California State University-Fresno  
Abdou Ndoye, University of Connecticut  
Annette Preuss, University of Arizona  
Trina Walker, University of Pittsburgh



## MAPPING THE MARKETING FRONTIER

THURSDAY, FEBRUARY 13, 2003

8:30 am - noon . . . .Marketing Modules

(For details on modules, see reverse side.)

1:00 pm . . . . .Seminar Registration

1:00 - 1:45 pm . .Newcomer's Orientation

2:00 - 3:30 pm . . . . .Opening Session

### If It Ain't Broke, BREAK IT!

**New Approaches to Niche Marketing, Creative Promotion, Strategic Positioning**

• **Michael Fortino**, President & CEO, The Fortino Group

■ Business as usual is never good enough. Everything you do can be made better. Fortino will confront you to fix what isn't broken and raise the performance level of your entire mar-



keting operation. He will illustrate how the best of the best offer creative marketing and outrageous customer service. Learn some killer strategies to open new markets. Get ready to be challenged and use Fortino's techniques to improve the way you operate. Raise the bar for promotions using his suggestions for creative, high-profile campaigns. Learn how to better generate word-of-mouth exposure and build promotional alliances. Discover imaginative strategies to build awareness using local associations, business chambers, professions, trades, community relations programs, networking, not-for-profit sponsorships and more.

**Michael Fortino** is a renowned strategist on charting and dealing with change. An expert on management, he instructs in how to maximize job performance while minimizing stress. Author of the books *emergency and the Age of the Internet* and *Time Flies When You're Not Having Fun*, his presentations are energetic, humorous and filled with points that you'll want to share with colleagues. His expertise has afforded him front page coverage in USA Today, The Wall Street Journal and appearances on the network talk shows, including *The Tonight Show with Jay Leno* and CNN. Founder and CEO of The Fortino Group since 1985, he has consulted for more than half of the nation's Fortune 500s. Fortino's hosts the PBS Satellite Broadcast: *The Leadership Series*.

3:45 - 5:00 pm Concurrent Sessions

### Prospecting

#### Marketing Research and Program Planning—Exploring New Trails & Territories

• **Mike Healy**, Marketing Research & Planning Representative, The University of Georgia Center for Continuing Education

■ Explorers (*Marketing Researchers*) and Settlers (*Program Planners*) are discovering new ways to share the same continuing education campfire—while on the trail to new territories. You'll hear tales of exploration into new territories (*programs*) and the trails taken to get there (*conferencing, distributed learning, licensing and partnering*). Gather 'round the campfire and bring your own stories to help us draw a map of the new frontier. *(In other words, in this session a research-planning model for developing new programs will be discussed through case studies and further refined with audience participation.)*

### Mapping

#### The Good, The Bad, and The Ugly: The Challenge of Marketing Management in Education (or the Showdown at OK Corral)

• **Denise Maceyko Hartman, Darren Wagner, and Chris Walsh**, Marketing Strategists and **Jim Fong**, Director of Marketing Research & Planning, Penn State University

■ Our frontier has changed and is now riddled with carpet baggers, rattlesnakes and rustlers. The wagon master has always guided homesteaders through the hostile terrain; however, in our new environment, marketing is often asked to lead or, like Lewis & Clark, explore ahead.

Drought, disease, pestilence, desperados from the south and dishonest northern fur traders have led Penn State Outreach Marketing to adapt to an often unforgiving environment. This case study demonstrates how Outreach Marketing met a number of challenges to find the good, bad and ugly outcomes between marketing and a traditional higher education culture. Learn how marketing has succeeded despite political/administrative challenges, new territorial governors, boundary disputes and horse rustlers. We will share our "tumbleweed" processes and describe what management challenges are still outlawed between the two cultures. Let us help you find your marketing goldmine in them thar hills.

### Exploring

#### Making Better Decisions with GIS—Integrating Geographic Information Systems into the Process

• **D. Terry Rawls**, Director, MSA, Central Michigan University

■ This session will focus on the processes used to make typical decisions in today's competitive environments. We will introduce GIS as a special analysis mapping tool that impacts significantly the quality of those decisions. Participants will become familiar with the capabilities and features of GIS, see how the process has been used at one institution, and gain practical experience in a hands-on demonstration.

5:30 - 6:30 pm . . . . .Reception

FRIDAY, FEBRUARY 14, 2003

8:00 - 9:00 am . .Continental Breakfast

9:00 - 10:30 am . . . . .General Session

#### Marketing that Makes You Memorable

• **Paige Chadwick**, Principal, Strategic Mark Concepts



■ How can your marketing become memorable in a world over-saturated with information and advertising messages? Paige Chadwick shares her secrets for creating and implementing a marketing strategy that breaks through the clutter and becomes memorable to prospects and customers. Find out how the human mind sorts through the din of messages in the marketplace and use that knowledge to structure your strategy. Learn how to remain top-of-the-mind even while your competitors are clamoring for attention. Learn the basics of how the subconscious mind discards some information and remembers others. Gain a wealth of practical ideas to implement immediately.

**Paige Chadwick** has 18 years of experience in marketing and marketing communications in growth companies and entrepreneurial environments. She led the marketing efforts for several technology companies during their startup and initial growth stages. Prior to founding Strategic Mark Concepts, she directed the marketing program for the southwestern United States for KPMG Peat Marwick LLP and helped launch and implement the firm's first global branding campaign.

10:45 am - noon . Concurrent Sessions

## Exploring

### Email Marketing—How to Increase Student Retention and Optimize Lifetime Value

• **Angelo Biasi and Oliver Leibowitz**, *Managing Partners, Direct Impact Marketing, Inc;* **Dorothy Durkin**, *Associate Dean, School of Continuing and Professional Studies, New York University*

■ In addition to shifting cultures or collecting more email addresses, we've noticed a significant trend/need for college/university CE departments to communicate with existing students and alumni using email marketing. Benefits include: immediacy, cost-efficiency, highly accountable and trackable results. Learn how colleges/universities are using cost-efficient tools to internally implement e-communications with students/alumni. One tool automatically deals with/manages bounce-backs and unsubscribes while adhering to legitimate permission-based (and DMA-approved) email practices. We'll discuss techniques for copy/creative development, added functionality (i.e. Push2Talk), database development/capture for audience segmentation/profiling, and comprehensive campaign success tracking.

## Prospecting

### Tracking the Elusive Learner— Lifting Rocks and Turning Over Stones

• **Robert M. Whitcomb**, *Director of Continuing Education, University of Wisconsin-Eau Claire*

■ We all know the surest path to program success is to understand what learners want and need. However, too often our programs become reproductions of something we've done over and over. Why is it then that we rarely take the time to really explore the terrain?

The best programs fail because they have not taken into consideration what the customer really wants. As Continuing Education professionals, we are constantly challenged to create innovative programs that meet the elusive desires of potential participants. The key to effective continuing education programming is an understanding of what the market wants and how they want to receive it.

This program will reintroduce market and marketing research techniques and provide participants with research tools and techniques that can help them chart their course to program success.

## Mapping

### How to Create, Launch and Grow a Successful Brand—Charting Your Course to Reach the Gold

• **Sarah Steinberg**, *Executive Director, Johns Hopkins University School of Engineering Part-Time Programs in Engineering and Applied Science;* **Jill Tanenbaum**, *CEO, Jill Tanenbaum Graphic Design & Advertising;* **Judy Markoe**, *President, Big Picture Marketing*

■ Managers of the Johns Hopkins Part-Time Programs in Engineering and Applied Science (PTE) wanted to refresh the program's message and communications to more accurately reflect the quality of the programs. They wanted a concrete strategy for a communications program that would achieve high impact and stand out among its competitors. They wanted to be able to evaluate it against established benchmarks. They wanted more than an advertising campaign, they wanted to establish a brand. To maximize results within a tight budget, a long-term effort would be required, so they put out an RFP for a new brand and a three-year marketing plan. This session will present the development of the branding strategy, as part of an integrated marketing plan, and will explore the results when a graphic design and advertising firm and former CE marketing pro joined the institution. The process was as critical to the successful outcome as was the creative approach. Find out how they created, launched, and developed a dynamic brand and why it is working!

12:00 - 1:15 pm . . . Networking Lunch

1:30 - 2:45 pm Concurrent Sessions

## Prospecting

### A Contemporary Contact Center—Issues and Options

• **Joann Brown**, *Executive Director of Marketing and Communication, Indiana University School of Continuing Studies;* **Shea Caron**, *Director of Marketing & Communications, University of California-Irvine*

■ Outstanding customer service pleases our customers and increases the volume of conversion and retention. Adult learners in particular expect friendly, efficient contact with us, whether by phone or e-mail, on the Web, or face-to-face. For continuing educators, handling thousands of customer contacts a week requires grace in the

moment and robust behind-the-scenes planning and management. CE administrators face many issues and options. Should we handle customer contact in-house? Or contract for services? Offer inbound call services only? Or include outbound calling to follow up inquiries or other leads? How do we guide our customers to the Web for service? And how can we best serve them electronically? How do we evaluate the quality of our customer contact? How do we gear up technically for excellent customer service? Caron works with professional noncredit programs, and Brown deals largely with undergraduate credit courses and degrees. Together they have supervised in-house, outsourced contact centers, inbound calling, and outbound calling campaigns. This session explores: what you can expect from a contemporary contact center; options for establishing and operating a contact center/desk; the Web site as personal service; "The Customer Advocate Team" and other successful outbound calling strategies; resources for meeting infrastructure requirements; ways to evaluate effectiveness.

## Mapping

### Conquering the New Marketing Frontier—A Futurist Approach

• **Edna Farace Wilson**, *Dean, University College at Fairfield University*

■ As Yogi Berra said, "The future ain't what it used to be." The turbulent forces of the future are upon us. CE marketers must be able to anticipate the impact of future changes and develop the ability to recognize processes, signs and symbols that create the future. Successful marketers must understand the future in terms of the economy, technology, knowledge development, demographics, lifestyle, globalization and culture. Mapping the future and getting ahead of change create new opportunities for growth. A specific set of skills is required to recognize the future and conquer the new frontier. Participants will be equipped with a toolbox to enhance their abilities to explore the future and create a dynamic proactive response to the changing market. The toolbox will include futures tools such as scenario planning, trend extrapolation, cross-impact analysis, wild cards, forecasting, and strategy development. These tools will help participants transform their thinking and develop a unique approach to CE marketing.

1:30 - 2:45 pm . . . .Friday (Continued)

**Exploring**

**Managing Web Marketing: A Case Study**

• *Janelle Dupont, Assistant Dean & Director of Communications, Rice University*

■ Learn how the Rice University School of Continuing Studies' marketing department used an outside firm to implement a content management system that improved its Web marketing, e-mail marketing, online course catalog and registration capabilities. We'll discuss benefits and lessons learned from the experience.

3:00 - 4:00 pm . . . . .General Session

**60 Ideas in 60 minutes**

■ How many times have you heard a new idea and thought "Why didn't I think of that?" Often it's the simplest ideas that yield the biggest results. Hear from a panel of your colleagues dozens of easy to implement, low-cost ideas for attracting new customers, increasing customer satisfaction, drumming up new business from your existing customers....ways to recycle your resources, create irresistible offers, and increase word-of-mouth advertising. Learn new team-building techniques to get the most from all your staff.

4:15 - 5:15 pm **Networking Sessions**

■ Find out how your colleagues are dealing with challenges similar to your own. Join in group discussions on the topics you care most about. *Note: Choose the specific area you wish to discuss from the list provided on the registration form.*

**SATURDAY, FEBRUARY 15, 2003**

8:00 - 8:45 am . . .Continental Breakfast

8:45 - 10:00 am . . . . .General Session

• *Debbie Weil, CEO/Publisher, WordBiz (see session description below)*

10:15 - 11:30 am . . .Concurrent Sessions

**Exploring**

**Marketing Award-Winners Secrets**

*Moderator: Allison Pay-Crawford, Director of Marketing Services, University of Chicago*

■ Several 2002 winners of UCEA Marketing Awards will present winning designs and strategies and discuss how and why they worked.

**Prospecting**

**RECRUIT! Capture, Mine, Target And Release the Power of Your Leads**

• *Connie Mokey, Director, Enrollment Management & Student Services, The George Washington University; Troy Teeboom, President, Teeboom LLC*

■ You've created winning marketing campaigns. Responses are finally racking up, but you don't have a system to make those leads really continue to work for you. You know a database solution could get you there, but how do you implement one? Learn how The George Washington University has been doing this for years and how they recently upgraded their system to do even more. Find out how their recruitment system meets the challenges of their business processes - which are probably much like yours. The CE business process is almost always the same: advertising, collecting leads, tracking results, handling fulfillment, running information ses-

sions and closing sales. Learn how to automate these processes and build a goldmine of a database that can save you money in your ongoing recruitment efforts.

**Mapping**

**New Strategies for Developing & Marketing Blended Learning**

• *Michael Fischler, Principal, Markitek Consulting*

■ Hear practical advice on how to improve your project management. Both experienced and new marketing managers will benefit from this session on how basic project management methodologies apply to CE marketing, including e-learning. Learn what specific techniques work best to handle various projects so that they can be completed faster at an optimal expense (parallel processes, task elimination, team management, etc.). We'll discuss: basic project management methods and how they apply to the marketing discipline; defining marketing's pivotal roles within the overall learning program development process; applying metrics for managing the project over time; and integrating marketing activities into overall product development project. The focus is primarily operational.

11:45 am - 12:30 pm . . .General Session

**Manage with Your Mind But Lead with Your Heart**

■ *Michael Fortino* will wrap-up the seminar with advice on how to be a leader who inspires others with a clear vision, strategy and momentum.



12:30 pm . . . . .Seminar Adjournment

8:45 - 10:00 am .....General Session (Saturday)

**Get the Most from Your Website & E-Newsletter(s)**

• *Debbie Weil, CEO/Publisher, WordBiz*

■ Web sites and emails that inform, persuade—and sell—sound as if they are written specifically for the reader. Among the unique attributes of online writing you should consider are the proximity of your audience and the physical context in which your copy is read (face leaning into the screen). Creating and maintaining your website and e-newsletter(s) is both an art and a science. Whether your goal is to generate leads or build a stronger relationship with your students and other customers, Debbie Weil's step-by-step advice can help you get the most from these important marketing tools. A former newspaper reporter and corporate marketing expert, Weil will offer advice on how to best define your business objectives and map out a long-term strategy to improve, launch and maintain e-pubs. Hear her tips on

developing a content formula, designing an HTML template, choosing a vendor (to deliver your e-pub and track results), and learn how to grow your opt-in list of subscribers.

**Debbie Weil** was Web Content Marketing Manager for Network Solutions, Inc. (now part of Verisign) before launching Wordbiz.com She is a widely-read columnist for ClickZ on B2B Email Marketing and E-newsletter Strategies. She holds an MBA from Georgetown, a Masters in Journalism from the University of Wisconsin, and a B.A. from Harvard in English. She has been immersed in the Web and the Internet for a decade as a business and marketing strategist and as a writer. She is an expert on B2B online content and marketing at both the strategic and creative levels.



# REGISTRATION FORM

**YES!** I will attend UCEA's 11th Annual Marketing Seminar, *Mapping the Marketing Frontier*, February 13-15, 2003, in Scottsdale, Arizona.

Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Title \_\_\_\_\_ Institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax( \_\_\_\_\_ ) \_\_\_\_\_ E-Mail \_\_\_\_\_

Have you attended previous UCEA Marketing Seminars?  yes  no If yes, how many? \_\_\_\_\_ Have you attended previous UCEA Annual Conferences?  yes  no

To facilitate discussion in the February 14 afternoon Networking Session, please check one topic in each category of most interest to you.

- **Exploring:**  Market research  Program development  Strategic Partnerships
- **Prospecting:**  Database Marketing  CRM  Direct mail  E-marketing  Customer Service  Student Retention  Lifetime Value
- **Mapping:**  Marketing plans  Metrics  Marketing management  Evaluations

## UCEA MEMBER REGISTRATION\*

	Postmarked by 12/31/02	Postmarked after 12/31/02
1 person from an institution	\$445	\$475
2 or more persons from an institution <i>(registrations must be submitted together)</i>	\$415	\$445

\*Your institution must be a UCEA member to qualify for member rates.

**Registration fee:** includes all sessions, seminar printed materials, refreshment breaks, and meal/reception functions.

## NON-MEMBER REGISTRATION

	Postmarked by 12/31/02	Postmarked after 12/31/02
1 person from an institution	\$545	\$575
2 or more persons from an institution <i>(registrations must be submitted together)</i>	\$515	\$545

## MARKETING PROFESSIONAL DEVELOPMENT MODULES ON FEBRUARY 13

For Preconference Module registration (*Separate Fee Applies*), check which Module you will attend:

- Basic Marketing  Marketing Research  
 \$100 Member Module Fee  \$175 Non-Member Module Fee  \$200 For those Attending Module Only (*without seminar registration*)

## PAYMENT

Check enclosed (*payable to UCEA*)  Bill my institution: Institutional P.O. # \_\_\_\_\_

Credit card charge:  VISA  MasterCard  AMEX Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_  
(signature required for all credit card charges)

**Total Payment Enclosed** \_\_\_\_\_

**Refunds/Substitutions:** A refund of all but \$75 of the registration fee will be made to any attendee whose written notice of withdrawal is received prior to February 1, 2003. After this date, no refunds will be made. Substitutions can be made at any time. Please submit cancellations in writing to UCEA.

**Special Needs:** If you have any special needs, including dietary, please note here: \_\_\_\_\_

## SEND FORM AND PAYMENT TO:

**Mail:** UCEA Marketing Seminar, 1 Dupont Circle, Suite 615, Washington, DC 20036, Phone: 202/659-3130 **Fax:** 202/785-0374

**Questions?** Contact UCEA Conference Director, Liz Lear (llear@ucea.edu) at UCEA address/phone listed above.

## HOTEL INFORMATION

The Seminar will take place at the **Chaparrel Suites Hotel** (5001 N. Scottsdale Rd, Scottsdale, AZ 85250; 1-800/528-1456; 480/949-1414).

**HOTEL RESERVATIONS** can be made by calling 800/528-1456 or 480/949-1414. Room rate is \$165 single/double. Indicate that you are attending the UCEA Marketing Seminar. Reservation deadline is **January 13, 2003**. After this date, reservations will be taken on a space-available basis only.