



Dear Friend of PASFAA:

The Pennsylvania Association of Student Financial Aid Administrators (PASFAA) proudly continues its mission to provide for the professional development of its members and other constituencies, to advocate for access to post-secondary education, and to educate the public on financial aid and funding opportunities.

Since PASFAA's earliest days, our business partners have played an important role in accomplishing this mission. In the process, PASFAA provides a valuable forum in which to conduct business and interact with hundreds of financial aid administrators from across the state. We are pleased to present the exhibiting and advertising options for 2011-12 that reflect a revised menu of choices to better optimize your company's budget and resources. We have put much effort into these revisions and are committed to making your investment in our association a worthwhile and profitable decision.

PASFAA membership of 660 includes 559 individuals who work at post-secondary schools. Our website receives approximately 172,000 hits annually and our newsletter, the *PASFAA Post*, is distributed to every member each quarter. Our annual conference is one of the largest state-based gatherings of financial aid administrators in the country and we are committed to providing your company with a robust, high-traffic venue to promote your products and services.

We look forward to a rewarding and exciting year and hope that you will decide to be a part of the work of PASFAA and its membership. Many thanks for your support of PASFAA and our mission to help Pennsylvania students fund an affordable education.

Regards,

*Joan L. Holleran*  
Kutztown University of PA  
Chair, PASFAA Finance and Development

*Ben D. Brudnock*  
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Chair-designee, PASFAA Finance and Development