

Jeff Unger

Celena Sinko

Photo collage - Carley Weis, Kutztown University

Jeff Unger

Their Dreams Begin with You...

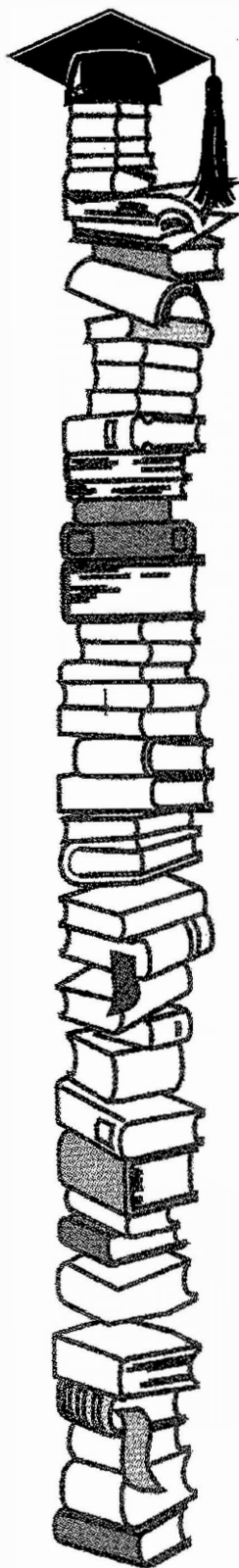
39th Annual Conference

October 21-24, 2007

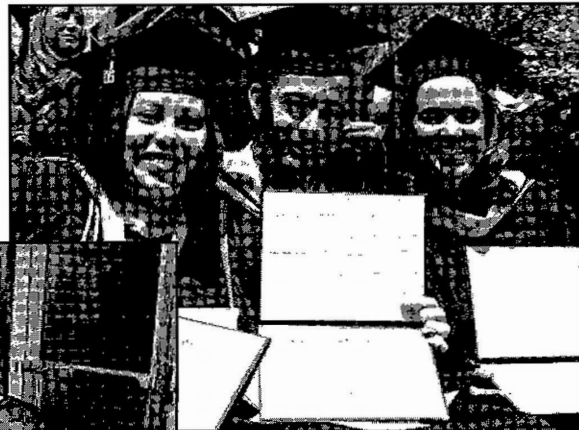
SEVEN SPRINGS
MOUNTAIN RESORT

FEATURES

- Letter from the President
- Nominees for 2007-08 Council
- Spring Training & Teleconference
- Government Relations Lobbies in D.C.
- NASFAA Leadership Conference
- Overcoming Obstacles & Mistakes
- How Did You Get into Financial Aid? NZ
- "Fish Out of Water"
- EASFAA Conference
- Sector and Committee Reports



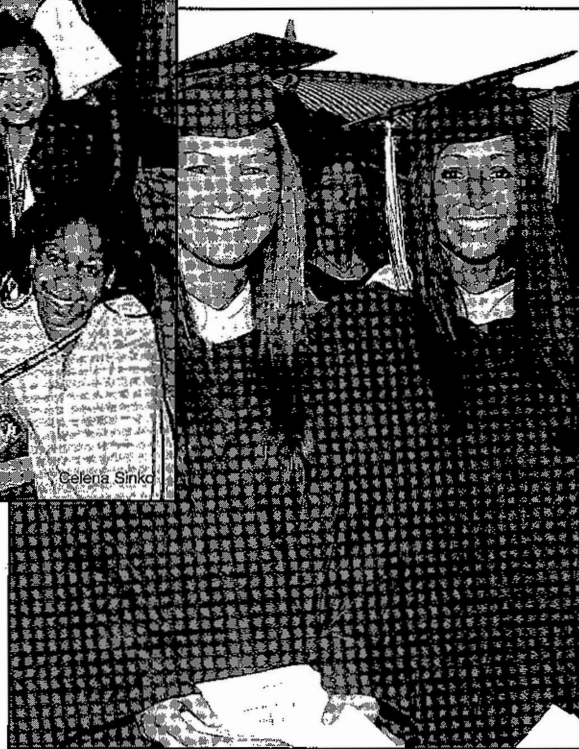
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2006-07 PASFAA EXECUTIVE COUNCIL

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Editor Excerpts

1. NEWSLETTER EDITORIAL BOARD FOR 2006-07

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NEWSLETTER COMMITTEE

Brian Blackburn	Ginger Kline	Margaret Saunders
Alicia Bott	Elena McClelland	Robert Sevret
Alisa DeStefano	Kimberly McCurdy	David Smedley
Kathy Gates	Terri Neiswonger	Sally Treadwell
Janet Gray	Kerry Paoletta	Sherry Youtz
Stacey Hoy	Judy Rile	

2. PUBLICATION SCHEDULE

Articles, position openings, meeting dates or other items can be submitted to the Editor according to the following publication schedule:

Fall 2007 issue:	articles due August 15
Winter 2008 issue:	articles due November 15
Spring 2008 issue:	articles due February 15
Summer 2008 issue:	articles due May 15

3. IMPORTANT MESSAGE

The opinions by individuals who contribute to the newsletter do not necessarily represent the position of PASFAA.

PASFAA Potpourri

1. MOVING? CHANGING POSITION OR TITLE?

PASFAA membership belongs to the individual, not the institution. All changes in name, address, title, etc. should be submitted to Patty Hladio, Financial Aid Office, Slippery Rock University of PA, 1 Morrow Way, Slippery Rock, PA 16057 or patty.hladio@sru.edu. For 2006-07, the membership list is maintained at Slippery Rock University of PA.

2. 2006-07 PASFAA COMMITTEES

Association Governance	Patty Hladio
Finance and Development	Greg Gearhart
Financial Aid Awareness	David Pearlman
Financial Aid Training (PFAT)	Joe Alaimo
Government Relations	Mary Ellen Duffy
Membership	Patty Hladio
Newsletter	Joan Holleran
Technology Advisory & Electronic Initiatives	Dan Wray
2007 Conference	Doug Vore

3. MEMBERSHIP IN PASFAA

Subscription to the PASFAA Newsletter is included in your yearly membership fee. Contact Patty Hladio, Slippery Rock University of PA, for information about 2006-07 PASFAA membership.

4. LETTERS TO THE EDITOR

Readers are invited to express their concerns about PASFAA or any financial aid related issues. Opinions, suggestions, questions, etc. are welcome. Letters must be signed. The Editorial Board reserves the right to condense or edit if necessary.

5. PASFAA HOME PAGE

Visit our World Wide Web site at www.pasfaa.org
ATAC liaison and website contact: Patty Hladio at
patty.hladio@sru.edu or (724) 738-2044.

Letter from the President



Dear PASFAA Colleagues:

Greetings! At this busy time of the year, I hope everyone takes the time to enjoy another summer! I feel it is extremely important during these tumultuous times that we not lose sight of our mission – the mission to provide training and education to our colleagues and other constituencies and advocate for access to higher education for all students and families. We are all hard working, dedicated professionals who only want to provide counsel to our families through a somewhat difficult process. Unfortunately, there are some who have made decisions that have painted us all in a bad light. Just remember, what we do is extremely important and we are vital to our students and families, and we cannot let the current scrutiny diminish our passion and determination.

PASFAA Council has taken positive steps to make sure our public officials are aware of the outstanding work this Association and our members are doing on their campuses every day. We have written letters to public officials and recently during our annual Government Relations Committee visit to Capital Hill, we stressed how important our roles are in our student's pursuit of higher education.

During the month of May, our Association conducted press conferences to draw attention to the urgent need for additional state appropriated funds for the 2007-08 State Grant program. State legislators and their staff were invited to attend as well as members of the press. These press conferences were attended by dedicated financial aid professionals who supported the need for additional funding. We appreciate all those who came to support our effort.

During these uncertain times, PASFAA Council is working diligently to make sure we are providing the same services to our members, but also doing so in a financially prudent manner. We have reviewed all costs involved in running the Association to ensure we are making the right decisions for our future. In that vein, we have made several changes to the Annual Conference which will save the Association a great deal of revenue but not change the heart of the Conference; training, mentorship and networking. We need to be very cautious as we head into an uncertain future. With the possibility of decreased or total loss of vendor sponsorship dollars in the future, we must ensure that we are investing and spending the Association funds wisely. Please keep in mind one very important factor. The money received from our generous sponsors – in conjunction with our membership dues and conference fees – must support the work of the Association throughout the year.

Once again, I remind all our members that we are only as strong as the individuals that make up our Association. Please remember what you do is so important and keep in mind one very important fact: **We will come out of this, maybe a little battered and bruised, but still the most dedicated financial aid administrators in this nation.**

Respectfully,

A handwritten signature in cursive script that reads "Mary C. Kosin". The ink is dark and the signature is fluid.

Mary C. Kosin
PASFAA President

2007 PASFAA Elections



Submitted by
Patty Hladio
Past PASFAA President

PASFAA is pleased to announce the 2007 election slate. This year the positions on the ballot include president-elect and seven of the eight sector representative positions. (The Institutional At-Large Sector position is elected in opposing years.) Thanks to all who agreed to run for PASFAA office. (Names appear in alphabetical order within each position.)

President-Elect	Gregory L. Gearhart	Messiah College
Sector Representatives		
Business, Trade & Technical	Debra A. Woodcock	Lancaster County Career & Technology Center
Nursing	Connie L. Hake	Lancaster General College of Nursing & Health Sciences
Pennsylvania State System of Higher Education (PASSHE)	Cate A. McIntyre	Kutztown University of Pennsylvania
Private	Linda W. Ebel Lisa Holland	Carnegie Mellon University Eastern University
Public Two-Year	Annette T. Kelly	Delaware County Community College
State-Related	Brandi S. Darr	University of Pittsburgh-Greensburg
Institutional Support Services	Lisa A. Kendi	Academic Finance Corporation

Make Your Vote Count July 11-30, 2007

Submitted by
Patty Hladio
Past PASFAA President

PASFAA's 2007 election will take place beginning July 11 and will conclude at the close of business on July 30. Final election results will be communicated to the membership as soon as the candidates have all been notified of the outcome, but no later than August 15.

On July 11, all eligible voting members who have paid their membership dues for 2006-07 will receive an e-mail notification with instructions informing them that the on-line ballot is available. The e-mail will contain the URL address to access the voting portal along with the member's username and password. Once on this page, you can review the election information or proceed directly to the ballot information page by clicking the "Proceed to Voting" link. Please remember to read the instructions carefully. You may only vote once so you will want to review your ballot before submitting. **All votes are final.**



Please note that although there is only one candidate running for office in most of the open positions, your vote is still very important and needed. Your vote shows support for that candidate and for PASFAA as a whole. Please take the few minutes it will take of your time and show your support by casting your vote. Also, let's remember to thank all of the candidates for their willingness to step up to the plate and allow their names to be placed in nomination.

If you experience any technical problems during this on-line process, you will be instructed to contact support@pasfaa.org or your questions can be directed to me via email at patty.hladio@sru.edu or via phone at 724-738-2220.

Make Your Vote Count...

PASFAA Election Nominees

President Elect



Gregory L. Gearhart
Director of Financial Aid
Messiah College
1986 – Present

EDUCATION

- MPA, The Pennsylvania State University, 1990
- B.A., Political Science, Albright College, 1982

PROFESSIONAL ACTIVITIES

Member – NASFAA, EASFAA, PASFAA

PASFAA

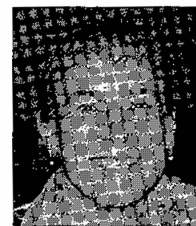
- 2002-Present Finance & Development Committee
- 2006-07 Chair
- 2005-06 Chair Designee
- 1996-2003 Technology & Electronic Initiatives Committee
- 1998-2001 Chair
- 1992-1994 Administrators & Staff Council, Messiah College
- 1997-Present Asst. Treasurer, Good News Free Methodist Church
- 1990-1993 Board of Directors, Software Research Northwest Users Group

"Why do I want to run for PASFAA President? In these days of stress and overwork, it certainly would be easiest to simply say 'No.' But there is something very important about an organization like PASFAA. My suspicion is that financial aid associations are pretty special as professional associations go. PASFAA is a close knit organization which is more than just a professional association. We also share our lives. We learn about each other's job changes, marriages, births and so much else that doesn't relate directly to our work. I would go so far as to say 'we are family.' This is important because it makes us a more cohesive organization which is better able to work together to react to our complex, ever changing environment as we move toward the ultimate goal of providing the best for our students. The recent accusations leveled at financial aid professionals have threatened this environment.

Sadly, as a wider group, the financial aid community has failed to come together to take collective action to avoid the outcome which will find us reacting to onerous regulations, rather than helping to shape legislation in a way that could avoid burdensome regulation.

So, why do I want to run for PASFAA President? While although we can't know what the environment will be one and a half years from now when I would become President, it is likely that we will still be dealing with the fallout of the current issues. One goal of the President must be to maintain the diverse activities of our organization and I certainly have that goal. Fortunately, much of that work is ably done by the many PASFAA volunteers. Beyond that, my goal as President would be to work to cultivate working relationships with our sister associations which will allow us to react with strength to the challenges that we will face in order to maintain a strong, vibrant financial aid community."

Business, Trade & Technical Sector Representative



Debra A. Woodcock
Director of Financial Aid
Lancaster County Career & Technology Center
2003 – Present

PREVIOUS EMPLOYMENT

- Lancaster County Career & Technology Center
- 1995-2003 Adult Education Manager
- 1990-1995 Instructor, Information Technology

Computer Technology Consultants, York, PA

- 1985-1990 Computer Programmer

EDUCATION

ASB, Computerized Office Management, Consolidated School of Business, 1985

PROFESSIONAL ACTIVITIES

PASFAA

- 2003-Present Member
- Presenter, Clock Hours

PACTA (Pennsylvania Association for Career & Technology Administrators)

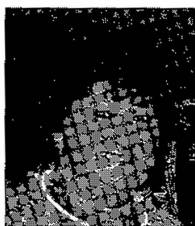
- 1994-Present Member
- Chair, Adult Coordinators Conference Committee
- Presenter

"I am seeking office as PASFAA's Business, Trade and Technical Sector Representative. I have worked in vocational education for the past 16 years with the last six years as Director of Financial Aid and have been a member of PASFAA for the past five years. I have now decided to become more actively involved in the organization because during my time of membership, PASFAA has proven to be a great asset to me in my current position.

Business, Trade & Technical institutions face many unique challenges each and every day. While serving as the BT&T Representative, I will work to enhance communications among the BT&T members so we can, together, explore issues that are most important to us with the intent to learn if all or most of our members are facing the same challenges within their institutions. Open dialogue, the sharing of the information, the exchange of ideas and simple networking among the BT&T members will greatly benefit all who participate, and I believe that it is this type of communications that will strengthen the BT&T community not only as a whole but individually as well. I am honored to have been nominated for this office and look forward to having the opportunity to serve."

PASFAA Election Nominees

Nursing Sector Representative



Connie L. Hake
Director of Financial Aid
Lancaster General College of Nursing and
Health Sciences
1989 – Present

PREVIOUS EMPLOYMENT

Indian Springs Racquet Club, Lancaster, PA and
Jacksonville, FL
• 1979-1989 Racquetball Professional

EDUCATION

Diploma, Medical Business, Academy of Medical Arts &
Business, 1988

PROFESSIONAL ACTIVITIES

Member – PASFAA

PASFAA

- 2006 2006 Spring Training Committee
- 2006 Conference Committee

"Due to the continued shortage in nursing, enrollment continues to soar. We work with Nursing Grants, loan forgiveness, clock hours, semester hours, non-standard and standard terms. Because of such variety in our sector group, I feel that communication and networking is a valuable tool. I will encourage additional participation within the sector groups and work with the members on any issues that need to be addressed. I will also try to communicate changes that may affect our offices. It would be a privilege to serve as the Nursing Sector Representative."

Pennsylvania State System of Higher Education (PASSHE) Sector Representative



Cate A. McIntyre
Interim Director of Financial Aid
Kutztown University of PA
2006 – Present

PREVIOUS EMPLOYMENT

AES/PHEAA, Harrisburg, PA
• 1999-2006 Regional Director

DeSales University, Center Valley, PA
• 1989-1999 Director of Financial Aid

Lehigh University, Bethlehem, PA
• 1986-1989 Assistant Director of Financial Aid
and Coordinator of Endowed and
Sponsored Scholarships

Kutztown University of PA, Kutztown, PA
• 1984-1986 Graduate Student, Financial Aid Office

EDUCATION

MPA, Kutztown University of PA, 1990
B.S., Elementary Education/Early Childhood, Kutztown
University of PA, 1981

PROFESSIONAL ACTIVITIES

Member – NASFAA, EASFAA, PASFAA,

PASFAA

- Finance and Development Committee
- Conference Committee
- Private Sector Representative
- PFAT (Training) Committee
 - Counselor Workshops, Spring Training, Support Staff

EASFAA

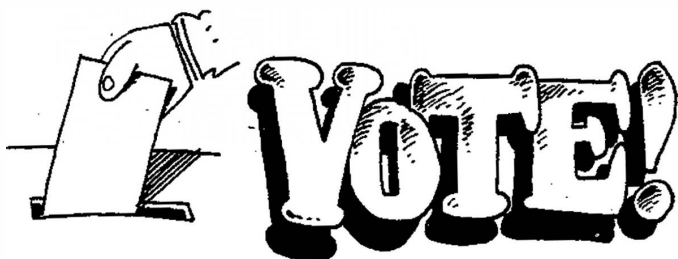
- Secretary
- Conference Committee
- Development Committee
- Chair, Training Committee
- Membership Committee
- Nominations and Elections Committee

NASFAA

- Trainer

"I have been in financial aid and a member of PASFAA since 1984 – 23 years! I have represented the PASFAA membership as the Private Sector Representative while Director of Financial Aid at DeSales University. The PASSHE system is where I began my career in aid, and I strongly believe in the quality education that the PASSHE System provides to students throughout the Commonwealth and neighboring states."

I pledge to represent this sector to the best of my ability and to forward your concerns to the PASFAA Executive Council. I ask for your support and look forward to working with you."



PASFAA Election Nominees

Private Sector Representative



Linda W. Ebel

Assistant Director of Enrollment Services
Carnegie Mellon University
1998 – Present

PREVIOUS EMPLOYMENT

Duquesne University
• 1992-1998 Assistant Director of Financial Aid

Pittsburgh Technical Institute
• 1988-1991 Director of Financial Aid

EDUCATION

M.S., Educational Foundations, Duquesne University, 1997
B.A., Communications, Chatham College, 1984

PASFAA Summer Institutes, Intermediate and Don Raley

PROFESSIONAL ACTIVITIES

Member – PASFAA since 1985
• Presenter, moderator, conference committee

District Rotary Member
• 2000-Present Downtown, Forest Hills and
Turtle Creek Club

District 7300
• 2005-Present Rotaract Chairperson

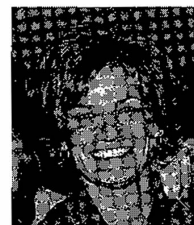
Carnegie Mellon University Staff Council

St. Maurice 5th Grade CCD teacher

Girl Scout Assistant Leader

"Currently employed by Carnegie Mellon University in Enrollment Services, I counsel students and parents in a problem resolution center designed to address both undergraduate and graduate concerns regarding financial aid, registration, billing, and all other aspects of enrollment. I am a member of a self-directed team that delivers customer satisfaction regarding enrollment. As the private sector representative, I would have the opportunity to share my knowledge and experience in addition to serving my financial aid colleagues in a new capacity."

Private Sector Representative



Lisa Holland

Associate Director of Financial Aid
Eastern University
2005 – Present

PREVIOUS EMPLOYMENT

Alvernia College, Reading, PA
• 2003-2004 Director of Financial Aid

Eastern University, St. David's PA
• 1997-2003 Financial Aid Specialist
• 1994-1995 Student Employment Counselor

Ursinus College, Collegeville, PA
• 1995-1997 Financial Aid Associate

EDUCATION

B.S., Health Science/Exercise Physiology,
Eastern College, 1990

PROFESSIONAL ACTIVITIES

Member – PASFAA

• 2007 Committee Member/Faculty,
Don Raley Institute
• 2005 Conference Committee

"I would love the opportunity to serve as Private Sector Representative. I have been a member of the private sector for the past 13 years in the aid community. I have enjoyed volunteering for the PASFAA conference committee and am looking forward to teaching at this year's Don Raley Institute. The experience and contacts I have gained through volunteering have sensitized me to the needs and concerns of my fellow private sector members. I often find myself talking to fellow PASFAA members to discuss the many issues and initiatives of the day. I believe that by virtue of the number of years I have been in the community, my track record of volunteerism and my desire to represent my community, I would be the perfect candidate for Private Sector Representative."

Speak Out
VOTE!

PASFAA Election Nominees

Public Two-Year Sector Representative



Annette T. Kelly
Financial Aid Advisor
Delaware County Community College
1986 – Present

PREVIOUS EMPLOYMENT

Delaware County Community College
• 1986-Present Financial Aid Advisor

EDUCATION

- A.S., Business Administration, DCCC (Expected 2008)
- A.S., Nursing, Delaware County Community College, 1993

PROFESSIONAL ACTIVITIES

PASFAA Member since 1999
• 2007 Spring Training Conference Committee
• 2004 PASFAA Conference Committee
• 2003 Support Staff Seminar Presenter
• 2002 Volunteer, College Fairs
• 1999-2007 Spring Training Attendee
• 1999-2006 PASFAA Conference Attendee

PHEAA

- 1999-Present Financial Aid Nights

NAVPA

- 1995-Present Veterans Certifying Official

Delaware County Community College

- 2007 Collegiate Consortium Committee
- 1990 Member, Support Staff Committee

"I feel both honored and excited about the opportunity to run for the Public Two-Year Sector Representative. Discovering PASFAA in 1999 allowed me to gain confidence through associating with fellow financial aid colleagues and friends. Membership with this organization has given me countless opportunities for both professional and personal growth. Being surrounded with such wonderful professionals has really provided a solid foundation in my knowledge of the industry. I envision a leadership position can only build on this foundation giving me the necessary tools to provide families seeking assistance in educational funding the most accurate information and compassionate service."

As a representative for the Public Two-Year Sector, I can offer my 20 years experience working with students and their families at a community college. I have worked with the challenges faced on a daily basis at a two-year institution and my goal would be to share those experiences and learn from others in my sector. Working together by sharing our ideas can only benefit those families requiring our assistance. Additionally, I believe our work together as a team can really provide solutions for our enrollment management colleagues in managing and maintaining the rapid growth of our enrollments. I hope to continue encouraging the networking and increased awareness of what those in our profession do throughout the state. My involvement with PASFAA has been both nurturing and challenging. I am so thrilled with the opportunity to share my experience with others and learn more about our field of expertise."

State-Related Sector Representative



Brandi S. Darr
Director of Admissions and Financial Aid
University of Pittsburgh at Greensburg
1998 – Present

PREVIOUS EMPLOYMENT

Triangle Tech
• 1980-1998 Director of Financial Aid

EDUCATION

B.S., Human Resources, University of Pittsburgh, 2001

PROFESSIONAL ACTIVITIES

Member – NASFAA, PASFAA, NACAC, PACAC

PASFAA

Training Committee
Conference Committee

PHEAA

NETS Advisory Board

"The many issues and challenges facing the financial aid community require constant monitoring and guidance as we strive to maintain the integrity and credibility of our profession. The impact of many of these issues affects not only the financial aid office but the entire institution. As your state-related sector representative, I will act on your behalf to represent your issues and concerns and offer that guidance and direction necessary to help you meet the challenges facing our industry."



PASFAA Election Nominee

Institutional Support Services Sector Representative



Lisa A. Kendi
Vice President, Education Lending
Academic Finance Corporation
2004 – Present

PREVIOUS EMPLOYMENT

Fleet Bank

- 2001-2004 Vice President, Education Lending

National City Bank

- 1997-2001 Education Specialist Representative

EDUCATION

B.A. Business Administration, Washington & Jefferson College, 1991

PROFESSIONAL ACTIVITIES

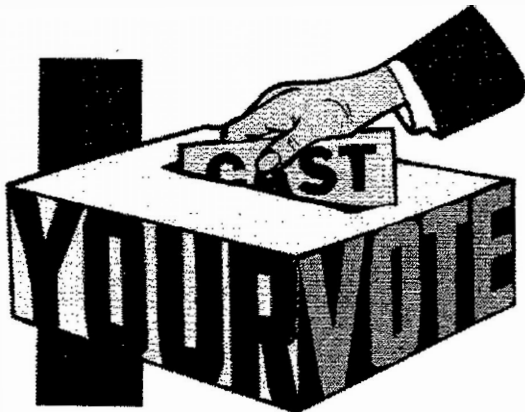
Member – NASFAA, EASFAA, PASFAA, PASCAC, PELA

PASFAA

- 2005-2006 Conference Moderator
- 2004 Chair, Leadership Training
- 2001-2003 PFAT (Training) Committee
- 2002 Chair, Spring Training

"I have been involved with PASFAA for 10 years and I am excited to be nominated for the Institutional Support Sector representative. This would be an honor to serve my fellow colleagues to provide continued support and awareness of this ever changing industry.

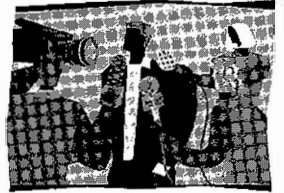
If elected, I promise to support not only PASFAA as an organization but also my fellow colleagues within the Institutional Support Sector."



PASFAA Holds Series of State Grant Funding News Conferences

Submitted by
Kathy Gates
AES/PHEAA

Adequate funding for the Pennsylvania State Grant Program has been the topic of a series of news conferences that PASFAA has held at schools across the state. To date, events have been held at Luzerne County Community College (LCCC) and Carnegie Mellon University with additional locations to be announced. PASFAA members, higher education leaders and students took the opportunity to urge state legislators and Governor Rendell to bolster funding for the Pennsylvania State Grant Program in the 2007-08 budget to ensure that thousands of Pennsylvania students will not lose access to an affordable education.



PASFAA President Mary Kosin urges legislators and Governor Rendell to ensure adequate funding for the PA State Grant Program.

The Governor's budget maintains level funding for the State Grant Program, however, at stake is the future for as many as 167,000 Pennsylvania students who could lose portions of their State Grants unless lawmakers approve at least a 2.5% increase for the upcoming academic year. PHEAA will supplement the State Grant Program for 2007-08 with an additional \$75 million, but without a funding increase in the state budget, the program could face a \$9 million shortfall.



Mary C. Kosin, PASFAA President and Director of Financial Aid at LCCC, was on hand May 7 at the LCCC news conference and noted, "We work with hundreds and

hundreds of applicants each year and I can tell you from first-hand experience that the State Grant Program makes the difference between attending college or not. The stakes could not be higher for thousands of Pennsylvania students and families."



A number of PASFAA members were on hand for the press conference in a show of support.

Teleconference Asks, "R U Cutting Edge?"

Submitted by
Cheryl Gerber, Chair
Teleconference Committee

The 12th Annual PFAT Teleconference, "R U Cutting Edge," was broadcast on Friday, March 9, 2007. The Teleconference is a cooperative training effort of the Pennsylvania Association of Student Financial Aid Administrators (PASFAA) and AES (American Education Services).

This year's Teleconference presented a panel of experts to review innovative technology that financial aid officers could use to more effectively communicate with their tech-savvy students. Patty Hladio, Director of Financial Aid at Slippery Rock University and past PASFAA president was the moderator for the Teleconference.

A panel of experts from a variety of backgrounds covered Text Messaging, Podcasts, Webinars, Blogs, Chat Rooms Web Portals, and MySpace. Denise Coulter, then Director of Financial Aid at University of Pennsylvania School of Nursing, discussed her experience with using online chats to communicate with specific populations of applicants and matriculated students. Paul Gilroy, President and CEO of TransSendED, provided us with the ability to incorporate Text Messaging into the Teleconference. He also spoke about how his company's web-based tool enables colleges to take advantage of all forms of mobile messaging. Gregory Martin, Senior Training Specialist at the United States Department of Education, discussed compliance issues that schools should be aware of as they begin to use innovative technology. Dennis Miller, Director, Public Relations at Mansfield University, spoke about how his school uses podcasting and about creating blogs. Lisa Mixon, Assistant Director of Public Relations and Marketing at Harcum College, described the anatomy of a MySpace Page.



Another beneficial feature to those who viewed the Teleconference was the film clips. Bill Burke, Director of Financial Aid at the University of Scranton, presented his experience with using targeted e-mails. Mary Ann Mengel, Multimedia Specialist at PSU-Berks, provided information

about podcasting and the tools necessary to create a podcast. Liz Rihl-Lewinsky, Financial Aid Systems Coordinator/Compliance Director at Arcadia University, discussed how her school implemented an on-line financial aid calculator. James Young, Associate Vice President of Information Services for Harrisburg University of Science and Technology, explained how his school is utilizing Web portal technology to communicate. Also featured was a filmed Washington D.C. update from Scott Miller, AES Director of Federal Relations, and Mary Ellen Duffy, Director of Financial Aid at Albright College and Chair of the PASFAA Government Relations Committee.



Mr. Willey's pre-recorded greeting rolls on the screen under the watchful eyes of staff in the control room.

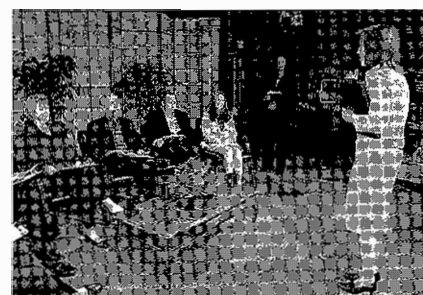


AES staff Hilda Adley (left) and Melinda Clements (center), along with Kim Adamson, coordinate the chat room and collect questions for the panelists.

During the intermission, PFAT training events were highlighted that had occurred throughout the year. The PFAT committee chairs each filmed a clip describing their event.

The teleconference provided many opportunities for audience interaction. Viewers were encouraged to submit questions via text messaging. Also, a chat room was open during the teleconference. The chat transcript and panelist/clip information is now posted on the AES website for the Teleconference. In addition, a text messaging poll was transmitted to registered cellular phone numbers during the intermission. Video and audio podcasts of the teleconference will soon be posted on the AES website.

Thank you to the Teleconference Committee: Cheryl Gerber (Chair), Kim Adamson (Chair Designee), Brenda Coughenour, Colleen Coudriet, Robert Heyl, Kim McCurdy and Christina Ward. The Teleconference Committee would like to thank AES staff, Kathryn Griffith, Tina Reinhoel and Bethany Bosha (who coordinated the film clips and took hundreds of photos from PASFAA events during the past year.)



Kathryn Griffith gives the panel some last minute instructions while Cheryl Gerber and Mary Miller look on.



The 2007 Teleconference panel.



"In a prerecorded film clip, Bill Burke discusses how he uses targeted e-mails to reach specific populations."

Pennsylvania Financial Aid Training Program

Spring Training Deciphers the Mysteries of Financial Aid

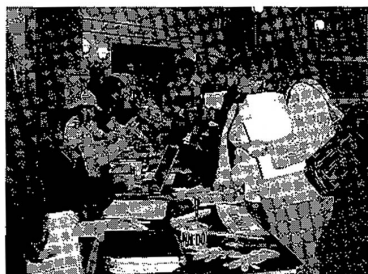
Submitted by
Sandy Cronin, Chair
Spring Training



The timing and theme of this year's Spring Training sessions turned out to be very applicable, due to the recent investigations by Attorney General of New York, Andrew Cuomo, and others into the practices of maintaining preferred lender lists. The largest mystery to all attendees was wondering why the acceptance of notepads, pens, pencils, highlighters, and printed materials from lenders was suddenly seen as a negative business practice instead of business as usual. Many thanks to Shelia Checkoway representing the Pennsylvania Education Lenders Association (PELA); Mary Ellen Duffy, chair of the Government Relations Committee; and

Scott Miller, Federal Relations Director from AES/PHEAA; for their timely remarks regarding the current status of this issue. The solution to this larger mystery surrounding our industry has yet to be solved; the final chapter has yet to be written.

The "top secret" locations of the training sessions were held at the Holiday Inn Grantville on March 27 and the Pittsburgh Marriott on April 11. The detectives who pieced together a roster of mysteries to be addressed were committee members:

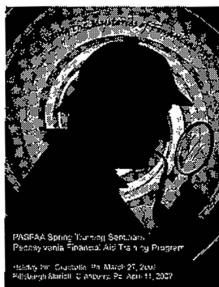


Attendees register as they arrive at the western site.

Sandra Cronin (Chair)
Clarke Paine (Chair Designee)
Stacey Adams

Susan Behan
Vicki Cantrell
Kathy Gates

Annette Kelly
Kathy Yakamavage



A special thank you goes out to Kathryn Griffith, Training Manager, and Christina Reinoehl from AES/PHEAA. Kathryn kept the committee on track and Tina did an excellent job with not only the routine publications but also developing a brand new handout of all of the presentations in one binder for attendees. There were many comments about the presentation handouts from attendees that they liked this new format. Special mention goes out to Tonya Anthony, PASFAA Treasurer, for handling the registration information and taking registrations on-site.



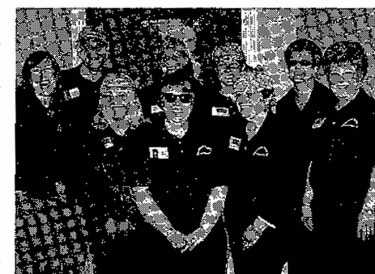
Participants listen to how credit scores affect alternative loan approval.

The committee worked very hard to have training sessions for seasoned professionals as well as for newer members to our profession. The session topics varied from Verification 101 to Online Loan Processing in the 21st Century. A total of nine breakout sessions were offered in addition to a general session on managing career burnout and updates from the PA State Grant division and AES/PHEAA. Thank you to everyone who joined us for a day of professional development, networking, and trying to solve the mysteries of financial aid!



Jan Napiltonia and Mike Byers get to the bottom of the Financial Aid Services caper.

The Spring Training Committee would like to thank the following individuals for taking the time to be presenters at this year's training events:



The Spring Training committee find all the clues to solve the mystery of financial aid.



Clock hour programs are no longer a mystery after this panel discussion.

Marcy Ashton
Aileen Bowman
Kathy Breslin
Ben Brudnock
Mike Byers
Shelia Checkoway
Erica Crotty
Mary Ellen Duffy
Linda Ebel
Patricia Garber

Bernadette Girata
Jim Green
Ken Grugel
Shane Himes
Patty Hladio
Meme Jeffries
Ginger Kline
Jaime Kosh
Mary Kosin
Earl Littler

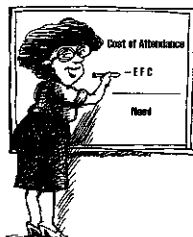
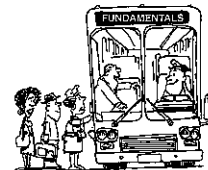
Jennifer McLaughlin
Gary Means
John Middendorf
Mary Miller
Scott Miller
Kim Mincemoyer
Sandy Myro
Jan Napiltonia
Barb O'Brien
Clarke Paine

Kerry Paoletta
Melissa Phelps
Matt Stokan
Richard Willey
Matt Williard
Lori Williams
Deb Woodcock
Dan Wray
Christine Zuzack

Fundamentals Training to be Held Before Conference

Submitted by
Denise Coulter, Chair
Fundamentals Workshop

The Fundamentals Workshop will be held on Saturday, October 20 from 12 noon to 5:30 p.m. and Sunday, October 21 from 8 a.m. to 12:30 p.m. at Seven Springs Mountain Resort prior to the PASFAA Conference. The purpose of the Fundamentals Workshop is to provide a short, training session at a basic level for new financial aid administrators with two years or less experience. (A more comprehensive training for new financial aid administrators will be offered through the Don Raley Institute again next June.)



Basic information will be provided on Application Process/EFC, Verification, Cost of Attendance/Budget, General Eligibility Requirements, Pell Grant/ACG & SMART Grant, State Grant and Special Programs, Campus-Based Aid, Loan Programs, Packaging Concepts/Examples, NSLDS, Professional Judgment/Satisfactory Academic Progress, Overawards/Refunds and Record Retention/Reporting Requirements.

This workshop is designed to be an informal overview and questions will be welcomed throughout the program. Two experienced professional aid administrators, MaryKay Klara, Associate Director of Financial Aid at Villanova University, and Joan Hock, Associate Director of Financial Aid at Delaware Valley College, will be the presenters for this workshop.

¡La Fiesta 2007 de PASFAA está Viniendo!

Submitted by
Doug Vore, Chair
2007 Conference

Get ready for a Fiesta "North of the Border!" In the midst of changing times within the financial aid profession, the conference committee is hard at work planning a conference which is sure to be muy caliente (very hot)! So, grab your sombrero and come join your colleagues for a fun filled time of educación (education), la diversión (entertainment) and a little well deserved siesta (nap) time up in the mountains.



A preview of conference events:

- **Sunday:** Charity Golf outing, First-Timer Reception, PASFAA Committee Meetings, Opening Business Meeting, and Salsa Dancing
- **Monday:** Keynote Speaker, Sector Meetings, Bowling and Miniature Golf, Mountain John's "Tales of the Mountains"
- **Tuesday:** Federal Updates, Membership Luncheon, and a "Fiesta Hoe Down"
- **Wednesday:** AES/PHEAA updates, Closing Business Meeting, PASFAA Council Meeting



The 2007 Conference Committee meets at Seven Springs.

This year's charity organization is Westmoreland Youth and Family Services, a nonprofit agency that meets the needs of families with services provided to both parents and children. PASFAA members are asked to donate personal hygiene items and school supplies to help this organization. Monetary donations to the organization will also be accepted. More information about the charity will be provided in the Conference Registration Packet.



Westmoreland Youth and Family Services, Inc.

Buscar (Look) for the "PASFAA Fiesta 2007" conference notification for registration online on the PASFAA website at www.pasfaa.org. Adiós.

The 2007 Conference Committee welcomes your suggestions:

Douglas Vore (Chair)
Cheryl DePaolis (Chair Designee)
Charlene Bedillion
Cindy De Lone
Catherine Demchak
Mysti Dinger
Marijo Elias
Jonathan Kirby
George Santucci
Jynhae Tyler

Montgomery County Community College
University of Pittsburgh at Greensburg
Washington and Jefferson College
Sallie Mae
Carnegie Mellon University-Heinz School
IUP-Academy of Culinary Arts
King's College
University of Scranton
National City
Community College of Allegheny County

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mysti@iup.edu
marijoelias@kings.edu
kirbyj2@scranton.edu
george.santucci@nationalcity.com
jtyler@ccac.edu

Awareness Committee Thanks Volunteers at College Fairs

Submitted by
David Pearlman, Chair
Financial Aid Awareness

Financial aid information was successfully delivered by PASFAA volunteers at three spring college fairs. On April 30, 10 PASFAA members covered the PASFAA table at the Northeastern Regional Fair. The volunteers were divided between a morning and evening session at the Wachovia Arena in Wilkes-Barre. The next evening, on May 1, three scheduled volunteers, assisted by several additional PASFAA members who stopped by to help out volunteered at the PASFAA table at the Mainline College Fair held on the Villanova University campus. And on the following evening, PASFAA members volunteered to pass out student aid literature and share some of their financial aid knowledge at the Penn State Area College Fair at the Mount Nittany Intermediate School campus of the State College Area School District.



Bonnie Behm and Carol Handlan are ready to share their expertise at the Main Line College Fair.

Many thanks goes out to all of the volunteers who manned tables, transferred boxes of materials, displayed PASFAA banners, and spoke with students and families during these events. While an exact number of students/families that came into contact with PASFAA volunteers at these three college fairs is not available, it would be fair to estimate that over 4000 families did indeed benefit with information supplied by PASFAA members based on the amount of material provided at each college fair.



MaryKay Klara explains how to use PASFAA's web resource guide.



M. Clarke Paine answers a parent's question at the Sallie Mae booth.

This summer the Financial Aid Awareness Committee will begin working on the 2007-08 FAFSA Completion Day and updating the volunteer network on the PASFAA web site. The FAFSA Completion Day is a time when students and their families can meet with members of the financial aid community and receive assistance in completing the FAFSA. The volunteer network on the PASFAA web site maintains a list of members who have offered to provide student aid presentations at local high schools in their respective communities. Additional information regarding these two projects will be forthcoming through email.



El McClelland talks to visitors at the Main Line College Fair, May 1.



David Roberts and Cheryl Browning, both of the AES/PHCAA Philadelphia Regional Office, have plenty of useful literature to distribute.

Thank you to the following sponsors who are providing generous support for PASFAA activities for the 2006-07 fiscal year. Because of this support, PASFAA is thriving as an organization and able to create new initiatives for our members. We look forward to working closely with each of these sponsors in the year to come.

Academic Finance Corporation, Academic Management Services/AMS, American Education Services, Bank of America, Beneficial Savings Bank, Campus Door, Chase Education Finance, Citibank, Citizens Bank, College Loan Corporation, Edamerica, Education Finance Partners, KeyBank, M&T Bank Educational Lending, National City Bank, Nellie Mae, Nelnet, New Jersey Higher Education Student Assistance, NextStudent, PNC Bank, Sallie Mae Pennsylvania, Student Capital Corporation, SunTrust Education Loans, TERI, USA Funds Service, Wachovia Education Finance, Wells Fargo Educational Finance Services





WASHINGTON UPDATE

Congress Takes Aim at the FFELP

Submitted by
Scott Miller
Federal Relations
Director, AES/PHEAA

For those of you wondering where all the ugly stories about financial aid administrators and alleged abuses of preferred lender arrangements were leading, you finally have your answer. In mid-May, Congress adopted a Budget Resolution that instructs the education-related committees in the U.S. House and Senate to cut \$750 million from the student loan program. While \$750 million is small change in the world of federal budgets, it is the process through which those changes will be enacted that provides the true window into the ultimate goal.



Budget Reconciliation Controls Passage of Legislation

This \$750 million will be achieved via "Budget Reconciliation," a process designed to reduce the federal budget deficit by forcing Congressional committees to trim the size of "mandatory" (or entitlement) programs under their jurisdiction. One of the nuances of the Budget Reconciliation process is that it makes it easier to pass legislation, especially in the Senate. Budget Reconciliation rules limit the length of debate in the Senate and preclude the use of the filibuster – a parliamentary tactic used to stall debate on legislation that can only be stopped by a super-majority of 60 Senators. Simply put, the streamlined Reconciliation rules mean that bi-partisan compromise is not necessary to get such a bill through the Senate.

Narrowing it down even further, the Senate Health, Education, Labor, and Pensions (HELP) Committee is where the real action is. It is the HELP Committee that will craft the Reconciliation bill and send it to the Senate floor for consideration. And, given that Democrats have a majority of seats on the HELP Committee, bi-partisan compromise is unnecessary there to have legislation approved. So, by "hiding" changes to the FFEL Program, and potentially the entire Higher Education Act reauthorization, under the veil of Budget Reconciliation, Senate Democrats have taken full control of the legislative process.

We've now seen the initial results of this process. The House and Senate education committees have already passed their versions of Budget Reconciliation and by the time you read this those bills will likely have been approved with only minor changes by the full House and Senate. Final action on the bills could come as early as mid-September, after the House and Senate agree to a measure that melds the two bills into a single agreement.

The basic outlines of the two bills are similar. Both take about \$18 billion from FFELP lenders, holders, and guaranty agencies and use the bulk of those funds to provide "mandatory" funds to supplement the Pell Grant Program and provide new loan repayment and forgiveness options for borrowers. The House bill, but not the Senate bill, increases loan limits for third and fourth year students and provides for a reduction in student loan interest rates. Gruesome details on the bills can be found on NCHelp's website at:

<http://www.nchelp.org/elibrary/BudgetReconciliation&HEAREauthorization/2007HEALegislation/Reconciliation%20Summary-2007-06.pdf>.

While obviously laudable, the question is whether these efforts to boost Pell Grants and provide other benefits are worth the price. It is clear that an increasing number of Pell Grant recipients are also relying on Stafford Loans to meet their educational costs. With cuts of this magnitude, it is inevitable that FFELP participants will have to reduce or

even eliminate the discounts that they provide today on loan fees, interest rates, and loan principal. Is it a good trade-off if the average Pell recipients would receive a few hundred dollars in increased grant aid, but potentially lose thousands of dollars in discounts on their student loans? What about middle-income families that do not qualify for Pell Grants – will they receive any benefits or instead see the cost of financing postsecondary education increase?

But, this sort of rational thinking has been absent from the legislative process. Both the House and Senate bills were drafted behind closed doors with no opportunity for public input. No public hearings were held and the affected communities were given no chance to provide input or comments. So what is driving this process?

The Future of FFELP?

You can make up your own mind on this, but it is not far-fetched to think that what we are seeing is an orchestrated campaign to kill, or at least to severely wound, the FFEL Program. Starting with the attacks on the integrity of all financial aid administrators (extrapolated from the transgressions of a few), moving on to indictments by states Attorneys General (led by an aggressive AG from New York, and now leading to a fast-track legislative process for enacting "reforms", there has been an uninterrupted rush to judgment that the FFEL Program is seriously flawed and needs to be punished for its missteps. Absent from the discussion has been a full airing of the benefits of the FFELP

What's



on the
Hill?



HELP Committee Chair, Sen. Edward Kennedy (D, MA) has moved changes to FFELP to the forefront of impending legislation.



Rep. George Miller (D, CA) speaks during the May 10 hearing on "Accountability for the Dept. of Ed's Oversight of Student Loans."



U.S. Education Secretary Margaret Spellings testifies about the Department's oversight of student loan programs.

and the reasons for the reluctance of the vast majority of financial aid administrators to embrace the alternative program – Direct Loans. Could this be a sneaky way to advance the interests of Direct Lending at the expense of FFELP? Could those who promoted the notion of Direct Lending in 1993 be seeing an opportunity to take advantage of the current climate to advance their agenda?



If any of these issues are meaningful to you, I urge you not to sit silently by, but to ensure that the leadership of your institution understands your views and the implications that any severe changes to the loan programs would mean for you and for your students. If you have strong feelings about these issues, they need to be conveyed to your Members of Congress and Senators and they should be urged to contact Senator Kennedy and his counterpart in the House of Representatives, Rep. George Miller, Chair of the House Committee on Education and Labor. This is the only way to ensure that your voice is heard as part of this fast-moving, politically-charged debate.



N.Y. Attorney General Andrew Cuomo (right), with NASFAA's Dallas Martin, announces an agreement with NASFAA as part of ridding alleged corruption in student loans.

Looming Sunshine Act Spurs Government Relations Committee to DC

Submitted by
Mary Ellen Duffy
PASFAA Vice President

On May 8-9, PASFAA President Mary Kosin, Government Relations Committee members Susan Bogart, Mary Ellen Duffy, Elizabeth McCloud, Scott Miller and Ray Toole traveled to Washington, DC to visit the PA delegation on Capitol Hill. We wanted to make as many visits as possible and show a strong PASFAA presence, so GRC friends Bonnie Behm, Bill Burke, Ethel Desmarais, Ken Grugel and Bill Irwin joined the group. As always, Scott did an incredible job planning our itinerary and scheduling meetings with key education figures. He proved to us that he is indeed what one legislative aide calls him – the “hardest working man in Washington.”



Some of the PASFAA delegation pause near the Capitol in between visits to legislative offices.

Our busy agenda began with lively discussion at a dinner meeting Tuesday evening. With rumors in the air that the Sunshine Act may be going up for vote in the House of Representatives the next day, we went over our strategy to be sure we delivered a consistent message in our visits. It is very important to PASFAA membership that our legislators and their staffs know that our credibility in our role as the trusted advisors to students and families is in jeopardy due to current negative publicity about financial aid administrators. This spectacle (as one Congressman so aptly referred to it) is presenting an impression that we are acting in a manner that is harmful to students. We had a very important message to deliver – we are student financial aid administrators who work hard to meet the financial needs of our students. Unfortunately, there are a very few who have made decisions which have generated a perception that we are self-serving, but our 940 members deserve to be viewed as having the high integrity we bring to our jobs every day.

Wednesday morning began with one group's meeting with Kristin Dini, Legislative Assistant for Representative Charlie Dent. Kristin has been a great friend to PASFAA – she was one of the legislative aides who helped organize last fall's GRC and Awareness Committee presentation to staffers. Kristin provided the group with a summary of H.R. 890 (aka the Student Loan Sunshine Act) and confirmed that it would be going up for a vote that morning. We spent most of our visit discussing the pros and cons of the bill and learned that it was expected to pass unanimously. Meanwhile, on the Senate side, another group was meeting with Jennifer Castagna, Appropriations Director for Arlen Specter. Jennifer confirmed that none of the House's education bills seem to be getting moved quickly through the Senate.



In Sen. Arlen Specter's office, a group meet with aides Alex Halper and Jennifer Castagna.

We then met with Kelly Lavin, Legislative Assistant for Representative Phil English. Kelly is fairly new to her position and received a good introduction to PASFAA, our membership and our mission. Others met with Representative Jason Altmire and his Legislative Assistant, Bennett Reed. Congressman Altmire is the new PA member of the House Committee on Education and Labor and serves on the Subcommittee on Higher Education, Lifelong Learning, and Competitiveness, so this was a very important meeting for us. Congressman Altmire has a background in higher education and was very interested in hearing student stories. He referred to the current student loan scandal as a “spectacle” that he hopes we can put behind us and move forward to help students.



Rep. Jason Altmire (second from right) welcomes the group to his office.

We all met for lunch in the Longworth Building Food Court. We had a quick debriefing to discuss our morning meetings. We obtained a copy of H.R. 890, which was being voted on (and passed 414-3) while we were eating. A few of us had time before our next meeting to go sit in the gallery and watch our Congressmen and women vote on a few more bills. We agreed it was a good thing the Sunshine Act had already been voted on as we may have caused a ruckus!

We split into three groups after lunch. One group visited with Richard Spiegelman, Legislative Director and Nathan Steinwald, Legislative Assistant to Senator Robert Casey. These aides were very receptive to our visit and provided us with contact information

for Senator Casey's Constituent Services Office so we may act as a resource on financial aid related issues. Another group met with Jeffrey Gabriel, Legislative Assistant for Representative Christopher Carney. Jeff had a lot of information on loan issues and it was a very good discussion. The third group met with Representative James Gerlach and his Legislative Assistant, Anne Fultz. With the day's voting behind him, Congressman Gerlach was able to relax a bit and provided his perspective on student loan and other federal aid issues as well as a bit of a civics lesson on what to expect next regarding student aid legislation as it goes to the Senate.

Finally, we met with PA's other member of the House Committee on Education and Labor, Representative Todd Platts and his Legislative Assistant, Becky Braunstein. Congressman Platts, a parent of young children himself, is very concerned about helping parents and students understand the process and had a great discussion with us. The last meeting of the day was with Gwen Camp, Legislative Assistant to Congressman Patrick Murphy. New to DC, Gwen was eager to learn about who we are and what we do. We volunteered to work with Congressman Murphy's staff to hold a regional financial aid night for his constituents in the Bucks County area. I look forward to this initiative coming together so that we may offer this to other Congressmen.

All in all, it was an exciting and productive day. We came home to PA not only with the ability to say, "I was there the day the Sunshine Act passed in the House," but feeling like we had taken good strides in strengthening PASFAA's relationship with our legislators.



Kelly Lavin, (far right), legislative assistant to Rep. Phil English, stands with the group outside of his office.

President-Elect & Vice President Attend NASFAA Leadership Conference

Submitted by
Mary Ellen Duffy
PASFAA Vice President

NASFAA LEADERSHIP CONFERENCE

PASFAA President-elect Dwight Horsey and I attended the 2007 NASFAA Leadership Conference from March 4-6. We were two of 98 participants who traveled to Washington, DC from around the country to attend this annual conference. Officers and officers-elect of state and regional aid associations were identified by their state or regional associations and invited to attend. The conference included two days of training workshops and culminated in visits to legislative offices to discuss higher education financing issues.



Mary Ellen Duffy and Dwight Horsey represent PASFAA at the NASFAA Leadership Conference.

We had a very busy agenda that began at noon on Sunday of the three-day conference. The first session was a brainstorming opportunity to share ideas with our colleagues about association issues like volunteerism. The next session focused on planning the leadership year, providing tools and tips on topics such as effective communication and managing association meetings. During the final session of the afternoon, we shared talking points and issues we would be taking with us on our visits to Capitol Hill on the last day of the conference.

The second day began with a session on financial management of our professional association, providing good insight on issues to consider such as e-commerce, insurance and maintaining appropriate checks and balances. Next, we discussed ethical issues facing our associations. This evoked a lively discussion about member behavior and vendor participation at conferences. It's too bad we didn't have a crystal ball to see how much attention this topic would be receiving in the coming months! The last three sessions of the day provided a detailed legislative update and Q & A and pointers for our upcoming Hill visits.

Thelma Ross, Director of Financial Aid at Lincoln University and Chair of the NASFAA Leadership Development & Professional Advancement Committee, joined us Tuesday morning as we headed off to visit with Legislative Assistants to three members of the House of Representatives. We visited with Kristin Dini, from Congressman Charlie Dent's office, Becky Braunstein, from Congressman Todd Platts' office, and Bennett Reed, from Congressman Jason Altmire's office. During our visits, we delivered PASFAA's position letter on the STAR Act (posted on the PASFAA website under the Government Relations Committee Minutes and Reports), discussed The Student Loan Sunshine Act, and expressed our appreciation for the increased Pell Grants available to our students for 2007-08 as well as for Congressional emphasis on future Pell Grant funding. We returned to the Conference for a debriefing discussion and enjoyed each other's tales from their Hill visits.

I thoroughly enjoyed this opportunity to meet and discuss financial aid and association leadership matters with my colleagues throughout the nation. I am very grateful to PASFAA Executive Council for providing me the opportunity to participate.



PASFAA's Thelma Ross (left), Lincoln University, and Melissa Ibañez, University of Pittsburgh at Bradford, served as chair and a committee member for NASFAA's Leadership Conference.



The group visit with Kristin Dini (second from left), legislative assistant to Rep. Charlie Dent.

Overcoming Obstacles and Mistakes

Submitted by
Alisa DeStefano
Newsletter Committee

Everyone makes mistakes (whether one admits it or not). But for some reason some of us feel overwhelmed by the consequences, which often turn out not to be as big as we thought, or we berate ourselves for not doing better (did I mention everyone makes mistakes?). The bottom line is that there are going to be times that we make mistakes or encounter something that stumps us, and there are ways to deal with these times.

The Rock in the Middle of My Desk

There was once a farmer who had a very large rock protruding from a field that he plowed and worked every year. This rock was positioned in such a way that it broke several plowshares when he plowed around it. After breaking yet another plowshare and getting very frustrated, the farmer decided to take the time to break the rock up and try to remove it. When he put a crowbar underneath the rock to start loosening it, he was surprised at how easily it came out of the earth. It turns out the rock was only six inches deep, and he was able to easily break it up with a sledgehammer. As he carted away the pieces of rock, he wondered why he didn't deal with it sooner.



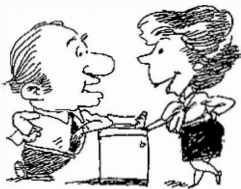
How many times have you put something aside, hoping that it will resolve itself? Although putting something aside can sometimes buy us time, usually it is still something that needs to be addressed no matter how long it sits on the desk. More often than not, it is not as insurmountable as we thought, and we wondered why we waited so long to resolve it.

Freak Out or Think Out

Even the most optimistic person can imagine the worst when he has made an error or faces an insurmountable task, and anxiety takes over. When faced with serious consequences, we can do one of two things: freak out and allow a major fallout to occur, or contain the fire, start thinking of alternative methods and move forward on the solution. A resilience to setbacks is needed in order to move forward, and one of the best ways to move forward is to be optimistic and know there is always an answer. Finding the answer leads us to the next point...

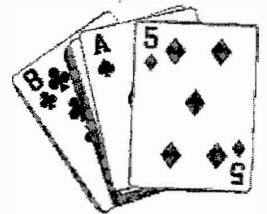
Things are Clearer When Said Out Loud

This is when the answer can be just around the corner, literally. Whether it is walking down the hall to brainstorm with a co-worker or picking up the phone to talk with a PASFAA colleague, talking things through can be invaluable. How many times have we thought and thought about an issue, then finally talked about it with someone only to hear ourselves make sense as we talked out loud. There is something about hearing things through our ears rather than banging them around inside our head where there are a hundred other thoughts vying for attention. It helps to singularize and prioritize what must be done.



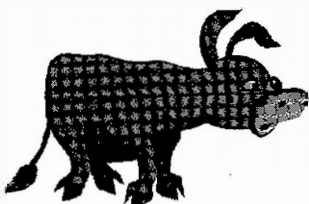
Doing Something Else – Distraction Can Help Focus

"I was in the shower the other day, and I had this thought about how we could..." It is not a coincidence that so many people have great thoughts in the shower. It's because the soothing water and the fact that we are just standing there allows our minds to relax – and think. I read that President Bill Clinton would sometimes play with a deck of cards in meetings because the distraction of working with the cards helped him focus. It is a different learning style, and thinking style. So when stymied by a problem, set it aside for a bit and do something mind-relaxing, such as taking a walk at lunch time.



Shake It Off and Step Up

You never know where the solution is going to come from at times, but one thing is for certain: doing nothing will produce nothing, but doing something will produce results. It's like the parable about the donkey in the well:



One day a farmer's donkey fell down into a well. The animal cried pitifully for hours as the farmer tried to figure out what to do. Finally he decided the animal was old, that the well needed to be covered anyway and that it just wasn't worth retrieving the donkey. So he invited all his neighbors to come over and help him. They all grabbed a shovel and began to shovel dirt into the well. At first, the donkey realized what was happening and cried horribly. Then, to everyone's amazement, he quieted down. A few shovel loads later, the farmer finally looked down the well and was astonished at what he saw. With every shovel of dirt that hit his back, the donkey would shake it off and take a step up. As the farmer's neighbors continued to shovel dirt on top of the animal, he would shake it off and take a step up.

Pretty soon, everyone was amazed as the donkey stepped up over the edge of the well and trotted off! Life is going to shovel dirt on you, all kinds of dirt. The trick to getting out of the well is to shake it off and take a step up.

This is the second in a two-part series looking at the origins of the financial aid careers of PASFAA members. Part 1 appeared in the Spring 2007 issue.

"How Did You Get into Financial Aid?"

Submitted by
Sherry Youtz
Newsletter Committee

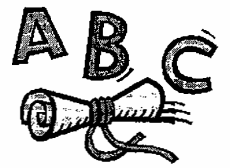


Ever been asked, "Did you go to school for financial aid?" The likely answer for most of us would be, "Well, not exactly." So, how does one find their start in this business? The answers literally range from "A" to "Z" as we discovered in the first part of this series where we covered responses A to M. In keeping with the "ABC" theme, here is N to Z of how several of your colleagues got into the business of financial aid (FA).



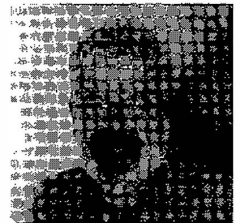
Gene Cattie

"**N**ew fangled office that the feds require us to have," is the description **Eugene Cattie** heard when his boss told him he was getting promoted from Bursar to Assistant Director of Financial Aid. Gene had no idea what his boss was talking about and asked, "Financial aid? What is that?" His boss said, "Your new job!" Still unsure what he was getting into he asked, "Am I to assume that I have a better paying job or none at all?" His boss replied, "The pay is better but you may not want to work at it long. The job is very detailed and has lots of paperwork. You do a good job running our National Defense Student Loan Program so I thought you could help us clean up the records."



After working at LaSalle College (now University) for six years as the second lay Director of FA, Gene continues to serve students today as a Higher Ed Consultant for Sallie Mae. He continues to enjoy the day-to-day challenges and hopes his contributions will somehow make opportunities for students to get a degree in higher education. He believes education will make the country better for us and for those who follow and continues to get excited about the work he does.

"**O**okay, this will be one of the not so glamorous stories," wrote **Jeffrey Dehoff** from the York County School of Technology. He retired from the Department of Labor and two weeks later started working for the "YES" program (more commonly known as the Harley program.) After three years the YES program was dissolved (graduates had good soft skills but weren't so good at assembling a motorcycle.) Since Jeffrey now had some free work time and the Practical Nursing students needed a FA office, the words FA Officer appeared on his job description. He says his saving grace is that he has limited numbers of students, unlike many others.



Jeffrey Dehoff



Joe Alaimo

Physical education teacher was the first job for **Joe Alaimo** after graduating from Canisius College in Buffalo, NY. He left teaching to find a higher paying job once he started his family. His first step was to become an assistant manager for an auto parts store. When he was promoted to manager, he moved to Wilkes-Barre to have his own store. He left the auto parts business and eventually became employed by Sallie Mae. He was with Sallie Mae for over eight years moving up in different positions and eventually left when his last department was being downsized. He was able to move to PSU-Hazleton and worked there for about two and one half years before moving to his current position at Luzerne County Community College.

Quite a secretarial job was the description of a position **Jean Walker** took at Butler County Community College. She was quickly into financial aid, learning verification, Pell payment documents, loan certifications, SAP and PHEAA State Grant roster completion. She eventually decided to skip her plans of pursuing a degree in Elementary Education. After completing both BS and MS degrees, she rose to director in 1998. "Looking back," she says, "I don't think I would have changed a thing – except, maybe to have had my summers off!"



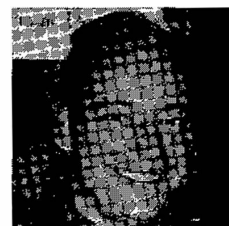
Jean Walker



Patty Iladio

Remember saying "I want to be full-time in financial aid?" **Patty Iladio**, knew she loved higher education from her first professional position, but never thought she'd end up in FA. After saying she would never work in either the Registrar's office or FA office, Patty found herself in a position which was both the Director of Career Placement and Assistant Director of FA. Her thought was that she would "put up" with financial aid while pursuing what she thought she would really love, career placement. After a year, both positions were being made full-time. She remembers the surprise in her head when she heard herself saying she wanted to be full-time in the office she didn't ever expect to stay in. Today, at Slippery Rock University, she still loves the work of our profession.

SLSC (Student Loan Servicing Center) was the old name for what is now the AES loan servicing center. SLSC provided a great job for **Matthew Orth** while he attended college. He worked a total of eight years in claims and compliance with SLSC and then also worked in marketing for AES/PHEAA. He left the industry for a short time but is now glad he's back home in Pennsylvania and is currently an Account Executive for EdAmerica. Matt enjoys the student lending part of financial aid and is glad for the relationships he's developed with some great individuals.



Matthew Orth



Ken Grugel

Thesis for his master's degree was the final step after being a work-study supervisor and then doing an internship on student employment at Ohio State. Although **Ken Grugel** did not want to work in housing or financial aid, he ended up in his first position at the College of Wooster as a Residence Hall Director and Assistant Director of FA. After that he accepted another dual role at Juniata College as Assistant Dean of Student Services and Director of FA. He attended PASFAA conference #8 and was hooked. Five years later, he went to Clarion State University (now Clarion University of Pennsylvania) as the Director of FA and 25 years later he's still there.

Understand that his entrance into financial aid was not glamorous, nor was it his chosen path coming out of school. **Robert Sevret** graduated from Elizabethtown College and his plan was to take a year off and then enter law school. He took a temp position at PHEAA as an entry level customer service representative. A friend suggested that PHEAA would provide him with some public administration experience. After advancing into a number of different positions with AES/PHEAA servicing center (SLSC), he decided to move to the lending side of the industry. This move led him to employment with JP Morgan Chase under the Bank One brand in 2004.



Robert Sevret



Vincent Frank

Vincent Frank graduated from Juniata College with degrees in philosophy and music. He worked part-time as a teller before joining PHEAA in Special Services (now Education Services.) While at PHEAA, he helped design screens for the PHEAA Needs Analysis System, edited school-related publications and helped resolve "FAFSA disasters." After he became engaged he was looking to move closer to his home town and ended up at Mount Aloysius College. After holding several positions there he became the FA Director. He recently made a move back to his alma mater and currently serves as Director of FA at Juniata College.

Brian Blackburn Working over 90 hours a week and never getting to see his family led to find his first financial aid related position. He kiddingly told a friend who was leaving Widener University that he wanted her job because he knew FA is only a 40 hour a week job (he said he got lied to!) A week later he got a call for an interview. He was hired with no FA experience and spent four and one half years at Widener before moving into education lending. Brian now works as a Client Relationship Manager for M&T Bank.



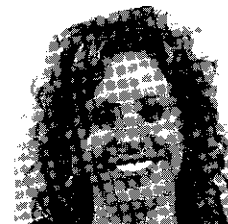
Brian Blackburn



Ken Brown

Enjoying the eXtra perks and hoping that's how it all would be was how **Ken Brown's** financial aid career began. Ken started out with a business degree and was working on his masters in Student Affairs at Kutztown University when Vali Heist from Alvernia College hired him in her FA office. His first week on the job was the annual PASFAA conference, so he initially thought that this career choice was all fun and games. He was hired with no FA experience and wonders if he was the only candidate who would work so cheaply. He is one of the few who purposely sought out a career in FA. He's very happy about the students he has served and the members of the FA community that have befriended him along the way.

York Technical Institute provided the entry into financial aid for **Tiffany Scott**. She graduated with a degree in human services with a focus on child psychiatry. After working her dream job in children's mental health for two years she was burnt out and began looking for a new career path. She started at YTI as a Student Loan Coordinator and then moved to Financial Planner. She now knows she wants to work with students in a college setting. She currently works as the Financial Planning Coordinator for Continuing Ed students at Central Pennsylvania College.



Tiffany Scott



Sherry Youtz

Zero interest in Admissions is what this writer told the woman who was interviewing me. I (**Sherry Youtz**) answered an ad in the paper for an accounting position at a local school. At the interview, the school director told me that position had been taken but she was also looking for an admissions person. Needing a job, I accepted the position in Admissions. After the first week of cold calls I discovered I hated it. The school was moving so I decided to hang on until after the move. (Truthfully, I accepted this job as the location allowed me to come home for lunch! The move was an additional seven to eight minutes further away and that meant no more going home for lunch.) The newly hired accounting person quit during the move, and I gratefully moved into the accounting position. This position was actually financial aid and some accounting. It was this first job that opened my eyes to financial aid and all aspects of higher education. Five positions, many students, and now at Central Pennsylvania College, I still love what I do.

Editor's note: Our apology to Ellen Franko who was incorrectly identified as Ellen DeFranko in Part 1 of this article. Also, thanks to all members who kindly contributed their stories for both parts of this article.

Fish Out of Water (or How to Survive a "Foreign" Conference and Like It)

*Submitted by
Judy Rile
Newsletter Committee*

I admit it. I have been spoiled by PASFAA. The annual conference is such a wonderful experience even as I recall my very first one. Why do I say this? Over the past couple of years, I have had the opportunity to attend other conferences within the world of education. And what a difference.



People are nice but they speak a different language, with acronyms and terms I don't know. The faces look friendly but they are not familiar. People say hello, but it's not the enthusiastic welcome I experience every year at PASFAA. It's easy to feel left out, especially at meal time or at social events. The conference program looks and feels different, and it is hard to find the room for a session, even though I have been at Hershey and Lancaster and Seven Springs many times in the past. As a result, I find myself not fully enjoying the experience or taking advantage of learning new things. So, here are some tips to help you (and me) cope when we find ourselves in a different fish bowl with others not of our "species."

Admit it – as PASFAA members we arrive with enthusiasm and noise and greet each other as long-lost friends. The annual conference is almost like homecoming or a reunion. I'm sure that new attendees and guest speakers get the same feeling when they attend their first PASFAA conference (although it doesn't last long.) How to cope? Look at all of these new people as friends waiting to be discovered!

Don't speak the language? Financial aid folk have a language all their own – FAFSA, fisap and PHEAA to name a few – and we have to acknowledge that our friends in admissions and finance and student affairs have their own

language too. What is a Carnegie unit? What is early acceptance; is that the same as early admission? What is rolling admission? Rolling to where? What is NACUBO? Or AACRAO? Or NASPA? (To bring you up to speed if you aren't familiar, it's the National Association of College and University Business Officers, the American Association of Collegiate Registrars and Admissions Officers, and the National Association of Student Personnel Administrators.) Think of this as a learning experience. Ask what a particular acronym or phrase means, or where it comes from. What is its significance? (It must be important if it is part of the conversation, right?)



Attendees at the 2006 PACAC conference check out the offerings at a vendor's booth.



PHEAA's Vee Blaine (center) receives the Human Relations Award at the 2006 PACAC conference as someone who "promoted awareness and sensitivity to issues of culture, human rights and other differences that go into promoting access and equity for all seeking education."

Wondering what would even be the value of going to another association's conference if it's not financial aid or at least technology-related? Try these topics and see if they cover issues that sound familiar. A sampling of the tracks being offered at the NACUBO Annual Meeting in July 2007 includes Advancing with Technology, Cultivating Leadership, Looking Ahead: Planning and Budgeting, Preparing for the Unexpected, and Serving the Student. The June 2007 PACAC Conference offered sessions on Behind the Scenes in Enrollment Management: What it Takes to Keep the Work Flowing, Teen Culture: What You Should Know about the MySpace Generation, Leadership as a Contact Sport, Understanding NCAA Recruitment, Publications with a Punch: A Data Driven Viewbook Hits its Target, Multiculturalism and the Transition to College, Understanding and Guiding the Parents of Millennials, and Early Awareness and Other Factors that Best Prepare Low-Income and Minority Students to Attend College (PASFAA's own Bernard McCree from Thaddeus Stevens College of Technology was on that panel).

Eating alone is not fun, but asking to join a group can be difficult. If you are uncomfortable walking up to a stranger and asking if you can join their group for lunch, look for a table that only has two or three people sitting there and plenty of empty seats. They may be "singles" too, and feel the same as you. Introduce yourself and share with your tablemates why you are at the conference. Ask if they can recommend sessions that might be useful to you and if they have any questions about what you do that they would like answered. Ask questions about what they do. This is a time to network and make some contacts if you need help down the road.

I am pretty good at reading maps and am a visual learner so as someone is giving me directions, I am visualizing in my head landmarks and signs. I have attended numerous conferences at Hershey and Seven Springs, but if it is a non-PASFAA event, I get hopelessly lost and can't find the session or room. Go figure! Rather than stumbling around, look for a conference attendee with lots of ribbons around their neck or a facility employee. If all else fails, sit down in the back of the session/room you do find. You may learn something!



Another big adjustment is vendors and vending areas. I was kind of expecting what I find at PASFAA conferences to be the same at other conferences. Guess what, folks? Doesn't happen. I know that the vendors at other conferences really aren't trying to meet the needs of a financial aid officer at a non-financial aid conference, but I admit I was taken aback when the vending area at one conference was manned solely by vendors who were selling their things – literally! No papers, no brochures – just things for sale – like mugs and pins and books. Even the refreshment break had a "suggested donation" box.

In perspective, though, I have learned that I need to focus on why I am swimming in a different fish bowl when I attend these "other" professional conferences. Am I there to present and educate my partners in education? Am I there to learn a new skill or enhance my knowledge? By identifying and concentrating on my reason for being there, I can take advantage of the different experiences that are offered, and better cope with the different faces and different language. So if the opportunity presents itself and the budget allows, try jumping out of your own fishbowl and give another conference a try!



The crowd at the 2007 NASPA/ACPA conference in Orlando waits for the doors to open to see keynote speaker, Al Gore.

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Finance & Development Committee Responds to Current Challenges

Submitted by
Greg Gearhart, Chair
Finance and Development

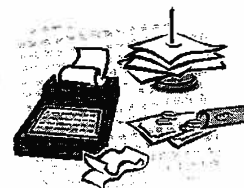
As I'm sure will be highlighted elsewhere in this issue, and as I'm sure we are all painfully aware, life in the financial aid world has changed very significantly since the last issue of the PASFAA Newsletter and my last report to you.

Aside from the very few individuals in our profession who are actually being investigated as part of the student loan upheaval, I think the effects of this are felt no more strongly than with those who deal with the finances of our national, regional and state financial aid associations. And, although I do refer to members of the various finance-related committees, such as PASFAA's Finance and Development Committee, I also refer to all of our association leaders who must deal with a sudden flood of questions and inquires from various outside sources concerning the finances of our associations. I applaud all of these people who have responded to this challenge with the strength needed in these trying times.



The PASFAA Finance and Development Committee has met twice since my last report and continued the important work we normally do, while also trying to provide PASFAA Council with the input needed to respond to these outside challenges. Specifically, here are some of the tasks on which we have been working:

- The sponsorship process continues and we thank all of our supporters in the ISS sector for your continued support, even as most of you also come under additional scrutiny.
- We have also developed the PASFAA budget proposal for the 2007-08 fiscal year and presented that for Council's approval at the last meeting.
- We have met with representatives of the financial institutions at which PASFAA's funds are invested and developed recommendations for revisions to the strategies for those funds. These revisions will help us to continue on a sound financial footing.
- We have reviewed survey data and developed recommended policy changes related to sponsorship issues, most specifically conference display and vending.



So, as you can see, the activities of PASFAA go on and we look forward to a bright future for our association. Lastly, if any PASFAA member has a question about any issue related to the Finance and Development Committee, please contact any member of the Committee. All Committee members are listed under the *Finance & Development Committee* item in the *Financial Aid Administrators - Index* section of the PASFAA webpage at: http://pasfaa.org/docs/toc_finaidadmin.html.

PELA News

Submitted by
Kerry Paoletta
PELA Secretary

The first thing you may notice is a change in our PELA Secretary. Our former Secretary was unable to complete his tenure, and I have agreed to fulfill those duties for the remainder of his term.

PELA lenders convened this spring for the first time by conference call instead of an actual face-to-face meeting. As expected, there was much discussion about current events. Our participation in conferences, scholarship awarding and sessions at training programs may all be affected in the future. While many issues are on hold right now, PELA and PASFAA are currently working together on a "Best Practices" piece for Alternative loan borrowing. Watch for this in the future. We still strive to provide schools, along with students and families in Pennsylvania with non-biased information that will assist them in their decisions with financing a post-secondary education.



Pennsylvania Education
Lenders Association

Case File #7 - PASFAA Spring Training 2007

Online Loan Processing In The 21st Century

Presented by PELA
PA Education Lenders Association

Sheila Checkoway
Kerry Paoletta
M. Clarke Paine



We always review our website at our meetings and if you haven't been there lately, please take a moment to review the site. Presentations that PELA members have made at training sessions are out on the site and available for your use. We also include our membership directory, so you may contact any of us when you need us. If there is anything you would like to see on the website, please let one of our members know. We are always looking to improve the site and provide information that will assist you with your students.

We look forward to seeing many of you at NASFAA. Keep the lines of communication open. We are all in this together to assist our students and families in achieving their education goals.

INSTITUTIONAL AT-LARGE SECTOR

*Submitted by
Marykay Klara
Institutional At-Large
Sector Representative*

Currently there are 85 of you who have volunteered to assist PASFAA during the 2007-08 period. You are to be commended! And thank you to those who came out last year to volunteer, stuff packets, prepare mailings, moderate a conference session, or stood behind a table at a college fair. You're the lifeline of our great association. I am in the process of coordinating the list of volunteers according to your interests from the Volunteer Forms submitted. I will be identifying those who volunteered last year but who did not get called upon to do so as new committees start to form. A reminder: be sure that your volunteering is approved by your supervisor. Sometimes people get so excited at the chance to serve our organization only to find out that their supervisor has other plans and must decline the invitation to serve. And if you are contacted and invited to serve, please respond quickly to the phone call or email. Thank you for helping this association continue in the effective manner that it always has.

INSTITUTIONAL SUPPORT SERVICES SECTOR

*Submitted by
Lesa A. Angell
Institutional Support
Services Sector
Representative*

Happy summer colleagues and friends. To say that this summer has been "interesting" for both our school colleagues as well as for us is an understatement! I am sure we are all in for many changes to our practices, but most importantly, support of your actions in PASFAA is so important. This incredible association is looking at all practices, and is hoping to operate somewhat "business as usual." My request to all of you is that if anything will be changing your current commitment to PASFAA, or any future changes, please contact me, Greg Gearhart, or Mary Kosin to ensure that they can take appropriate necessary actions.

Doug Vore and the conference committee is well on the way to planning a great conference for us. If anyone has any concerns about Seven Springs, or the conference in general, please contact our Conference Committee representatives, George Santucci or Cindy DeLone. Seven Springs is a large site with meeting rooms scattered, but the plan is to have enough time during breaks to allow us to meet with clients. Many thanks to the conference committee for keeping our needs in mind during the conference planning.

I hope you all have taken action with regard to volunteerism and necessary forms in May so you did not miss the deadlines. If your service on a committee extends beyond one year, you are asked to do a volunteer form for that same committee to reinforce your interest in serving. I look forward to opening the opportunity of being sector representative for another colleague in October. Being on council has been so rewarding and a very eye-opening experience. I am learning that some things that seem so simple become very complex on the association level. Have a safe and productive summer.

PUBLIC TWO-YEAR SECTOR

*Submitted by
Cheri L. Kramer
Public Two-Year
Sector Representative*

Greetings to the Community College Sector! I've enjoyed my two-year term as your sector representative and I would like to thank everyone who has supported me. I've learned so much from serving in this position. I encourage everyone to try the position at least once in your financial aid life. Soon I will be turning the reins over to someone else, so remember to vote in July. Volunteer your talents, you won't regret it.

Our sector is a very active one; we meet twice a year and once during conference. The turnout during the fall and spring meetings averages 15-20 people with great discussions occurring among us. Great minds help in problem-solving and the attendance of special guests is even better yet. We all work as a team and ultimately we all have the same mission – helping student's find financing for their education and training those to step in beside us.

I hope to see everyone at conference; please contact me with any questions. Enjoy your summer.

STATE-RELATED SECTOR

*Submitted by
Bernard L. McCree
State-Related
Sector Representative*

Colleagues, it has been my privilege to serve as your sector representative for the past two years. I have learned a lot about our organization and know beyond a shadow of doubt that PASFAA has some of the best FAAs in the country. Your continued commitment to serve our student stakeholders in the midst of the media and congressional frenzy that we have endured is admirable. We realize that our jobs are not tied to a lunch, a pen, some printing or any small gesture that our lending partners extend to us, but we are linked to the missions and visions of our institutions and impact that we can have on our students.

I encourage you as members of PASFAA to seek to dispel the myths and fallacies concerning financial aid and to seek to assist more students to make their dreams a reality. Our future is linked to their success. I am aware that many of us have laudable success stories that never get printed nor shown in the media, nor are those moments called before a Congressional committee to testify. Our storm is soon coming to an end, as well as, my term and yet, I marvel at the fortitude that I have seen exemplified by many in our profession.

Thank you for allowing me the opportunity to serve you.

PRIVATE SECTOR

*Submitted by
Patty M. Cegelka
Private Sector
Representative*

Greetings to everyone in the Private Sector. Summer is finally upon us, a time for picnics, family reunions and vacations. I hope everyone is finding some time away from the office to enjoy the summer. This is a busy time of year for everyone as we get ready for 2007-2008 academic year.

Thank you to all who completed the PASFAA Volunteer Form and for getting involved in our profession. Please remember to vote for PASFAA Council openings. Stay tuned for the voting e-mails. Voting is done electronically through the PASFAA website. I am certain that the next Private Sector Representative will continue on the excellent traditions set forth by prior sector representatives.

If anyone has issues, concerns or news they would like to share with the rest of the Private Sector or Executive Council, please feel free to email me at cegelkap2@scranton.edu or call me at 570-941-5924.

BUSINESS, TRADE & TECHNICAL SECTOR

*Submitted by
Kimberly A. Reilly
Business, Trade
& Technical
Sector Representative*

Hello to everyone in the Business, Trade and Technical sector. Summer means lots of activity and plenty of work for our financial aid offices around our sector. We in the BT & T sector realize that everyone is very busy and that we all have a limited amount of time available for volunteer activities. Please consider volunteering for one of our training sessions that we will be putting together for the fall of this year. It doesn't take a lot of time and your contribution to your sector is needed. Please contact me if you have any questions or would like to volunteer.

I hope that everyone received the email that I sent out in May calling for nominations for the BT & T sector rep position. I encourage all of you to vote for this position and for all of the PASFAA offices that are available this year.

Have a safe and productive summer, and I hope to see you all at the conference in the fall!

PA STATE SYSTEM of HIGHER EDUCATION SECTOR

*Submitted by
Diane G. Fegely
PASSHE Sector
Representative*

Hi Y'all! I was recently in Savannah and Charleston on vacation. I loved Savannah's southern hospitality and the "south'n" accent. It was tough coming back to freshman orientation and issues with the preferred lender lists/Sunshine Act. Oh well, back to work.

The annual PASSHE sector meeting was held on April 26-27 at the Ramada Inn & Conference Center in State College. Lois Johnson from the Chancellor's Office provided the group with updates on tuition increases for the 14 state system schools, the Chancellor and State System's position on the issue of preferred lender lists and other topics. A panel discussion presented by the four SSHE schools involved in the implementation of the shared administrative system gave the group an idea of the magnitude of the project. Chris Zuzack and Mary Miller gave AES/PHEAA State Grant updates. Agenda items brought by different members were addressed with much concern on the issues of preferred lender lists and the limitations being put on schools and lenders with the impending Sunshine Act.

I hope everyone has a stress free and enjoyable summer. I look forward to meeting all PASSHE members at the PASFAA conference, October 21-24. Seven Springs is great in October and I know the conference committee is hard at work as this article goes to print.

NURSING SECTOR

*Submitted by
Connie L. Hake
Nursing Sector
Representative*

Greetings to all members of the Nursing Sector. I will be taking over the role of Nursing Sector Representative for the next few months. I have been in the field of financial aid for 18 years all of which have been at the same institution. During those years I have met a lot of people through PASFAA at sector meetings, trainings, having served on committees and communicating daily with some of my peers. What better way to learn, improve and adjust to the always changing issues in the financial aid world. Because of this organization, I am confident that we are all working very hard in the best interest of our students.

With that being said I feel strongly that we should continue to meet as a sector. As you are all aware, at times we have issues that arise that are specific to nursing. While the Nursing Sector sub-group in the west continues to meet, the eastern sub-group has not met for a few years. If anyone on the eastern side of the state is interested in getting together, let me know and I will try to arrange a meeting.

If you have ideas, concerns or questions please contact me at clhake@lancastringeneral.org. It will be an honor to serve as your sector representative.



From the Editor's Desk

Every year when PASFAA elections roll around, we nudge those who we would like to see in office a bit to encourage them to run. Many say that their plate is too full, that they don't feel the time is right yet, that the work on their campus is too demanding, etc. For those who eventually agree to put their names in nomination and are elected, the office often comes with added work and sacrifice on the part of the individual in order to serve the organization well.

This is an exceptionally challenging time in the field of aid. As we are being scrutinized because of the actions of a very few, we are all feeling the pinch of the impending and inevitable changes to how we do business. To those who have agreed to serve the Association in this year's election, an added thank you for stepping up especially during this trying time.

Joan L. Holleran

Joan L. Holleran
PASFAA Newsletter Editor

PASFAA Bulletin Board



**By
Members**

Cheri Kramer, Westmoreland County Community College, received her MBA from the University of Phoenix in January.

National City Bank welcomes **Andrea Lieberman**, formerly with Sovereign Bank, as the new Southeastern Pennsylvania Account Executive as part of the expansion of their Sales Team.

Keri Neidig, formerly at Moravian College, has joined Sallie Mae Pennsylvania as an Account Manager covering eastern Pennsylvania.

Denise Coulter, previously at the University of Pennsylvania School of Nursing, is the new Director of Financial Aid at the Pennsylvania Academy of the Fine Arts.

Condolences to **Diane Fegely**, Kutztown University, whose father passed away April 20.

The new Financial Assistance Counselor at Villanova University is **Drisana Rodriguez**, formerly at the Katherine Gibbs School.

Kelly Staley, Point Park University, and husband, Gary, announce the birth of their son, Brandon Robert, on May 17. Brandon weighed in at 8 lbs and was 20 inches long. Also welcoming baby Brandon is big sister and brother, Shayla, 8 and Gary, 4.

Bernard L. McCree, Thaddeus Stevens College of Technology, is the recipient of the Leadership Award for Diversity by the Human Relations Committee at Thaddeus Stevens.

Tracey Wyrwas, Montgomery County Community College, was promoted from Financial Aid and Enrollment Generalist to Assistant Director of Financial Aid.

Alvernia College welcomes **Rachel Gordon** who accepted the position of Director of the Office of Student Financial Planning.

Greg Fisch is now at LaSalle University as Assistant Director of Financial Aid.

Congratulations to **Donna Wilkoski** who was promoted to Director of Financial Aid at Bucks County Community College.

Kristin Oberholtzer, Lancaster Theological Seminary, received an M.A. degree in Teaching English as a Second Language (TESL).

Dan Campbell, formerly at Manor College, is now Director of Financial Aid at Delaware Valley Academy of Medical and Dental Assistants.

Ed Moyer has accepted the position of Director of Financial Aid at Johnson College.

Joetta Bradica, Penn State-Hershey School of Medicine, earned a Doctor of Education May 19 from Widener University majoring in leadership in higher education. Congratulations Dr. Bradica!

John Schodowski returned to Reading Area Community College's Financial Aid Office June 4.

Kathryn Adams, formerly at Albright College in admissions, is the new Assistant Director of Financial Aid at Gettysburg College.

Nelnet announces the addition of two new Sr. Vice Presidents of Sales; **Michael Bertonaschi**, formerly with Sallie Mae, will cover Western PA and **Janet Gray**, formerly with Academic Finance Corporation, will cover Eastern PA.

Note of thanks from **Cate McIntyre**: I wish to thank all my colleagues for their cards, flowers, emails, phone calls and for their very generous donations to my mom's scholarship fund established at Kutztown University after her death. The Ramona M. McIntyre Memorial Scholarship Fund will be awarded to a female scholar-athlete playing basketball, volleyball, softball or field hockey.

Note of thanks from **Diane Fegely**: Thank you friends, for your expressions of sympathy at the recent loss of my father. Your cards and prayers meant so very much to me.

**About
Members**

EASFAA Conference Provides Passport to the Falls

Submitted by
Barbara Schmitt
EASFAA Liaison



Bob Foltz (left) and Dana Parker take a break before heading off to the next session.



Chris Zuzack, Rachael Lohman and Bill Irwin join other past EASFAA presidents.

The 2007 EASFAA conference in Niagara Falls, NY was an amazing success. Besides the many outstanding conference sessions and the great camaraderie for which EASFAA is known, this year's conference boasted three fabulous keynote speakers. The first speaker on the agenda was Rupert Wilkinson, Emeritus Professor of American Studies and History at the University of Sussex, England and the author of *Aiding Students, Buying Students: Financial Aid in America* (Vanderbilt University Press, 2005.) Additionally, he is co-founder of the International Summer School at Sussex and has traveled to over 100 American campuses on study-abroad business coupled with research on financial aid.

The next keynote speaker was Dr. Deborah A. Santiago, PhD. who spoke at the Multicultural and Diversity breakfast on Monday morning of the conference. Dr. Santiago is the Vice President for Policy and Research at Excelencia in Education and brings her extensive experience in education policy and research to the challenge of accelerating Latino student success. Last, but not least on the agenda, was Tim Russert, managing editor and moderator of *Meet the Press* and political analyst for *NBC Nightly News* and the *Today Program*. Mr. Russert was a fitting speaker for this year's EASFAA conference as he is a native to the Niagara Falls area, having been born and raised in Buffalo, NY. In conclusion, this year's conference was educational and enlightening and the 2006-07 EASFAA Conference Committee should be congratulated on a job well done.

The 2006-2007 academic year was my last year as the Pennsylvania State Representative on EASFAA council. I would like to thank all PASFAA members for allowing me to serve you and PASFAA in this capacity. I look forward to serving all PASFAA and EASFAA members as your 2007-08 EASFAA Treasurer-Elect. Mary Kosin is your new PA State Representative to EASFAA Council (welcome Mary!) I am confident that Mary will enjoy her tenure on EASFAA council as much as I enjoyed mine.



Barbie Schmitt, PASFAA's liaison to EASFAA, addresses the conferees.



PASFAA members (l to r) Jo Grasso, Ryan Hannigan, Barbara Itapeman, Dan Wray and Rachael Lohman get together for a meal.



Michael Burke and Carol Handlan

We Saw You at ...



Valley Financial Aid Administrators (LVFAA) and guests meet May 16, 2007 at Kutztown University.



The PASSHE Sector meets April 26-27, 2007 at the Ramada Inn in State College.



Bill Srsic (left) and John Bieryla at the PASSHE Sector meeting.

Coming Events:

July 8-11, 2007

NASFAA 2007 Conference, Washington, DC

July - Aug, 2007

PA State Grant Certification Procedures Workshops

July 11	Pittsburgh Technical Institute (Traditional Session)
July 12	Pittsburgh Technical Institute (Executive Session)
July 16	Westminster College, New Wilmington (Traditional Session)
July 17	Mt. Aloysius College, Cresson (Traditional Session)
July 19	Kutztown University of PA, Kutztown (Executive Session)
July 26	AES/PHEAA, Harrisburg (Traditional Session)
August 1	AES/PHEAA, Harrisburg (Executive Session)
August 8	Universal Technical Institute, Exton (BTT session)
August 10	Penn Commercial College, Washington (BTT session)

Aug - Oct, 2007

AES Fall Workshops

August 24	AES Headquarters, Harrisburg (Lender Workshop)
September 18	Holiday Inn, Grantville
September 19	Hilton Scranton Conference Center, Scranton
September 27	Holiday Inn, Monroeville
September 28	Blair County Convention Center, Altoona
October 4	Ambassador Banquet & Convention Center, Erie
October 5	Pittsburgh Marriott in Cranberry, Cranberry Township
October 10	Best Western-Country Cupboard Inn, Lewisburg
October 11	Holiday Inn Lehigh Valley, Fogelsville
October 16	Harry's Savoy Grill & Ballroom, Wilmington, DE
October 17	Drexelbrook Conference Center, Drexel Hill

**October 21-24, 2007
Oct 20-21**

PASFAA 2007 Conference, Seven Springs

Fundamentals Workshop, prior to PASFAA Conference

Oct - Nov, 2007

Federal Student Aid (Electronic Access) Conferences

Oct 30-Nov 2	Sheraton New Orleans, LA
Nov 26-29	Manchester Grand Hyatt San Diego, CA

November 2007

Counselor Workshops

December 2007

Support Staff Workshops

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