

36th Annual Conference
The Penn Stater
Conference Center Hotel
October 17-20, 2004

FEATURES

- Letter from the President
- 2003 Conference Coverage
- Member Service Awards
- Election Results
- 2002-03 Financial Report
- Compliance Corner
- Leadership Development Returns
- Past President's Club
- PELA News
- Sector and Committee Reports

2003-04 PASFAA EXECUTIVE COUNCIL

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Editor Excerpts

1. NEWSLETTER EDITORIAL BOARD FOR 2003-04

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Alisa DeStefano	Terri Neiswonger	Sherry Youtz

2. PUBLICATION SCHEDULE

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

Spring 2004 issue:	articles due February 15
Summer 2004 issue:	articles due May 15
Fall 2004 issue:	articles due July 15
Winter 2005 issue:	articles due November 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 Bob Thorn, Financial Aid Office, California University of PA, 250 University Ave., California, PA 15419 or thorn@cup.edu. For 2003-04, the membership list is maintained at California University of PA.

2. 2003-04 PASFAA COMMITTEES

Government Relations	David Smedley
Membership	Bob Thorn
Association Governance	Bob Thorn
Public and Professional Information.....	Kimberly McCurdy
Technology Advisory Group	Ruth Brouse
2004 Conference.....	Donna Wilkoski
Financial Aid Training	Cindy King
Financial Aid Awareness	Mirtha Wilczynski
Finance and Development	Mary Kosin

3. MEMBERSHIP IN PASFAA

Subscription to the PASFAA Newsletter is included in your yearly membership fee. Contact Bob Thorn, California University of PA for information about 2003-04 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: <http://www.pasfaa.org>
Webmaster, Mary Miller, mmiller3@aesSuccess.org or PH12038.

LETTER FROM THE PRESIDENT



Dear PASFAAColleagues:

It is such an honor to serve as the 36th President of this wonderful association. It was a humbling experience for me to be present for the 35th anniversary celebration at this year's conference and to hear the stories and learn the history behind an organization that I have come to take for granted during the 16 years I've been a PASFAA member. Can you imagine not having a network of knowledgeable colleagues to seek advice from or to brainstorm with? Or not having training programs offered year round, which not only assist the new hires in our offices, but which also help hone the skills of us seasoned professionals. How about trying to make sense of the Reauthorization issues without a Government Relations Committee to sift through the regulatory language and offer us insightful and meaningful interpretations? I cannot imagine being in this profession without PASFAA, and I am very grateful for that small band of trail blazers, led by Dr. George Murdoch, who had the vision and the fortitude to lay the groundwork for the association. The dedication, commitment to the profession, and active volunteer involvement displayed by those founding members has been repeated throughout the years by so many caring PASFAA members and is what gives the association its success and strength. Please join with me in continuing this long history of participation and further strengthen our association and our profession by volunteering your time and talents not only in the coming year, but for many years to come. I challenge all our members born after 1968 (PASFAA's founding year) to become involved in the association's activities so we can be assured of PASFAA's existence for another 35 years.

On the subject of volunteerism, thanks to Sheree Fetcho, the 2003 Conference Chair, and all the members of the conference committee for their hard work in putting together a very informative and entertaining conference. I have been attending the annual conferences since 1987, but I must confess that I was guilty of not thinking about all the planning, behind-the-scenes work, and the overall "grunt" work that goes into organizing a conference of this size. That all changed for me this year when I had the opportunity during Bob Thom's medical absence to fill in and help out the conference committee with some of their many chores. If you attended this year's conference and haven't yet had the opportunity to say thank you to the committee, please consider doing so. It is well deserved, and I know they will appreciate it.

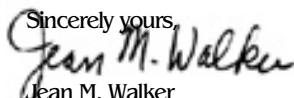
Of course, the conference committee did not do it alone. We had overwhelming support from our many sponsors and vendors. Without their financial generosity, we would not have been able to offer the wide array of session options nor the numerous entertainment events. Thank you and know that we are deeply grateful for your support. Thank you also to all the presenters, facilitators, and moderators for your contributions. I would personally like to thank all who contributed items for display at the PASFAA memorabilia booth as well as those who helped man the booth. Many folks stopped by to look at the items and were impressed with the collection and were surprised to learn that we have some pack rats among us. The impressive display of PASFAA shirts (with the exception of one) all belonged to one of our former past presidents. (Thanks Mary.) In addition, there were numerous folks who answered the call to help stuff packets, man the welcome table, and attend the first-time attendees reception to welcome all newcomers and to be available to answer questions about the conference and the association. A big thank you to everyone who helped make this year's conference a success.

I am sure we can count on the same support and cooperative effort for the 2004 conference to be held at the Penn Stater Conference Center in State College. Donna Wilkowski from Bucks County Community College is next year's conference chair, and I know she and the committee will put together a great conference for us. Look for additional information in upcoming Newsletters.

As I look ahead to the coming year, I see some great things happening within the association. Enhancements to the PASFAA website will enable us to offer even more on-line tools to the membership including on-line training and conference registrations as well as on-line voting. With the approval of a number of constitutional and by-laws changes, we will be able to revise our Policy and Procedures to reflect those of a dynamic 21st century organization. In addition, a well-organized Government Relations Committee will keep us abreast of Reauthorization issues and inform us when and if action is appropriate and necessary. All of these things will require your support, and I encourage you to take an active role within PASFAA this year.

Homer Hickam, this year's keynote conference speaker, told his audience that anyone can reap success by adhering to the "three P's" – Passion, Planning, and Perseverance. I believe those three P's are very applicable to our association and our profession as well. We are a group with a passionate appetite for not only the continued success of this organization, but also for the students we help daily in their quest for a better life through higher education. We are certainly all planners evident by the processing cycles we develop and tweak each year, and we certainly know how to persevere (sometimes much too well) as we continue to accommodate the expectation by not only our employers, but also by the federal and state governments that we need to do more with less. I want to hear your ideas and suggestions for PASFAA's continued success. Please feel free to contact me anytime.

Sincerely yours,


Jean M. Walker
PASFAA President

2002-2003 Annual Financial Report

Below is the final report for the 2002-2003 fiscal year ending June 30, 2003. This information is provided to the membership in accordance with the By-Laws, Article III, Section 4.

PEACOSY, JAMES ASSOCIATES, INC. STATEMENT FINANCIAL AND ADMINISTRATIVE
TREASURER'S REPORT
JUNE 30, 2004

AF 3420473 2557 AM ANZL: 271030.5612

Provençal Cereals (Dry)	89704	10	
Provençal Cereals (Wet)	89704	10	
Provençal Cereals (Dry) Seed	89704	10	
Provençal Cereals (Wet) Seed	89704	10	
TOTAL PROVENÇAL CEREALS			469,243 31

RESULTS

Membership (Open - Active)	25,400,000
Membership (Open - Suspended)	3,500,000
Membership (Open - Expired)	20,000
Non-Member Sponsorship	24,700,000
Conferences - Corporate	6,400,000
Conferences - Public	24,500,000
Research - Sponsorship	14,000,000
Institute (Open 2009-2010)	1,000,000
Training - Open 2010-2012	10,000,000
University Sponsorship	20,000,000
Training - Public	6,000,000
Membership - 2009-2010	24,700,000
Interest on 2009-2010 USGS 2%	1,000,000
TOTAL ASSETS	251,000,000

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END PAGE

General Services	2,917,000
Technical Services	2,086,700
Administrative Expenses	4,000
Materials	2,000,000
Construction	0.00
TA Acquisition and Cost	4,271,100
Financial Management and Info	1,000,000
Technology Support	1,440,000
Training and Dev	28,000,000
Special Projects	20,000,000
Nonrenewal	10,000,000
Continuance	50,000,000
Conference Committee	0.000,000
Future Conference	0.00
Administrative Travel	1,000,000
Administrative Expenses	1,000,000
Performance of Specific Tasks	1,000,000
Other Expenses	999,000
Reserve	1,000,000
Contingency Reserve	10,000,000
Other Items	100,000
TOTAL EXPENDITURES	100,000,000

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Shirley A. Rogers
 2200 4th Street, Northridge

2003-04 PASFAA Council



Sherry Youtz casts her ballot at the 2003 Conference.

The ballots have been cast and the votes have been tallied. Congratulations to Barbara Schmitt, our President-Elect for 2003-04, who brings a wealth of PASFAA experience and leadership ability to this important position. Barbara joins the 2003-04 Council along with seven new sector representatives. Congratulations to those individuals elected as sector representatives and thanks to every member who allowed his/her name to be listed on the ballot. Listed below are the members of the 2003-04 PASFAA Council (* Denotes elected at this year's conference):

Officers

President	Jean Walker	Butler County Community College
President-Elect*	Barbara Schmitt	Johnson College
Past President	Bob Thorn	California University of PA
Vice President	David Smedley	Valley Forge Military Academy and College
Treasurer	Sheryle Proper	Allegheny College
Secretary	Kimberly McCurdy	Mansfield University of PA



Outgoing president, Bob Thorn, congratulates incoming president for 2003-04, Jean Walker.



(l to r) Bob Thorn, Jean Walker and Barbara Schmitt - past, present and president-elect presidents.

Sector Representatives

Bus., Trade & Tech.*	Stephen Helfrich	York Technical Institute
Public Two-Year*	John Schodowski	Reading Area Comm. College
Private*	Brian Blackburn	Widener University
State-Related*	Meme Jeffries	Univ. of Pittsburgh
SSHE*	Ragan Griffin	Clarion University of PA
Nursing*	Ginny Kopko	Sewickley Valley Hosp. Sch. of Nurs.
Instit. Supp. Serv.*	Nancy Chalker	Citizens Bank
At-Large	Margaret Hynosky	University of Scranton

Once again, I wish to extend a thank you to each individual for his/her willingness to serve our association. Please lend your support and assistance to your 2003-04 Council members during the upcoming year.



The new Council held their first meeting at the conference.



Incoming and outgoing Council and committee chairs posed at the Council meeting at the conference.

PASFAA Odyssey 2003



A conferee in their 2003 PASFAA Conference themed shirt checks in with Elena Lubemstev at Registration.



Conferees let loose and dance to the oldies with Johnny Angel and the Halos.



Rick Irvin lightens the mood as he reviews his 'Days Rules for Schools.'



Past PASFAA presidents, including some who served several years ago, gather together to celebrate '35 years of Adventure.'

From blast off on Sunday to re-entry into the atmosphere on Wednesday, the 35th annual PASFAA Conference was indeed a successful operation. The Conference Crew worked hard to bring all attendees the most up-to-date data and resources available to ensure successful plotting of their own trajectories at their home launch sites.

The reception for first-time attendees was a great icebreaker for the novices who have never gone to a PASFAA conference. Bob Thorn, 2002-03 president, welcomed each of the rookies and encouraged them to get involved in the organization to nurture their personnel growth and strengthen the association as a whole.

The 35th anniversary dinner was a pleasant walk down memory lane. It was truly inspiring to hear from so many of the past presidents and ponder how far the organization has come from its meager beginnings. The testimonies of our predecessors showed that through their dedication and the perseverance of the membership, PASFAA has and will flourish as a much-needed support system for financial aid professionals throughout Pennsylvania.

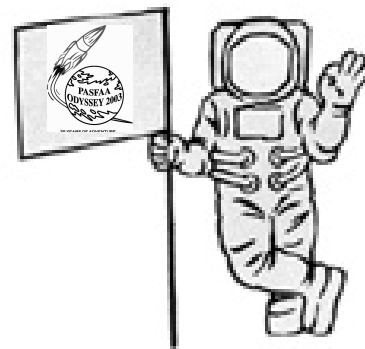
To commemorate our **PAST**, the dinner and the entertainment afterward made the celebration a total success. Many were seen "cutting the rug" with Johnny Angel and the Halos. It was great to reminisce and turn back the clock to an earlier era. They were definitely "far out."

Author, Homer Hickam's keynote address was one of this conference's highlights. His homespun tales and mild-mannered persona belied the incredible tenacity he possessed in achieving his dream of a career with NASA. Although he had many obstacles to overcome in his early life growing up in a small town in West Virginia – better known for coal mining than producing aerospace engineers – Homer was able to utilize his resources and draw upon the support of a few individuals who helped him far exceed his aspirations. His inspiring account of his desire for knowledge and perseverance encouraged the dreamer in all of us to keep reaching for the stars. Prior to Homer's presentation, every conferee was given a copy of his autobiography, *Rocket Boys*, which he so graciously autographed afterwards, as a fitting memento of his visit.

Attendees were able to support their **PRESENT** position by choosing from 50 different sessions of various degrees of interest and intensity. Sessions were available to offer assistance in the regulatory matters of financial aid, some offered suggestions in interpersonal relationships, and some presented ideas on dealing with students, parents and office personnel. A few of the sessions were just



PNC Bank staffers dress in their 'Men in Black' costumes in keeping with the conference theme.



Keynote speaker and noted author, Homer Hickam, autographs Bill Irwin's copy of his book, *Rocket Boys*, while Bob Thom and Sheree Fetcho look on.



"Stump the Stars" panelists (l to r) Rachael Lohman, Michael Burke and Chris Zuzack prove that unearthly experts like themselves have all of the answers.

Mission Accomplished



Our hosts, the 2003 Conference Committee.



Bob Thorn, 2003-03 PASFAA President, welcomes conferees to PASFAA Odyssey 2003.



Conferees catch up with old friends waiting for the keynote address.

plain fun! Anyone who attended the "Stump the Stars" session could draw on the experience of some well seasoned veterans to ask any question that could possibly come up in the day-to-day operation of a Financial Aid Office, a sort of, "not covered by any of the above" session. The Cyber Café served those who just couldn't cut their lifelines from the home offices. There were eight laptops with Internet connections available for use to check e-mail and keep in touch with the home office as needed. Realistically, the Cyber Café is a much needed and appreciated resource in this day and age.

To springboard PASFAA into the **FUTURE** and celebrate the organization's successful 35 years, we all directed our attention into the starry sky to watch a fantastic fireworks display. Then to close out an evening of fun and relaxation, a Monte Carlo night gave us all a chance to dream about what it would be like to have a "big night" in Las Vegas.

As with any successful launch, it would not have been possible without the support of the sponsors who graciously supply the funds for the framework of the whole event. The sponsors' contributions to all aspects of the conference were generous – from water stations to dinners, from sessions to entertainment. In addition to financial support for the conference, many of our lender partners presented at the sessions, helped with arrangements, and manned their stations in the exhibit hall as well. Talk about going beyond the call of duty! Entering the exhibit hall, most attendees thought they had passed into a different galaxy with many of the giveaways and booths decorated to reflect the conference theme. The membership was not disappointed with the many raffle gifts offered by the vendors. Their support for PASFAA is always overwhelming and appreciated.

To the membership who attended, to the vendors/sponsors, to the many presenters, and to all the people who helped to make this conference a celebration of 35 years of adventure, the conference "crew" says, "Thank you. It was a great ride!"

Conference photos throughout this issue courtesy of Kevin Armalay, Brian Blackburn, Cindy Hall, Linda Malchano, Judy McKenna, Gary Means, Mary Miller, Scott Rodgers Mountain Memories Photography, Michiale Schneider, Chris Zuzack.

Submitted by
Cindy Hall
2003 Conference Committee



Michiale Schneider signs a conferee's sheet as part of the PELA scavenger hunt.



Sherry Proper and Tracey Wassel smile for the camera at the 35th anniversary dinner.



Monte Carlo night players tried their luck, then cashed in Seven Springs 'dollars' for raffle tickets in the Chinese auction.



PASFAA friends mingle after dinner and relax.

PASFAA Scholarships Awarded at Conference

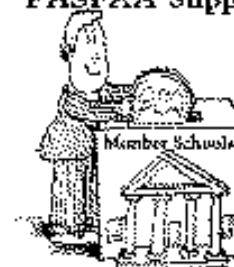
Submitted by
Jean Walker
PASFAA President

PASFAA was once again able to award 10 scholarships for \$1,000 each to member schools. The recipients were selected at random from the membership list and did not need to be present at the conference to qualify. This is the third year that PASFAA has awarded the scholarships and is just another example of the Association's commitment to "funding tomorrow's dreams." The following schools are this year's recipients:

Carnegie Mellon University
Delaware County Community College
Gettysburg College
King's College
Lehigh University

Montgomery County Community College
Penn State University
University of Pittsburgh at Bradford
Wilkes University
York College of PA

PASFAA Supports:



2003 Membership Service Awards

Submitted by
Bob Thorn
Past President



The membership luncheon was held on October 21, 2003 at the Conference, and several of our members, as well as a former member, were recognized for their contributions and service to our Association.

Distinguished Service Award

The Distinguished Service Award is given to individuals who have made significant contributions to PASFAA through leadership, activities, and/or research in financial aid. It recognizes service to our Association over a period of professional involvement and not a single activity.

The year's recipient, **Bonnie Behm**, currently is Director of Financial Assistance at Villanova University, and has been actively involved in the profession for many years. Bonnie served on Executive Council for over a decade as secretary and concluded her tenure on Council as president. In addition, Bonnie has served as committee chair, committee member, conference and spring training presenter, moderator, and guidance counselor presenter. Beyond the more visible roles, Bonnie continues to be a strong advocate for students in ensuring their access to financial aid resources. Bonnie has articulated this message to our state legislators as well as to our national representatives in Washington. Bonnie continues to give her talents, time, and leadership to our Association. Her long tenure of service and leadership to PASFAA makes her well deserving of this award.



Bonnie Behm is presented the Distinguished Service Award by PASFAA President, Bob Thorn.



Barbara Schmitt received the Leadership Award.

Leadership Award

The Leadership Award is given in recognition of significant contributions to the Association through outstanding leadership. It is recognition that the Association does not necessarily make every year.

This year, the Leadership Award was presented to **Barbara Schmitt**, Director of Financial Aid, at Johnson College. Barbara has served as sector representative for two terms, conference chair, and most recently, chair of the Finance and Development Committee. Barbara continues to give to this association as she was elected as President-Elect for 2003-04. Barbara has exemplified a true spirit of volunteerism over the years by serving our Association in many capacities and will be serving as our President in 2004-2005. She is well deserving of this award.



Emerging Leader Award

PASFAA Council created this award to recognize our new members who have demonstrated consistent service and potential for leadership in the Association.

This year's Emerging Leader Award was presented to **Donna Cerza**, Assistant Director of Financial Aid, at College Misericordia. As chair of the Financial Aid Training Committee this past year, Donna did an exceptional job in coordinating the activities of the largest and most vital committee within our association. Under Donna's leadership, we had an outstanding year of training opportunities. Donna is clearly one of the up and coming leaders within our Association and is deserving of this award.



Donna Cerza earned the Emerging Leader Award.



Sheree Fetcho accepts the President's Award.

President's Award

This award is given by the PASFAA President to recognize an individual who has provided exemplary service to PASFAA and assisted the president in carrying out his or her goals for the Association.

This year's recipient of the President's Award is **Sheree Fetcho**, Financial Aid Counselor, at California University of PA. Sheree has been outstanding in her role as conference chair this past year. Rarely did a day go by that she and I were not talking about or planning some aspect of the conference at Seven Springs. Sheree's dedication and leadership was outstanding. As they say, "the proof is in the pudding," and I think those who attended the conference will agree that the "proof" was evident in every aspect of the conference. Her commitment to excellence and strong leadership ability made her an outstanding conference chair and an invaluable assist during the days when I was unable to be in the office. Sheree gave countless hours of her time in assisting me before and after my back surgery with conference-related issues, as well as other PASFAA-related business. Thank you again, Sheree, for a job well done, and I encourage you to continue to share your talents and leadership abilities with the Association in the future.

Lifetime Member Award

The highest award that PASFAA has to bestow upon an individual is that of Lifetime Membership. This award is only given to those individuals who have made an outstanding and sustained contribution to the student financial aid profession.

Because of our 35th anniversary, it was appropriate to award this most prodigious award to **George Murdoch**, the first president of PASFAA (1968-69), for his vision, commitment to the profession, and the critical leadership he provided to the Association during the formative years of our organization. George was on a trip to China during the conference and was unable to attend. In his absence, Chris Zuzack, Director of Financial Aid at IUP, accepted the award on his behalf and subsequently presented it to him at a luncheon in his honor. With the assistance of the IUP staff, we were able to secure a pre-recorded video clip from George that was played on Sunday night at the conference. I am sure those in attendance will agree with me that his message was an encouragement and challenge to all of us. Nearly 35 years have passed since he was president of PASFAA, but one thing remains the same – George's passion for our profession and the work we do on behalf of our students and families.



Chris Zuzack, DFA at IUP, presents the Lifetime Member Award to George Murdoch, first PASFAA President.

One Odyssey Touches Another

Submitted by
Cindy Hall
2003 Conference Chair



The support of the PASFAA membership for Outdoor Odyssey, this year's conference charity, was overwhelming. Through raffle tickets, out right donations and book sales, conferees donated \$1072. As promised, PASFAA matched that figure, so the Association presented a check for \$2144 to Outdoor Odyssey representative, Brandon Jones, at the conference. In addition, PASFAA members donated college gear in the form of gym bags, backpacks, shirts, hats, pennants, and drink bottles that filled 10 industrial sized bags as well as another 20 over-sized gym bags stuffed with more supplies.

The camp at Outdoor Odyssey brings underprivileged, at-risk children for a week-long wilderness experience geared toward building their self-esteem, often damaged by earlier setbacks in life, and developing the bonds of a team to work with throughout the year. The campers are partnered with a college or high school mentor who is in constant contact with the child throughout the year as a friend, listener, and positive role model. The children and mentors return to the camp two week-ends every month to solidify the critical bond between them.

A significant part of the Outdoor Odyssey agenda involves leadership and goal setting. Coincidentally, the staff uses the movie, *October Sky* (the film adaptation of conference keynote speaker Homer Hickam's book, *Rocket Boys*) as a focal point for the goal-setting part of the program. Thanks again to those PASFAA members who contributed generously to support this worthwhile charity.



Cindy Hall (left) gives a conferee a raffle ticket after accepting her donation.

Award Recipients Express Thanks

Dear PASFAA Friends and Colleagues,

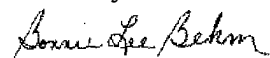
I just wanted to take this opportunity to thank all the members of PASFAA for honoring me with this year's **Distinguished Service Award**. If you were present at the conference, you would have seen how surprised I was to have been selected – for once in my life I was truly speechless!

My association with PASFAA has been a wonderful opportunity to not only benefit from the educational and professional opportunities that the association provides, but also to meet many dear friends and colleagues. I have been truly fortunate to have been able to work with many dedicated individuals over the years. While only one person receives the award each year, there are countless individuals who work alongside each recipient assisting in the various committees and projects of PASFAA. My deepest thanks to all of you who have been there to answer my calls for help over the years.

I now offer a challenge for the newer members of our Association to see the many benefits of PASFAA and give of their time and talents and share their expertise with others. You will not regret that you offered your time to the profession.

Again, thank you all. I am honored and humbled by the award and hope that I can continue to serve an association that means so much to me.

Sincerely,



Bonnie Lee Behm, Director of Financial Assistance, Villanova University

I would like to take this opportunity to express my appreciation and thanks for receiving the 2003 PASFAA **Leadership Award**. Everyone who serves PASFAA in any way is volunteering their time and talents and does so without recompense. However, I have to say that it is a wonderful feeling, and such an honor, to have been recognized with the Leadership Award! It is also a great note on which to start out my year as President-Elect! So thanks again to everyone and I wish you all a wonderful holiday season.



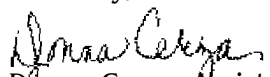
Barbara L. Schmitt, Director of Financial Aid, Johnson College

Dear PASFAA Council:

It has taken awhile, but I have finally regained my ability to speak! I can now express my heartfelt thanks to you for selecting me to receive the Association's **Emerging Leader Award**.

My involvement with PASFAA is so enjoyable that I do not classify it as work! I am challenged to think of another Association that offers its membership comparable opportunities for both personal growth and professional development. I have been blessed with the warmth of new friendships and the guidance of outstanding leadership. (Not to mention some incredible committee members.) I look forward to continued service to PASFAA.

Sincerely,



Donna Cerza, Assistant Director of Financial Aid, College Misericordia

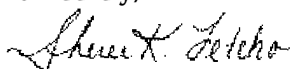
Dear Bob, PASFAA Council and Members:

It was quite a surprise to me when Bob announced that I was the recipient of the **President's Award**. I am both honored and touched to be recognized with this award, especially given from someone who has been my mentor for several years. One piece of advice Bob gave to me several years ago was that when you step into a position that may be out of your "comfort zone," many times you are "riding the bike while building it." That advice has remained with me and has encouraged me to get involved in PASFAA. I would like to take this opportunity to personally thank Bob for his support. I have gained valuable experience over the last three years, serving on the Conference Committee, and this past year as Chair.

I would also like to thank all the members of PASFAA for their contributions to our association. The organization would not be what it is today, was it not for many volunteers and leaders who committed their efforts to make sure it has remained strong for 35 years. As Mr. Hickam stated at our conference, in order to follow a dream, it takes "Passion, Planning, and Perseverance." I truly believe that the three P's are in all of us, but it sometimes takes stepping out of our "comfort zone" to realize our abilities.

Again, thank you for this wonderful honor.

Sincerely,



Sheree K. Fetcho, Financial Aid Counselor, California University of PA

Dear Robert (Thorn, Past President of PASFAA):

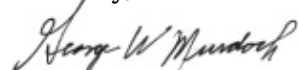
PASFAA is and always has been an outstanding group of men and women. I thought it was a nice gesture when the IUP Financial Aid staff wanted to take me to lunch. The "nice gesture" turned into "total shock" when I was presented the **Life Membership** into PASFAA that had been given to me at the convention.

This award is most treasured, but could not have been earned without the many excellent colleagues that I worked with in Pennsylvania.

My trip to China, which conflicted with the convention, was outstanding. Not only did I change my perception of China, but I also had the opportunity to learn something about the higher education there.

Again, thank you for your kind remarks and this award. It may be that I will be able to attend next year. I wish everyone in PASFAA a very successful year.

Sincerely,



George W. Murdoch, First President of PASFAA, 1968-69

PASFAA Continues its Collaboration at PACAC College Fairs

Submitted by
Mirtha Wilczynski, Chair
Chair, Financial Aid Awareness Committee



Once again, PASFAA members have demonstrated their dedication to the dissemination of financial aid information to students interested in pursuing a college education. A total of eight PACAC (Pennsylvania Association of College Admissions Counselors) sponsored fairs and one NACAC (National Association of College Admissions Counselors) fair have been held this fall – all with tremendous success. At these events, PASFAA volunteers staffed a financial aid table where they distributed financial aid timelines, book covers and bookmarks and answered financial aid questions for parents and students.



Bonnie Behm listens to a question at the PASFAA table at the National College Fair.



Denise Coulter and Brian Blackburn help a family at the National College Fair.

All the volunteers went out of their way to contribute their time and expertise to raise financial aid awareness throughout the Commonwealth. Another NACAC and three more PACAC fairs are scheduled for this spring.

Council Minutes on PASFAA Website

The newsletter will no longer carry minutes from recent Executive Council meetings. You can access the complete minutes of the October 22 and November 10, 2003 meetings on the PASFAA website at www.pasfaa.org or by contacting the PASFAA secretary, Kim McCurdy, at kmccurdy@mnsfld.edu.



Pennsylvania Financial Aid Training Program

Submitted by
Brandi Darr
Chair, Fundamentals Training

Fundamentals Training Helps New Aid Administrators



Tonya Anthony (left) and Melissa Walsh are ready to facilitate Fundamentals training.

The Fundamentals Workshop was held October 18-19 at Seven Springs Mountain Resort. This event, conducted prior to the annual conference, provided 17 attendees with an overview of financial aid programs and principals, and offered guidance regarding policies and procedures. Although participants' experience ranged from just a few weeks through several years, everyone gained from the information presented. Tonya Anthony, Millersville University of PA, and Melissa Walsh, Villanova University, served as faculty and did an excellent job.

Thanks also to the Fundamentals Workshop committee members: Debbie Fitzgerald, Harrisburg Area Community College, and Cathy Waxter, Triangle Tech, along with Diana Sheehan and Tina Reinhoel, AES/PHEAA, for their effort and support of this training opportunity.

This year's Fundamentals participants included:

Anderson, Bobby	Saint Francis University
Casaday, Colleen	IUP-Punkstatawney Campus
Degroft, Michael	Thaddeus Stevens Coll. of Tech.
Delp, Michael	Triangle Tech
Dinger, Mysti	IUP-Academy of Culinary Arts
Dunn, Melissa	Chestnut Hill College
Mardis, Renia	Connelly Tech
Molina, Jose	Kutztown University of PA
Monico, Mary	Tri-State Business Institute

Payne, Beth
Reedy, Pauline
Ross, Crystal
Simo, Sabrina
Vo, Thomas
Williams, Martha
Windham, Lottia
Yazinski, Rick

Triangle Tech
King's College
Keystone College
Saint Francis University
Harrisburg Area Comm. Coll.
Point Park College
RETS Institute
Lackawanna College



Teleconference to Explore "Footling the Bill"

Submitted by
Dana Suter, Chair
Teleconference Committee



The Teleconference committee of Dana Suter (Chair), Lesa Angell, Kim Adamson, Bill Irwin, Wendy Mahonski, Bob Heyl, Bob Snyder, Kay Dunkleberger, Ed Cunningham and Diana Sheehan have selected this year's theme "Footling the Bill." With the rising cost of education, how do we help our students foot the bill for college? How do increased costs affect aid packaging? And what role is the Alternative Loan playing in keeping our students in school? As preparations continue, the committee will be contacting several individuals to ask for their participation to serve as a panel member or to provide a statement of interest. Plan now to tune in March 12 to this annual event.

Spring Training 2004 Ready to Get "Growing"

April 14, 2004: Pittsburgh Marriott North at Cranberry Woods
April 20, 2004: Drexelbrook Catering and Conference Center, Drexel Hill

Submitted by
Marykay McCaughan Klara
Chair, Spring Training

Before you know it, winter will have passed us by and thoughts will be turning to the 2004 Spring Training Workshops. Coordination of another successful workshop series is underway by the Spring Training Committee members:

Marykay McCaughan Klara (Chair), Villanova University
Kathy Yakamavage (Co-Chair), Empire Beauty School
Tiffany Aloï, Slippery Rock University of PA
Michael Burke, AES/PHEAA
Denise Coulter, University of Pennsylvania School of Nursing
Ed Cunningham, AES/PHEAA
Catherine Demchak, Carnegie Mellon University
Jennifer McLaughlin, Citicorp
Colleen Witz, DuBois Business College
Diana Sheehan, AES/PHEAA



2004 Spring Training Committee.



Arrangements have been made to hold the workshops in the west on Wednesday, April 14, 2004 at the Pittsburgh Marriott North at Cranberry Woods. In the east it will be held on Tuesday, April 20, 2004 at the Drexelbrook Catering and Conference Center, Drexel Hill. Presentations that will continue to help you "plant the seeds of knowledge" within students should prove to be real growth opportunities. We hope to have Mark Kantrowitz of finaid.org fame join us for a presentation at each site. See you all in April.

Second Leadership Development Training a Success

Submitted by
Lisa Kendi, Chair
Leadership Development Training

The second Leadership Development Training was held this year at Seven Springs Mountain Resort on Saturday and Sunday, October 18-19 as a pre-conference activity prior to the 35th annual PASFAA conference. The 20 participants were selected based on recommendations from the eight sector representatives, PASFAA officers, and committee chairs. The training is designed for those individuals with 3-15 years of financial aid experience and who are thought to have the desire and potential to develop as leaders within the Association. As graduates of the Leadership Development Training, the participants will be encouraged to take on a more active role within the Association.



Leadership Development 2003 "class picture".

2003-04 participants included the following:

Lesa Angell	College Loan Corporation	Barbara Hapeman	Lackawanna College
Kevin Armalay	Penn State University-Main	Joan Holleran	Kutztown University of PA
Peggy Charnick	College Misericordia	Cindy King	Northampton Comm. College
Brenda Coughenour	Cambria County Comm. College	Ginger Kline	Keystone College
Alisa DeStefano	Indiana University of PA	Jamie Kosh	Penn State University-Altoona
Chanel Greene	DeSales University	Andrea Lieberman	Sovereign Bank
Vince Frank	St. Francis University	Elizabeth McCloud	Elizabethtown College
Erin Fritz	Seton Hill College	Jennifer McLaughlin	Citibank
Ragan Griffin	Clarion University of PA	Kristina Wilhelm	Chestnut Hill College
Carol Handlan	Susquehanna University		

The training sessions, along with the presenters are listed below:



(l to r) Ragan Griffin, Joan Holleran and Cindy King model their leadership aprons at the conference opening business meeting.

Situational Leadership

- David Knapp, Ph.D., Clear Ideas Consulting

Leadership Roles within PASFAA, EASFAA, NASFAA

Selling your Staff and Administration on your participation in PASFAA, EASFAA, NASFAA

- Bill Irwin
- Rachael Lohman
- Mary Miller
- Chris Zuzack

Lock Haven University of PA
Wilkes University
AES/PHEAA
Indiana University of PA

Teambuilding Activities

- Seven Springs Staff

Committee Members for this year's leadership development training were Lisa Kendi (Chair) – Fleet Education Financing, Bernard McCree (Co-chair) – Thaddeus Stevens College of Technology, Brian Blackburn – Widener University, and Valerie Mockus – College Board.

The training event was very well received by all who participated. The next Leadership Development Training will be held in the fall of 2005 and then on an every other year cycle. Thanks to everyone who participated in this year's training event, along with the presenters & committee members for their hard work and dedication in helping to make this year's training a success.



(l to r) Mary Miller, Chris Zuzack, Rachael Lohman and Bill Irwin discussed leadership opportunities in our professional associations.



Dr. David Knapp discusses the power of leadership.

The Real Scoop on PASFAA's Leadership Development Training

Submitted by
Jen Liedtka
Newsletter Editorial Board



Carol Handlan responds to presenter, Dr. David Knapp.

Would you take two days to learn about leadership? The second annual PASFAA Leadership Development Training took place at Seven Springs on October 18-19 just prior to the start of our 35th annual PASFAA conference. This writer spoke with a few of the participants, and I can tell you emphatically that it was "great", "wonderful", "so worthwhile", the list of positive exclamations just went on and on! It was actually energizing to listen to these lucky PASFAA members as they raved about the program and the valuable information they learned.

Regardless of their number of years in financial aid, all of the people I talked with found the session on Situational Leadership to be the most valuable learning piece of the experience. Led by David Knapp of Clear Ideas Consulting, participants learned about leadership behaviors and defined their own leadership styles. Alisa DeStefano, Indiana University of PA, indicated that "this workshop helped me identify what kind of leadership qualities I have and what I need to work on." Lesa Angell, College Loan Corporation, agreed that it was helpful to learn what leadership style she falls under.

Exploring learning styles was also an important component of the workshop. When asked what she found to be the most valuable part of the program, Elizabeth McCloud, Elizabethtown College, said, "Understanding how to evaluate learning styles and in turn, the needs of the people in your office." Joan Holleran, Kutztown University of PA, echoed much of the same. "In order to lead a person, you need to recognize and adapt your leadership style to that person's learning style. You're not 'leading' if your people aren't getting it and aren't motivated to follow you," she said.

In addition to Dr. Knapp's workshop, there were other aspects of the experience that participants enjoyed as well. Chanel Greene, DeSales University, identified the team building exercises as another plus of the event. Further, she said, "I simply enjoyed talking to people from other schools and finding out what they are doing on their campuses." Vince Frank, St. Francis University, also indicated that the time spent with colleagues was valuable. The opportunity to "network with others interested in becoming more involved in PASFAA and the financial aid community at large" was appreciated by Frank.



Leadership Development participants continue their discussions at dinner.

At the conclusion of the workshop, participants were inspired. "I left the training motivated and reassured that I gained quality leadership skills and the training to implement them," said Holleran. With two new employees in his office, Frank plans to use some of his new knowledge to make sure he's doing things the best way he can. Whether it is in the office, in financial aid organizations, or in other areas of their professional and even personal lives, it's apparent that these folks feel better equipped to lead.

Would they recommend the Leadership Development Training to other PASFAA members? "Absolutely!" and "Definitely!" were the two simple one-word answers expressed with great enthusiasm by all. So if you are ever offered to take two days out of your already full schedule to attend PASFAA's Leadership Development Training, it sounds like you'll want your answer to be an absolute "YES"!

Editor's note: PASFAA will offer the next Leadership Development Training in October 2005 and every other year after that.



Teambuilding exercises promote creative problem solving and cooperation.

Technology Advisory Group Plans for 2003-04

Submitted by
Ruth Brouse, Chair
Technology Advisory Group



Once again the Technology Advisory Group will be producing the Resource Guide for distribution. The TAG is also taking on the challenge of collecting policy and procedures from other financial aid groups that use ATAC, the company PASFAA is contracting with to manage the PASFAA website. We are hoping to help guide the way for use of the new website that is being created for PASFAA. The Technology Advisory Group will continue to assist PASFAA and its members as they move forward with this new endeavor.

Members of the Technology Advisory Group are: Ruth Brouse (Chair), Alison Seagle (Co-Chair), Ginny Kopko, Mary Miller, Rick Sparks, Dan Wray, Scott Kramer, Robert Ritz, and Gary Means.

The Past President's Club recognizes the achievements of former leaders of PASFAA and appears periodically in the Newsletter.

Past President's Club

featuring

Barry McCarty, PASFAA President 1984-85

Submitted by
Sally Treadwell
Newsletter Editorial Board

Barry McCarty has enjoyed his professional success through education, hard work, and service. A local Lehigh Valley resident, he attended Muhlenberg College, and Lehigh University, receiving his bachelor's and master's degrees. Barry's career started in the Easton School District teaching two years of economics, world cultures, and geography. Lafayette College lured him into higher education by offering the Assistant Director of Admissions position initially. Later on he was promoted to Associate Director of Admissions and Financial Aid. In 1976, he became the Director of Financial Aid. Since 1997, he has been the Dean of Enrollment Services, turning over the DFA reins to the extremely capable, Arlina Denardo. All total, Barry has spent 37 years at Lafayette. Obviously, the relationship has been mutually beneficial.

**SUCCESS
STORY.**



Back when Barry started in the business, "the federal programs were in their infancy," he recalls. "The regs were very important. And there was so much more manual processing!" Barry became involved with PASFAA along with his participation with PAATP, the Pennsylvania Aid Administrators Training Program, a partnership of PHEAA and PASFAA and the predecessor to today's PA Financial Aid Training Committee of PASFAA. Barry remembers, "Back then, Ken Reeher (PHEAA Founder & CEO) was on the cutting edge of something special. It was this amazing partnership between PHEAA and its schools that other states didn't have. It's vital that a state agency (like PHEAA) is inclined to cooperate with its practitioners."

After Barry's PASFAA presidency, he chaired PAATP's Program & Professional Development Committee for six years. "We were rising above all of the sector differences and trying to be as equalizing as we could be... (The) financial aid administrator relationship transcends the relationships of admissions personnel. They are competitors, but financial aid administrators are practitioners, and they work together in meaningful ways. They stir the creative juices!"

Barry's tenure as President began at the 1984 Conference in Seven Springs, but he went AWOL for one of his very first duties. As is tradition, he was to preside over the first meeting of the new council on the last morning at the conference. Unfortunately, he became quite ill and had to be driven home that morning! Even though he was quite uncomfortable then, he remembers the incident with laughter now. When asked for other impressions of his presidency, Barry says: "You know, the people were just fantastic, and that's what I remember – getting to know them." While Barry was PASFAA President, he also served on the EASFAA Council. "Back in those days, PASFAA attendance was larger than the regional!"



Barry McCarty currently serves as the Dean of Enrollment Services at Lafayette College.

Barry went on to serve on NASFAA's Board of Trustees and The College Scholarship Service (CSS) Council, the oversight board of CSS. For those interested in pursuing an office in PASFAA or other professional offices, Barry advises that willingness to serve on committees and in other volunteer positions is the best route. "Service evolves into leadership positions. If you are hard-working, diligent, and able, it will be recognized and will pay off."



Barry McCarty reviews the FAFSA at a financial aid night in this 1980's photo.

As for the field of enrollment management, he acknowledges that it's important to gain experience in both areas of admissions and financial aid. Barry, as well as (former directors of financial aid) Gordy Bateman at Elizabethtown College, and George Walter of Villanova University, had experience in both areas.

Barry sees one trend continuing into the future – consolidating talents and facilities. "(Some institutions) combine billing, financial aid, and registrar (functions together)." He believes the concept of one-stop shopping works for some, but questions if it works for all. "It's what we do when they come to our campuses, and are we meeting their special needs?"

Looking at the present and into the future, he sees the old issues of access and diversity revisiting campuses once more. He's hopeful that the recent Supreme Court decisions don't reverse the progress the profession has made on those two quintessential issues.

Now much more behind-the-financial-aid-scenes than during his PASFAA presidency, Barry McCarty still is hard at work fostering the same principles – recruiting international students to ensure diversity, and creating policies that ensure access to a great institution of higher education.



WASHINGTON UPDATE

Submitted by
Scott Miller
Federal Relations
Director, AES/PHEAA

Looking Ahead with Not Much Left Behind

Based on the pace of Congressional progress early this year, I had every reason to believe that when I began to draft this column, sometime in the middle of November, I would be able to inform you of the final FY 2004 Federal Appropriations figures, including the new Pell Grant maximum award and funding levels for the Campus Based Programs. It also seemed likely that I could use this column to describe the approach to reauthorizing the student aid programs that was being taken by the U.S. House of Representatives.

As you may have guessed by now, I cannot include either of these items in this column! Yes, once again, we are six weeks and counting past the September 30 deadline for finalizing federal appropriations and no end is yet in sight. Congress is hoping to wrap up funding decisions by the time that America sits down to enjoy turkey and all the trimmings, but nothing is certain. Conventional wisdom is that the student aid programs will all be "level funded" for FY 2004 – meaning that funding and the Pell Grant maximum award will hold steady at last year's amounts.

What's



on the
Hill?



Scott Miller discusses the status of Reauthorization at the 2003 PASFAA Conference.

When it comes to reauthorizing the student aid programs, there is not much progress to report. At the beginning of this Congress, there was hope that the House would have finished its initial work on reauthorization and it would now be waiting for the Senate to act. Thus far, though, the House Committee on Education and the Workforce has managed to address some reauthorization issues and obtained approval of the full House of Representatives for measures addressing teacher training, loan forgiveness for teachers, and some graduate and international education programs. But, the core programs of the Higher Education Act – the Title IV student aid programs – have not yet been addressed by the Committee.

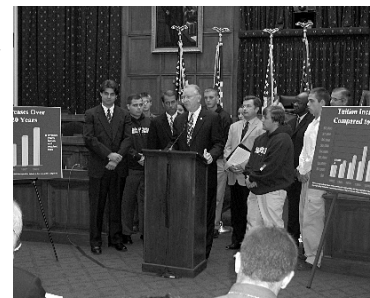
So what has Congress been doing regarding reauthorization? Mostly, engaging in political posturing and identifying some stark differences between and within the political parties. Most of the rhetoric has been directed towards the issue of college costs. In October, Rep. Howard "Buck" McKeon (R, CA) introduced his long-anticipated "Affordability in Higher Education Act", which establishes a College Affordability Index. Schools that exceed that index by more than double would be required to submit plans for lowering their levels of cost increases and could, eventually, face sanctions including loss of new Campus Based allocations.

Release of this bill has caused a great deal of opposition from colleges and universities and from House Democrats. House Democrats were especially exercised that the House Republicans were holding state colleges liable for cost increases despite the connection between their tuition rates and levels of state funding. Democrats argued that the President's policies had decreased state revenues and forced states to cut funding for higher education. Given this position by House Democrats, it was interesting to see that when several Senate Democrats introduced their initial reauthorization bill, the "College Quality, Affordability and Diversity Improvement Act" (the Quad Act), it included a provision that would punish states that did not maintain their level of effort in funding higher education. The Quad Act also includes controversial provisions that would boost the Direct Loan Program, reduce funding for FFELP lenders, expand the Hope Scholarship tax credit, establish a Higher Education Cost Index, and require more disclosure by colleges on their pricing and discounting.

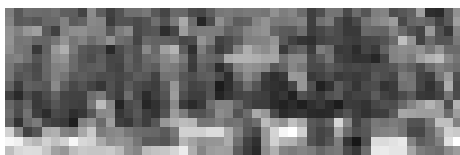
The result is that we go into the most critical few months for the reauthorization with great division between and within the political parties, between the two houses of Congress, between the higher education community and the Congress, and among the higher education community.

This is not a great place to start, but it by no means makes it impossible to achieve a successful reauthorization of the Higher Education Act (HEA) by the fall of 2004. Traditionally, the HEA reauthorization has been a bi-partisan effort. From the "good old days" when Senators Claiborne Pell (D, RI) and Robert Stafford (R, VT) were the reauthorization leaders to the most recent reauthorization in 1998 when Representatives McKeon (R, CA) and Dale Kildee (D, MI) led the reauthorization to a conclusion, bi-partisanship has enabled Congress to address controversial issues and achieve passage by wide margins on the House and Senate floors.

As we move into 2004, we again look to Representatives McKeon and Kildee to shepherd the reauthorization process in their roles as Chairman and Ranking Democratic Member on the Subcommittee on 21st Century Competitiveness. But, they are not alone. John Boehner (R, OH), Chairman of the Education and the



Rep. Howard "Buck" McKeon launches the "Affordability in Higher Education Act".



Don Heller (far left), Associate Professor at PSU, and George Chin (2nd from right), incoming NASFAA Chair, testify at a hearing before the 21st Century Competitiveness Subcommittee.

Workforce Committee and his Democratic counterpart, George Miller (D, CA), have, thus far, been very active players on the reauthorization stage and are expected to remain as involved in 2004. On the Senate side, Senator Judd Gregg (R, NH) and Senator Edward Kennedy lead the Health, Education, Labor and Pensions Committee and will need to work closely together if a reauthorization is to be enacted in 2004.

Overcoming these political obstacles will be key to the reauthorization outcome. Both sides seem to agree on the problems – increasing costs, increasing difficulties for low and middle income families to pay for college, increasing student debt burdens – it is the solutions on which there is little agreement.

As Congress begins to tackle reauthorization in earnest throughout 2004, there is still time to weigh in on issues of concern to you and your institution. At this point there is no consensus on whether to increase loan limits, revise need analysis, revamp the Campus Based allocation formula, modify the Trio and Gear-Up programs, or on any of the major issues that many believe need to be addressed in reauthorization. This means there is still time to make your views known to your local Member of Congress and your Senators. Write them, email them, or visit them to be sure they understand the needs of your institution and what they can do to meet those needs. The window for you to express your opinion is still open!



Government Relations Committee Looks at Status of Reauthorization

Submitted by
David Smedley
PASFAA Vice President



The Government Relations Committee met November 7 on the campus of Villanova University, hosted by the Villanova Office of Financial Assistance. Two members of the NJASFAA Government Relations Committee, Carmen Panlilio (DFA, NJ City University; NJASFAA GRC Chair) and Giselle Joachim (Director, Financial Aid Services, NJ HESAA) also attended the meeting. The main thrust of discussion was on the status of Reauthorization in the House and Senate with a Washington report being given by the intrepid Scott Miller.

The Committee is close to finalizing the promulgation of a brochure aimed at high school seniors and first-time college students on voter registration and political awareness (design assistance provided to the committee by Kerstin Roan and Celeste Olmstead of Penn State's Student Aid Office). Finally, beginning discussion was made on the possibility of proposing a one or two day seminar, aimed at upper-level aid administrators, on politics and the policy process.

The Committee is also planning ahead to make some visits to DC to meet with Members of Congress and their education policy staffers. Committee chair, David Smedley, has received assistance on whom to contact by The Honorable William Goodling, former Member of Congress (and former Chairman of the House Committee on Education and the Workforce, and a current member of PASFAA). We are hopeful that Mr. Goodling, who maintains an active schedule in retirement, will be able to attend one of the Government Relations Committee's future



Common Cents Tour Kicks-Off on College Campuses

Submitted by
Kathy Myers
AES

The YouCanDealWithIt.com interactive tutorial, The Common Cents Tour, is available to assist first-year college students and first-time borrowers in planning for financial independence. Packaged in an innovative "concert tour" format, the tutorial's interactive features assist users in understanding today's financial issues and making smart financial decisions.

Sponsored by American Education Services (AES), the Common Cents Tour is available for free download at www.youcandealwithit.com and was designed in partnership with Dara Duguay, financial literacy advocate and author, to be a companion to first-year student orientation programs and student aid entrance counseling sessions. The tutorial features the techno band "11th Hour" to help students manage their time while pop singer "Justin Timetosave" provides insightful lyrics for living on a budget. Other bands of various genres assist users in repaying student loans, saving for the future, understanding credit and planning a career path. The tour also features interactive personal finance calculators, exercises, and quizzes to help college graduates get started towards a financially secure future.



This is the fourth of a five-part series on preparing for a job change or a new career path.

Marketing Yourself: Life Beyond Your Current Job

Phase Four: Writing a Cover Letter for Today's Job Market

Submitted by
Sally Treadwell
Newsletter Editorial Board

If you're sensing that the concept of research is a recurring theme in this series, you're right! Research, properly conducted, takes time. But it pinpoints opportunities that are vastly more attainable to you. So consider doing the proper research, and send out only a fraction of the mass mailing you used to send (or that you were advised to send.) It will positively yield more fruit.

So how does research apply to the cover letter? Investigate the company that placed the want ad, or the firm where you always dreamed you would land. Check out their brochures, their website. Ask their employees what it's like from the inside. Surf Monster.com and utilize their "Research Companies" area. Nose into the SEC and firms like Dunn & Bradstreet.



Now, onto the mechanics of the actual letter writing. Use standard business correspondence format. Try to match your cover letter's design to your résumé, such as type of font and size. Try to ascertain the actual name of the individual who will be reading the cover letter. Telephone the company and see if they will share that with you. If not, do not use tired salutations such as, "To Whom It May Concern," or worse, "Dear Sir." In the post-millennium, employment counselors suggest addressing it to the actual title of the reader such as, "Dear Hiring Manager," or "Dear Search Committee."



The first paragraph should include the reference code if there is one and a referral source. It should also dispense with filler and hit the reader hard. **State the position for which you're applying** and a brief synopsis of your qualifications.

The body of the letter should be your pitch. Review your skills again and determine what sets you apart from the rest of the applicant pool. What do you feel makes you unique? This is not the time to be meek. **State how your qualifications would dovetail nicely with the position offered** and why you are worthy of an interview. Tell them how you can benefit the company. Quantify these statements whenever possible. Make sure that you **do not whine** about your present condition. You may be in the salt mines and terribly mistreated, but a prospective employer doesn't want to hear about it here. Imagine yourself as the recruiter – would you want to interview yourself as a worthy candidate?

Finally, close by a call for action. **Express your interest in an interview**, tell them you will follow-up in a specified period of time to confirm your résumé was received, and discuss the prospect of a meeting. Then do it! Nothing is worse than investing the time and effort only to drop the ball at this stage, whether by happenstance or perhaps by motivations of fear. **Thank** the reader for his time and consideration. And don't forget to **sign** it! An effective cover letter can explain some anomalies in your résumé and can make the difference between your landing that interview and landing on a heap of discarded paper. Feel inspired? Get writing...no! Get researching!



References

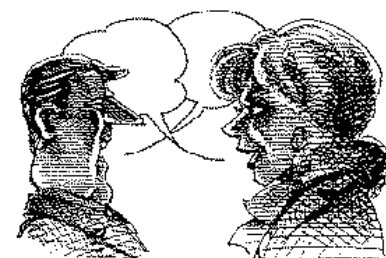
Who has worked with you with whom you have a good rapport? Identify three or four people that you believe think well of your abilities. This may or may not be your closest friend at work. This group can include former superiors (or current ones, if you're VERY sure they won't be bitter over losing you), current or former coworkers, subordinates, clients, and the like. Have a private conversation with each candidate and ask if they would be willing to speak with a prospective employer. And make sure you do ask! It would be horrible to blindsides a colleague whom you are in essence asking to commend you. That definitely gets things off to a bad start...not to mention the impression you're giving the prospective employer by doing that!



It is important not to try to strong-arm the reference into only saying positive things about you. You want this job to be a good fit, not necessarily be bored by being overqualified or get in over your head with not having enough experience. You have asked this person to speak candidly about you. Are you a laid-back personality who would be miserable in a pressure-cooker? Rely on the wisdom of your reference to describe you truthfully.

So many corporations today have restrictions about employees giving any kind of information about employment history. If your reference has that ban foisted on them, or is just uncomfortable discussing this at work, ascertain if he or she would be comfortable discussing you at home. There are ways of circumventing these restrictions – the reference can make it absolutely clear that he does not represent his corporation in any way, and is merely drawing upon his personal impressions to discuss you. That relieves any kind of liability the former corporation might have and yet gets the job done.

A thoughtful choice of the right references can speak volumes about you – more than you could ever say about yourself!



Next: The Interview

EASFAA Report

Submitted by
Gary Means
EASFAA Liaison

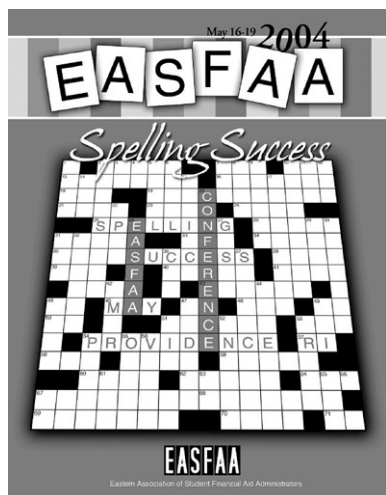


The EASFAA Council met November 16-18 in Providence, RI at the Providence Biltmore Hotel. The meeting was well attended and most state representatives and committee chairs were present. Listed below are some of the issues that were discussed:

- Upcoming nominations for available offices
- Treasurer's Report (we are in good shape), past treasurer's positions review
- EASFAA Viewbook – getting closer to completion
- EASFAA training for the NASFAA Fall Training series had about 500 participants
- NASFAA not offering a Spring Training Series
- Current Membership is about 900 (NY has most with 172, PA next with 162, MA third with 152)
- Third Graduate Symposium was held on October 9-10, 2003 and was well received
- Membership dues will remain at \$50
- State reports given
- Committee reports given



Ruth Cramer (left), Associate DFA at Dickinson College and EASFAA Secretary, and Chris Zuzack (center), DFA at IUP and EASFAA President, attend the EASFAA Council meeting in November. At right is Elena Garcia, EASFAA VP from the American University of Puerto Rico.



The location of this Council meeting was at one of the sites for the next EASFAA Conference, which will be held in Providence May 16-19, 2004. We will be using two hotels for this year's conference, the Biltmore Hotel and Westin Hotel. Most of the activities will be held at the Westin Hotel. Registration information is located on the EASFAA website at www.easfaa.org. The registration fee will remain the same at \$240. Mary Miller from AES is the conference chair for this conference.

Also at the meeting, a copy of the new PASFAA brochure was handed out to EASFAA Council, and there were a lot positive comments about the brochure. If anyone needs a copy of this brochure, just contact Bob Thorn, PASFAA Past President.

The next EASFAA Council meeting will be in Wilmington, DE on February 22-24, 2004.

This series appears periodically and suggests recommended reading pertinent to the financial aid profession.

"Dusting Off the Shelf" Reauthorization Issues in the Stacks

Submitted by
David R. Smedley
Newsletter Editorial Board

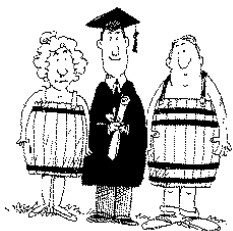
Reauthorization of the Higher Education Act is working its way across in Congress, with lots of talk about loan limits, Pell Grants levels, and other issues primarily between clued-in staffers to Members of Congress and representatives from many interest groups. The final results will not occur until sometime this year (and there is some debate about whether a reauthorization bill can be finished given that 2004 is a presidential election year). Thankfully, scholarship is not subject to such vagaries, and several recently published books highlight issues that will surely play in the political debate over reauthorization of federal student aid programs and the shape and context of the federal commitment to providing subsidies for higher education.



Robert Archibald, in his new book, *Redesigning the Financial Aid System: Why Colleges and Universities Should Switch Places with the Federal Government* (The Johns Hopkins University Press, 2002), offers an interesting series of ideas around a general premise that the roles and responsibilities of government and schools in higher education subsidies should be changed. According to Archibald, colleges and universities should take over the financing and provision of the guaranteed student loan business and that in return, the federal commitment to higher education would be brought back to its original, and in his view appropriate, purpose as providing "need-based" financial assistance by solely concentrating on greatly expanding the Federal Pell Grant program. He believes colleges are better equipped to deal with evaluations of student loan eligibility, for that by having the fiscal and programmatic responsibility for doing so, schools and colleges would take effective steps to ensure that loan debt burdens and default rates are controlled or minimized.

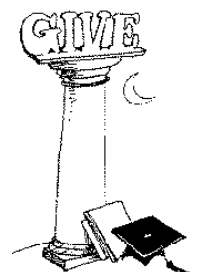
His proposal so radically contemplates switching the responsibility for the loan programs to the schools that it may not be politically realistic. He goes on to offer views on consolidating the existing Federal Campus-Based programs and other issues. Chapter two on the history of financial aid programs, and chapter three on a description of the financial aid "system", are the strengths of the book because they clearly and definitely explain in non-technical language, and in this sense, could be very useful to our legislators as well as to enrollment management administrators and other fellow institutional colleagues.

Compelling arguments about how changes in the federal student aid programs since the 1970s have restricted access to higher education because of the tilt towards assisting the middle class are made by Edward P. St. John in *Refinancing The College Dream: Access, Equal Opportunity and Justice for All Taxpayers* (The Johns Hopkins University Press, 2003). St. John analyzes how, in his view, the 1970s were the heyday for student aid as a vehicle for promoting access, and how, starting with the Carter Administration through to the present, student aid programs have been steered away from promoting access towards promoting middle class sustenance for higher education affordability. He is particularly critical of the Tax Relief Act of 1997 as a vehicle for education subsidies. His focus on "justice" uses political philosophy as a guide for assessing the salience of student aid programs, as public policy, from the standpoint of "three interest groups: opportunity for the middle-class majority (access), the special interests of low-income families (opportunity) and economy in the use of tax dollars (taxpayer justice)" (p. 22). What is fascinating is how he presents evidence that increases in subsidies for loans actually cost less than grants.



With "college affordability" becoming part of the political debate, perhaps a read of Ronald G. Ehrenberg's book, *Tuition Rising: Why College Costs So Much* (Harvard University Press, 2000), would be useful for Members of Congress and the many legislative aides that will play so critical a role on shaping the HEA Reauthorization context, because administering a college or university is multi-faceted and complex, and the challenges are dynamic in today's fluid economy.

Finally, a new book by Derek Bok, former president of Harvard University, criticizes universities for sometimes succumbing too much to the temptations of the almighty dollar. In *Universities and the Marketplace: The Commercialization of Higher Education* (Princeton University Press, 2003), Bok does the usual bashing of college athletic programs while also criticizing research in the academy for relying too much on private funding, causing a blurring of the line between free academic discourse and research, and research for commercial purpose. Interestingly, he does not mention anything about the "commercialization" of student services, considering the small tizzy of excitement that was caused in fall 2002 by the Wall Street Journal's article criticizing preferred lending lists, as well as the controversy over the October 2003 US News and World Report article regarding alleged inducements by FFELP lenders to woo schools out of the Direct Loan program. It would also be interesting in light of the usual debate over access to campuses by credit card companies.



This is the first in a series of articles for the "Compliance Corner."

FTC Rules Safeguarding Customer Information

Submitted by
Kathy Myers
Newsletter Editorial Board



Effective May 2003, the Safeguards Rule issued by the Federal Trade Commission (FTC) as part of its implementation of the Gramm-Leach-Bliley (GLB) Act requires institutions under FTC jurisdiction to secure customer records and information. Schools are required to develop plans and establish policies to protect such information.

The Federal Trade Commission has provided guidelines for complying with the Safeguards Rule on their web site at www.ftc.gov. The Safeguards Rule requires financial institutions, subject to the Rule, to develop a written information security plan that describes their program to protect customer information. The plan must be appropriate to the institution's size and complexity, the nature and scope of its activities, and the sensitivity of the customer information it handles. As part of its plan, each institution must:

- Designate one or more employees to coordinate the safeguards;
- Identify and assess the risks to customer information in each relevant area of the company's operation, and evaluate the effectiveness of the current safeguards for controlling these risks;
- Design and implement a safeguards program, and regularly monitor and test it;
- Select appropriate service providers and contract with them to implement safeguards; and
- Evaluate and adjust the program in light of relevant circumstances, including changes in the firm's business arrangements or operations, or the results of testing and monitoring of safeguards.



The Gramm-Leach-Bliley Act, also known as the Financial Services Modernization Act, is approved in its early stages by the Senate Banking Committee in this 1999 photo.

When a school implements the safeguards, the Rule requires them to consider all areas of its operation, including the following three areas that are particularly important to information security:

- **Employee management and training.** Implementation may include the following:
 - Checking references prior to hiring employees who will have access to customer information.
 - Requesting new employees to sign an agreement to follow the school's confidentiality and security standards for handling customer information.
 - Training employees to maintain the security, confidentiality and integrity of customer information.
 - Instructing and reminding all employees of the school's policy – and the legal requirement – to keep customer information secure and confidential.
 - Limiting, on the basis of a business reason, employee access to customer information.
 - Imposing disciplinary measures for any breaches.
- **Information systems.** Suggestions for maintaining security in information systems include:
 - Storing records in a secure area.
 - Providing for secure data transmission when the school collects or transmits customer information.
 - Disposing of customer information in a secure manner.
 - Using appropriate oversight or audit procedures to detect the improper disclosure or theft of customer information.
 - Maintaining a computer inventory.
- **Managing system failures** which may include the following:
 - Maintaining up-to-date and appropriate programs and controls.
 - Backing up all customer data regularly.
 - Maintaining systems and procedures to ensure that access to nonpublic consumer information is granted only to legitimate and valid users.
 - Notifying customers promptly if their nonpublic personal information is subject to loss, damage or unauthorized access.

Additional guidance is available at <http://www.ftc.gov/privacy/glbact/index.html> and www.ftc.gov/infosecurity.



Under regulations promulgated in May 2000, colleges and universities are deemed to be in compliance with the privacy provisions of the GLB Act if they are in compliance with the Family Educational Rights and Privacy Act (FERPA). However, higher education institutions are subject to the provisions of the GLB Act related to administrative, technical, and physical safeguarding of customer information. For additional information, see the Safeguarding article in the April 2003 Loan Notes from AES/PHEAA.



We're majoring in help.

For Financial Aid Administrators, that is.

At Citizens Bank, our area of concentration is doing more for you so you can do more for your students. We don't just offer the full range of education finance products with low rates and money-saving repayment plans. We also come to your aid with tools and training customized to your needs. And we'll make ourselves available to you when and where you need us. To learn all the ways we can help, call 1-800-708-6684 or visit us at citizensbank.com.



PELA News

Submitted by
Kerry Paoletta
National City



PELA officers welcome outgoing PASFAA president, Bob Thorn (center) to their October 7 meeting.

Bob Thorn, PASFAA's outgoing president, was our guest speaker at the October 7 PELA meeting. His presentation about PASFAA, its recent accomplishments and new ideas for the future was interesting and informative. We value the information we receive from schools and members of PASFAA and hope to continue having other guest speakers from the organization.

We are always looking to update our website, so keep using it and let any PELA member know about information that would be beneficial to the school community that we can add to it.

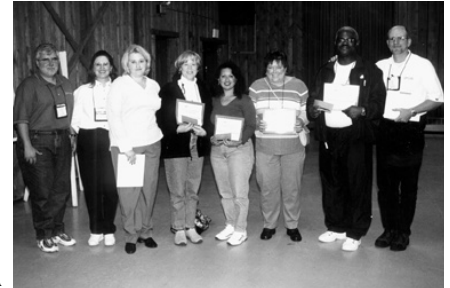


Pennsylvania Education
Lenders Association



The PELA session, at this year's PASFAA conference, compared alternative loans and PLUS loans and generated some good discussion. The trend seems to be increased use of both products, and the session showed some of the pros and cons of each program that schools can consider when counseling their families. The schools shared different situations that come up on their campuses and how they present these products so families can make the best decisions.

Once again, at the end of the PASFAA conference, PELA again gave away five scholarships to schools. The 2003 winners of the PELA scholarships are: Thaddeus Stevens College of Technology, Central Penn College, Bryn Mawr College, Pennsylvania College of Technology and CCCTC/Practical Nursing. Congratulations again to all of the winners.



2003 PELA Scholarship winners each receive \$1000 for their schools.

Finance & Development Committee Plans Targets for 2003-04

Submitted by
Mary Kosin, Chair
Finance & Development Committee



Several members of the F&D committee have completed their terms. Thanks to Barbara Schmitt for her guidance and hard work as chair of last year's committee. Thanks to her leadership, our association is fiscally strong and also keeping an eye on the future. Thanks also to Phyllis Swinson and Nancy Harvey for serving on this committee. Our association is only as strong as its members and we are grateful to those who serve.

The 2003-04 F&D committee consists of Ron Dawson, Co-Chair, Philadelphia University; Cate McIntyre, AES/PHEAA; Robert Snyder, Penn State University; Patty Hladio, Slippery Rock University of PA; Robert Heyl, Educaid/First Union; Greg Gearhart, Messiah College; Jim Anderson, Sallie Mae; and Sheryle Proper, Treasurer, Allegheny College. The committee will be addressing such issues as the registration form for the annual PASFAA Conference and changes to the sponsorship lottery process. Please feel free to contact any member of the committee if you have an issue you would like to see addressed.

Thank you to the following sponsors who are providing generous support for PASFAA activities for the 2003-04 fiscal year. It is because of this support that PASFAA is thriving as an organization and able to create new initiatives for the benefit of all. We look forward to continuing working together.

Platinum (\$8,000 and Above): AES/PHEAA, Citizens, Key Education Resources, M&T Bank, National City, PNC Bank, Sallie Mae

Gold (\$6,000 - \$7,999): Citibank Student Loan Corporation, Fleet Education Financing

Silver (\$4,000 - \$5,999): Academic Management Services, Beneficial Savings Bank, Chase, Educaid/Wachovia, Nellie Mae, USA Funds

Bronze (\$3,000 - \$3,999): Chase Education First, College Board, EdAmerica, Sovereign Bank, SunTrust Education Loans

General (Up to \$3000): TERI/The Education Resource Institute, Wells Fargo EFS



PRIVATE SECTOR

Submitted by
Brian Blackburn
Private Sector
Representative

Good Day! Over the next two years I will attempt to carry on the tradition of my esteemed predecessors and communicate your issues to PASFAA. I also hope to generate some thoughts and idea sessions within the Private Sector. Please communicate to me your thoughts on issues that you feel need to be reviewed by us.

At our Private Sector meeting at the annual conference, Don Francis from AICUP spoke about the pending reauthorization. Mr. Francis also distributed copies of the Freshman Admissions & Student Financial Aid Survey that AICUP is collecting. Deadline for the survey to be returned to AICUP was December 27.

We will have a one-day meeting at PHEAA in Harrisburg during the month of March. Topics will include PHEAA Grants, Leveraging of Aid, and Alternative Loans. While these were the three most requested items from the survey distributed at the conference, we can certainly entertain any other items that you feel need to be discussed. I appreciate your time and would further appreciate your input. Please do not hesitate to contact me with any questions, suggestions, issues or topics that you feel our sector needs to address.

BUSINESS, TRADE & TECHNICAL SECTOR

Submitted by
Stephen Helfrich
Business, Trade
& Technical
Sector Representative

Greetings to all and I hope that you had a safe and happy holiday season! I hope that those of you who were able to attend the 35th PASFAA Conference found it to be both informative and enjoyable. The annual conference in Seven Springs resulted in an opportunity for me to continue as your sector representative. Over the next two years, I will communicate your issues to the Executive Council and be a facilitator for an exchange of ideas within the BT&T Sector. The BT&T sector meeting that was held at the conference was well attended and provided a good opportunity for us to exchange thoughts and ideas, not only concerning our sector but general financial aid issues as well.

We now have two "sub-sector" groups that meet on a quarterly basis. One group is comprised of schools in the North-Central-Eastern part of the state, and our other group is comprised of schools in the South-Central part of the state. I encourage those of you who have not attended to do so as the meetings are a great opportunity to network with fellow financial aid officers in the sector. Please contact me with any thoughts, issues or concerns you may have, and also if you are interested in attending either of the quarterly meetings. I can be reached by phone at (717) 757-1100 ext 356 or by e-mail at helfs@yti.edu. I look forward to working with all of you during the next two years.

NURSING SECTOR

Submitted by
Ginny Kopko
Nursing Sector
Representative

Happy New Year to all of you. Thanks to Tracey Wassel for doing a great job as nursing sector representative for the last two years. We especially appreciated the arrangements Tracey made for Joe Manotti to speak with the our sector at the PASFAA Conference. Joe provided the group with some excellent information regarding the PHEAA Nursing initiatives. I hope that the Nursing Education Grant Program will continue to support nursing education and even provide funds for each of you to attend the annual PASFAA conference in years to come.

I have been in financial aid for over 20 years and am looking forward to serving the sector as your representative. It is very clear to me that our group is unique and special. We are multi-talented and should be applauded for all that we achieve each day. I am interested in updating the nursing sector directory so that we can better share our ideas. I know that there are some new folks out there in the financial aid offices. I want to welcome you to the nursing sector and let you know that we are here to offer assistance and support. Please give me a call or e-mail me with your most recent contact information, as I will be compiling the directory soon. Also, if you have any issues that you would like discussed at Council meetings or our regional nursing sector meetings, please feel free to give me a call at (412) 749-7638 or gkopko@hvhs.org.

STATE-RELATED SECTOR

Submitted by
Meme Jeffries
State-Related
Sector Representative

Welcome back from PASFAA 2003 at Seven Springs. We had a wonderful turnout and discussion at our sector meeting at the annual conference. Topics discussed were student intake, e-mail policies, use of student workers, and phone policies. Many schools shared their procedures and made recommendations to others concerning the various policies discussed. The extended time period for the sector meeting allowed us to have a more in depth discussion without the pressure of time.

For those of you who did not attend the conference, I would also like to introduce myself as the new state-related sector representative. I am located at the University of Pittsburgh in Pittsburgh. As the sector representative, I hope to keep the lines of communication open between the state-related schools. If anyone has issues or concerns that they would like to discuss with other members of the sector, I would be happy to either form a discussion group online or plan a sector meeting. Please send any comments, suggestions, issues or concerns to me via e-mail at jeffries@oafa.pitt.edu or by phone at (412) 624-7167. I will be happy to share any information with other sector members or Executive Council.

INSTITUTIONAL SUPPORT SERVICES SECTOR

Submitted by
Nancy Chalker
Institutional Support
Services Sector
Representative

I want to thank the members of the Institutional Support Sector for electing me to this position. I will do my best to represent our sector to the PASFAA Council and welcome – anytime – suggestions or concerns you wish for me to address at the next Council meeting.

PASFAA Council met on November 9-10 at the site of next year's conference, The Penn Stater, in State College. Among the many items discussed was an update on the conversion of the PASFAA website's webmaster duties to ATAC. One of the enhancements to the website is that we will be able to do on-line registration. This enhancement will get its first test run for Spring Training 2004. Also in discussion is whether a third site should be added for Spring Training, possibly a site more central to the state. Another option we will now be able to make use of is on-line voting. Positions up for election next year will be President-Elect, Treasurer, Secretary, Vice President, and Sector-at-Large.

Thanks to all of the ISS members who volunteered for the various committees. Those chosen should have already heard by this printing. Ideas are currently in the works for improving and enhancing the volunteer process. The next PELA meeting is scheduled for January 13, 2004 at the Sallie Mae Servicing Center in Wilkes-Barre. Please bring any comments, concerns or issues you have regarding this year's conference, etc., to the meeting.

INSTITUTIONAL AT-LARGE SECTOR

Submitted by
Margaret F. Hynosky
Institutional At-Large
Sector Representative

I hope you all had a great Conference! Thanks to all who have volunteered to serve on a committee. We had more members complete volunteer forms this year than in the past. Most committees are finalized, but for those of you who volunteered to 'help out' in some other capacity, you may be called upon as the year progresses. Even if you did not volunteer, you can still be of help to your colleagues. Do you know of a financial aid office that has no members in PASFAA? If so, perhaps they are not aware that PASFAA exists or haven't been given the opportunity to join. We will be going out with a mailing to these poor souls in the near future. Please keep them informed of our activities and events and encourage them to join.

STATE SYSTEM of HIGHER EDUCATION SECTOR

Submitted by
Ragan Griffin
SSHE Sector
Representative

Greetings! By now, our time spent in the beautiful mountains of western PA this past fall seems like a distant memory. I would like to take this opportunity to thank my fellow SSHE colleagues for giving me the opportunity to serve as your SSHE Sector Representative for the next two years. Thanks also to Bob Thorn for a job well done as he completes his year as PASFAA President and begins his year as Past-President.

Patty Hladio has earned well-deserved praise as our outgoing sector rep – she will be a "hard act to follow!" Patty organized an informative and dynamic sector meeting at Seven Springs. Thirty-two SSHE members attended with a full agenda of topics ranging from aid eligibility for high school students to the new SAP student payroll system. Lois Johnson, a representative from the SSHE System Office, joined us to discuss tuition policy, the system's budget request and other sundry items. Attendees also had the opportunity to meet and talk with members of the new SyTEC Campus Management team.

I have emailed SSHE financial aid directors a copy of the Board of Governors Survey that Patty developed. The results of the survey will be disseminated at our spring SSHE Meeting (date and location to be announced). I encourage anyone who has any issues or concerns that should be brought to PASFAA Council's attention to contact me at either (814) 393-2315 or at rwatson@clarion.edu.

PUBLIC TWO-YEAR SECTOR

Submitted by
John Schodowski
Public Two-Year
Sector Representative

Hello all! I look forward to serving as the new two-year public sector representative and working closer with each of you. The two-year public sector met at the annual Conference. The meeting was well attended. Cindy Davis from Program Review at PHEAA attended and addressed several of the group's concerns. We are very thankful for her time and the information she provided. Several sector members in attendance handed out their school's academic progress policies as it pertains to financial aid. This was followed by a lively discussion on determining how to make certain that students "earned" F grades.

PASFAA can only be as strong as our members make it. I would like to ask each of you to consider using your talents in making PASFAA a more vibrant organization. If you would like to become more involved, please contact me.



FROM THE EDITOR'S DESK

For the second year in a row, PASFAA sponsored Leadership Development Training as a two-day program prior to the annual conference. The 20 fortunate individuals who were selected to participate received intensive leadership training in a style called "Situational Leadership" and presented by the dynamic Dr. David Knapp. The model reminds the leader that there is no "one best way" to influence others and that a leader's behavior will be more or less effective depending on the readiness of the person or group the leader is attempting to influence. In practice, the leader identifies the task to be performed, assesses the readiness level of the follower and selects matching behavior to meet the performance needs of the follower. It is a practical model with common sense applications. It is also, hopefully, the impetus for these newest graduates of Leadership Development Training to assess their skills, strengthen their confidence and step forward in more active roles as leaders in the Association.

Joan L. Holleran

Joan L. Holleran
PASFAA Newsletter Editor

PASFAA BULLETIN BOARD

By Members

Ginger Humphreys, formerly at Lancaster Theological Seminary, left financial aid to take a position as Special Gifts Manager with Hospice of Lancaster County. **Donna Dencler**, formerly at Cedar Crest College, is working part-time in the financial aid position at Lancaster Theological Seminary.

Susan Bogart, Director of Financial Aid at The Dickinson School of Law, recently appeared on stage in the musical "The Mystery of Edwin Drood" with the Theater of Harrisburg.

Sue Behan joined the financial aid staff at University of Pittsburgh at Bradford as a Financial Aid Counselor.

Sandy Gray, formerly at University of Pittsburgh-Bradford, accepted the position of Financial Aid Advisor at University of Pittsburgh-Oakland Campus.

Congratulations to **Liz Rihl Lewinsky**, Arcadia University, and husband, Mike, who are the new parents of baby, Emma Grace.

Best wishes to **Helen Carlin**, Delaware County Community College, who retired in November.

Tiffany Aloï, formerly at Carnegie Mellon University, filled the Assistant Director of Financial Aid opening at Slippery Rock University of PA.

Karen Schonbachler is the new Director of Financial Aid at Career Training Academy in New Kensington.

Cindy DeLone is the new Director of Financial Aid at Drexel University, replacing **Doug Bucher**.

Condolences to **Sharon Eddy**, Lafayette College, whose mother passed away unexpectedly November 24 and to **John Schodowski**, Reading Area Community College, whose father passed away November 26.

Christine Baker, Associate Accounting Representative for Thompson Institute, Harrisburg Campus, and Dennis Seibert are engaged and planning their June 19, 2004 wedding.

Leanne Scheitrum, Student Accounts Associate for Central Pennsylvania College, and Jason Metrick plan to be married July 24, 2004.

Note of thanks from **Peter D'Annibale**: "I would like to personally thank all of the PASFAA membership for their well wishes, prayers and kind thoughts for my son and our family. Christian fractured vertebrae in his neck playing high school football. Remarkably, his injuries were not serious and he is out of the body brace and in rehabilitation."

Note of thanks from **Donna Wilkoski**: "I would like to thank everyone for their expressions of sympathy, cards, prayers and flowers, as well as their support with the passing of my Mom. At this rough time, it is truly great to have colleagues and friends who mean so much. Thank you again."

Dale Ekas, retired Director of Financial Aid from Slippery Rock University of PA, passed away December 1.

About Members

2004 Conference Planning Gets Underway

Submitted by
Donna Wilkoski
2004 Conference Chair

It's not too early to mark your calendar for the 36th annual PASFAA conference to be held at the Penn Stater from October 17-20, 2004. As the number of conference attendees increases, both the Penn Stater Conference Center as well as the Nittany Lion Inn will be used for room accommodations. With this in mind, remember to plan ahead if you have preferences. Although the Penn Stater is undergoing renovations, they will not be completed for our conference. All conference sessions will be held at the Penn Stater. Updates regarding conference planning will appear in the PASFAA newsletter as well as on the website, so keep looking for the most recent developments. Suggestions for all aspects of the conference can be sent to the 2004 Conference Committee:



Donna Wilkoski (Chair)	Bucks County Community College
Marijo Elias (Co-chair)	Kings College
Tonya Anthony	Millersville University of PA
Erin Fritz	Seton Hill
Mary Gazal	California University of PA
John Gorman	National City
Annette Kelly	Delaware County Community College
Steve Steere	Penn State University
Dan Weigle	AES
Kathy Yakamavage	Empire Beauty School

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john.gorman@nationalcity.com
akelly@dcccnet.dccc.edu
sjs19@psu.edu
dweigle@aessuccess.org
kyakamavage@empire.edu

Glossary of PC Messages

Submitted by
Dan Wray
Funny Guy from the
Technology Advisory Group

When it says: "Press Any Key."
It really means: "Press any key you like, but I'm not moving."

When it says: "Fatal Error. Please contact technical support quoting Error # 1A4-2546512430E."
It really means: "... where you will be kept on hold for hours, only to be told that it's a hardware problem."

When it says: "Installing program to C:\..."
It really means: "... and I'll also be writing a few files into various locations where you'll NEVER find them."

When it says: "Please insert disk 2"
It really means: "Because I know darn well there is only one disk."

When it says: "Cannot read from drive D."
It really means: "However, if you put the CD in right-side-up."

When it says: "Please wait."
It really means: "There's no problem; I just like to watch you wait."

When it says: "Directory does not exist."
It really means: "... anymore. So sorry."

When it says: "The application caused an error. Choose Ignore or Close."
It really means: "It makes no difference to me which one you choose, you're still not getting your work back."



I thought I'd heard it all until..."

Submitted by
Judy Viveralli
Edinboro University of PA

A parent was giving a member of the clerical staff a difficult time over his child's needs analysis that needed to be corrected for household size, which he had left blank. He claimed he had not responded to the question because he wasn't "stupid." She sent him a correction form that he promptly returned. Under household size he had written "2800 square feet."

Coming Events:

February - March
February 25

Need Analysis/DATALink Workshops
PHEAA

Additional workshops will be held via Webex through e-meetings. Dates and registration instructions will be announced at a later date.

March 12, 2004

Teleconference: "Footing the Bill"

April 2004

April 14
April 20

Spring Training Seminars

Pittsburgh Marriott North at Cranberry Woods
Drexelbrook Catering & Conf. Center, Drexel Hill

June 14-18, 2004

Don Railey Institute (for New Aid Administrators), Dickinson College, Carlisle

June 16-18, 2004

Financial Aid Basics (for Non-Financial Aid Personnel), Dickinson College, Carlisle

May 16-19, 2004

EASFAA 2004 Conference, Providence, RI

July 18-21, 2004

NASFAA 2004 Conference, Minneapolis, MN

October 17-20, 2004

PASFAA 2004 Conference, The Penn Stater

Nov - Dec, 2004

November 1-4
Nov 30 - Dec 3

Electronic Access Conferences

Royal Pacific Resort, Orlando, FL
Paris Las Vegas, Las Vegas, NV



4513065010 PASFAA Newsletter
Financial Aid Office
Kutztown University
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