

April, outlining the letters that PASFAA Council has written to our Congressional delegation urging caution in abandoning FFELP and urging Congress to allow time to review the various loan proposals before deciding on any loan re-design. Neither of these letters proposes any particular course of action or any particular program. They only urge caution and sufficient study before decisions are made.

As I write this, I am at the EASFAA conference and have just attended the opening session. Our first speaker was a young man who is currently a college student. He received a standing ovation after telling his inspiring story of coming from a broken home in an inner city setting where academic achievement was not a goal for most of his peers. He never thought of college as an option until a counselor encouraged him to try, and until a financial aid administrator showed him how it could happen. Despite the fact that we were standing to applaud him, he thanked us for the work that we do to make higher education possible for so many students.

## Letter From The President Greg Gearhart, PASFAA President

My son once said he could never work in a boring office like I do. Well, in the past 23 years that I've worked in financial aid, I wouldn't really say that it's been boring. Sure, we all have those days when it seems you'll never get to the bottom of that long list of - you name it (verifications, packages, letters from students). But financial aid always provides something new to keep our interest.

It's like going for a long motorcycle ride. Once or twice a year I like to take an entire day and just ride. It's a great way to relax and have time to think things through. I usually like to plan a trip to an area where I haven't been before. Riding down the road not knowing what's ahead keeps it interesting. I always want to see what's around that next hill or curve, and when I get there I can also see the next one off in the distance, so off I go.

That is the way financial aid seems. There's almost never a time when there isn't a new program or reauthorization or proposal to grab your attention.

If you read my article in the last PASFAA Post, you'll recall that I said we hadn't had any major issues to deal with this year. But wow, it didn't take long to round the next corner and now we have several proposals for the complete re-design of the financial aid system, including the possible elimination of FFELP. Many of you are concerned that you might have to learn a new loan program. That could be Direct Loans or, in the future, we could all be working with a completely new (re-designed) loan program.

Right now, we don't know how all of this will turn out, but rest assured that PASFAA has been at work on these issues. Many of you read my email, at the beginning of

In a time of yet more turmoil in the financial aid world, this young man's story was a reminder of the importance of what we do. No matter what the next program or regulation is, stay focused on the ultimate goal of our profession (and our Association): *To advocate for (and provide – my addition) access to post-secondary education.* No matter what's around that next corner, we cannot lose if we stay focused on that goal. And don't forget to wear your helmet.

*Greg Gearhart*



# Nominations for PASFAA Council Sought

A special election edition of the PASFAA Post coming soon!

The following positions on PASFAA Council will be open for the term starting with the 2009-2010 academic year:

**President-Elect**

**State Related Sector Representative**

**Public Two Year Sector Representative**

**Private Sector Representative**

**BTT Sector Representative**

**PASSHE Sector Representative**



Active members from any sector may make nominations for President-Elect.

Nominations for the various Sector Representatives must be received only from members of the respective sectors. A nomination form can be printed off the PASFAA web site ([www.pasfaa.org](http://www.pasfaa.org); click on *Online Forms* and then *Board Nomination Form*). The completed nomination form must be returned to Dwight Horsey by June 15. Remember, you cannot nominate an individual without first obtaining his/her permission to do so. Also, the membership is reminded that the two candidates receiving the most nominations for each office will be placed on the ballot.

A description of each position can be found on the PASFAA website by going to the site map then clicking on governing documents; Constitution and Bylaws; go to Bylaws Article III – “Duties of the Officers and Councilpersons”. It should be noted that each office has a term of two years, with the exception of President-Elect, which has a term of four years.

Thank you in advance for your nominations.

Dwight Horsey, Past-President  
Assistant Vice President for Student Affairs/Director of Financial Aid  
Millersville University  
Millersville PA 17551  
Phone 717-872-3026  
Fax 717-871-2248  
[Dwight.Horsey@millersville.edu](mailto:Dwight.Horsey@millersville.edu)

## Time to Nominate Your Colleagues for PASFAA Awards

**Greg Gearhart, PASFAA President**

Each year, during the Annual Conference, PASFAA recognizes those members who have gone above and beyond in the giving of their time and talents in service to PASFAA and to the financial aid profession.

Nominations are still being accepted for PASFAA's Distinguished Service, Life Membership, Leadership, and Emerging Leader Awards. The names of those eligible for PASFAA's Retirement Recognition Program are also sought at this time. Nominations and names must be received no later than June 5, 2009. WE NEED PASFAA MEMBERS TO STEP UP AND NOMINATE THEIR DESERVING COLLEAGUES. PLEASE DO NOT HESITATE TO NOMINATE SOMEONE WHOM YOU FEEL IS DESERVING OF ONE OF THESE AWARDS.

The **Distinguished Service Award** is presented to those individuals who have made significant contributions to the Association through leadership, activities, and/or research in financial aid. This award recognizes service to PASFAA over a period of time in the profession of financial aid and is not recognition for any single event or activity. The award is given only at such times as a suitable recipient is clearly identified. In 2008, this award was given to Joan Holleran, Associate Director of Financial Aid at Kutztown University, and long-time editor of the PASFAA Newsletter. The immediate past-president solicits nominations for this award from the

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current PASFAA membership. Nominations must be submitted to Executive council for review and approval. Approval by a majority of the Executive Council is necessary for this award.

**Life Membership** is given to individuals who have made outstanding and sustained contributions to the financial aid profession. This honor is not necessarily awarded each year and is not restricted to PASFAA members. The Leadership Award was created to recognize an individual or individuals who provided outstanding leadership to the Association during the preceding year. In 2008, this award was given to Brandi Darr, Director of Financial Aid at the University of Pittsburgh-Greensburg.

The **Emerging Leader Award** is given to those individuals who, within about five years of entering the financial aid profession, have demonstrated consistent service to and involvement in PASFAA and its projects. Last year's recipient of this award was Michael DeGroft, Director of Financial Aid at Thaddeus Stevens College of Technology.

In addition to the awards listed above, the **Retirement Recognition Program** recognizes Active or Associate members who have provided approximately 25 years of service to students and families, colleagues, and their institutions in the area of financial assistance or the financing of post secondary education. Persons to be recognized must be current members of PASFAA who are retiring within the year.

If you would like to nominate colleagues for any of the awards, or make us aware of people eligible for the retirement recognition, submit the names by e-mail to PASFAA President, Greg Gearhart at [gearhart@messiah.edu](mailto:gearhart@messiah.edu) or PASFAA Past-President, Dwight Horsey at [dwight.horsey@millersville.edu](mailto:dwight.horsey@millersville.edu) no later than June 5, 2009. Nominations will be reviewed at the June Council meeting and awards presented at the annual conference in October.

## 2009 PASFAA Conference News

Cheri Kramer, Chair,  
Conference Committee



The 2009 PASFAA Conference, "A Salute to the PASFAA Family" will be held October 4-7 at the Valley Forge Conference Center. This year's Keynote Speaker, Sandy Baum, will speak on Tuesday, October 6th.

Sandy Baum is Professor of Economics at Skidmore College and Senior Policy Analyst at the College Board. Dr. Baum earned her B.A. in sociology at Bryn Mawr College and her Ph.D. in economics at Columbia University. She has written extensively on issues relating to college access, college pricing, student aid policy, student debt, affordability and other aspects of higher education finance.

Dr. Baum is the co-author of *Trends in Student Aid*, *Trends in College Pricing*, and *Education Pays: The Benefits of Higher Education for Individuals and Society* for the College Board. Other recent work includes studies of setting benchmarks for manageable student debt levels and of tuition discounting in public and private colleges and universities. Dr. Baum is co-chair of the Rethinking Student Aid study group, a foundation-funded effort under the auspices of the College Board that recently released proposals for reforming the federal student aid system.

A very special thank you to anyone who took baskets from the spring training sites. The charity proceeds from our basket raffles will be directed to a scholarship fund to benefit students from a PASFAA school. Winning schools will be selected at random during the Conference. Please consider joining with your coworkers, colleagues, friends, or any committee to donate a basket to be raffled at the Conference. There will be various prizes awarded for the baskets. We ask that each basket have a minimum \$25 value.

The conference committee will also be asking for support from our members who would like to donate items from a

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**Sandy Baum**  
**2009 PASFAA Conference**  
**Keynote Speaker**





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*2009 PASFAA Conference News (continued from page 2)*

wish list or write letters to our deployed soldiers. We will be supporting soldiers from the 628th Aviation Support Battalion of the Pennsylvania Army National Guard who are currently serving in Iraq. Watch for more information via E-mail or in the newsletter to see how you can help!

Bring your dancing shoes for Monday night entertainment in the Valley Forge Ice Room. Now I'll let you use your own imagination.



## The First 100 Days and More

**Scott Miller, Director of Federal Relations, AES/PHEAA**

There is no denying that President Obama's Administration has hit the ground running. The Administration has proposed bold initiatives on health care, education, energy, the environment, and, has nominated a new Supreme Court Justice. It's enough to make your head spin!

Of course, most of those reading this column are focused on the Administration's proposals for higher education. In summary, those proposals are to:

- Make the Pell Grant Program an entitlement and require that the maximum Pell Grant be increased by the amount of the Consumer Price Index plus one percent in the future;
- Restructure the Perkins Loan Program to increase annual borrowing from \$1 billion per year to \$6 billion per year, remove the in-school interest subsidy from Perkins loans, recall the existing Perkins Loan revolving funds, and have the federal government become responsible for servicing Perkins Loans; and
- Replace the FFELP and Direct Loan Programs with a single Direct Loan Program that retains the current terms and conditions of the Direct Loan Program as it exists today.

Earlier this year, the Congress agreed to consider these items via the Budget Reconciliation Process, rather than through "regular order". The Administration had pressed for their inclusion in Budget Reconciliation because it improves the odds of such proposals being adopted. Perhaps the most significant reason for this is that a Budget Resolution bill cannot be filibustered in the U.S. Senate - meaning that it only needs a simple majority of Senators for approval, versus the 60 Senate votes that are needed to break a filibuster. In short, this means that consideration of these issues is on a "fast track".

And, the legislative process has already begun. On May 21, 2009, the U.S. House of Representatives Committee on Education and Labor held its first, and possibly only, hearing on the President's student loan and Pell Grant proposals. As you might imagine, most of the focus was on the proposal to move to 100% Direct Lending. Bob Shireman, the Deputy Undersecretary of Education, represented the Administration at the hearing and made the case that the FFELP system is currently "broken" and needs to be replaced. He assured lawmakers that the Department will be up to the task of a smooth transition to Direct Lending and that it has the resources it needs. Mr. Shireman did indicate, at the end of the hearing, that the Administration was open to ideas for involving more entities (e.g., guaranty agencies and non-profit

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***"Perhaps the most significant reason for this is that a Budget Resolution bill cannot be filibustered in the U.S. Senate - meaning that it only needs a simple majority of Senators for approval...In short, this means that consideration of these issues is on a 'fast track'."***



*The First 100 Days and More (continued from page 6)*

student loan secondary markets) in administering the program.

Among the other witnesses was Jack Remondi, Vice Chairman and Chief Financial Officer of Sallie Mae, who described Sallie Mae's alternative plan, which would rely on the framework of ECASLA for originating student loans with private capital. Sallie Mae indicated that it believes that its' proposal could produce federal budget savings that are comparable to those associated with the move to 100% Direct Lending. This is crucial, as it is these savings that are presumed to be available to fund the Pell Grant entitlement program. Committee Chairman, George Miller (D, CA) indicated that Sallie Mae's proposal is receiving serious consideration by the Committee as it drafts its specific legislative proposal.

One other witness to highlight was Anna Griswold, Assistant Vice President for Undergraduate Education and Executive Director of Financial Aid, at Penn State University. Ms. Griswold described Penn State's experience as it made the switch from FFELP to Direct Lending. She described in detail the process and the effort involved in making the transition in a relatively short time frame and compared the process to implementing other programs that are enacted by Congress and must be administered by the financial aid office.

This hearing was just the first step in the legislative process and focused almost exclusively on the proposal to move to 100% Direct Lending and the funds needed to enable the Pell Grant entitlement proposal. There was barely any mention of the proposals for Perkins Loans, for example. It is expected that the Committee will begin drafting its version of the legislation shortly and, possibly, bring it before the full committee for consideration sometime early this summer. The U.S. Senate, and the Health, Education, Labor, and Pensions Committee, that will be crafting its own legislation on these matters, has not yet publicly begun its work on the higher education proposals. The HELP Committee has not yet determined whether it will hold any hearings or the details of its legislative schedule. Overall, the Committees are directed to finalize their work by October 15, 2009, after which the full House and Senate would have to consider their legislative work. Thus, it is possible that a final legislative package might not be wrapped up until late this fall - although an accelerated timetable is not out of the question.

So, you still have time to weigh in with your Representatives and Senators to let them know what you think about these ideas and about the specifics of any proposals that have been put before the Congress. Whatever the result, we can be assured of one thing: financial aid offices will have to cope with the results! Making your voice heard now could possibly make your life easier down the road.



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# Advisory Committee on Student Financial Assistance Seeks Input from Schools on Aid Regs

Chris Zuzack, VP, State Grant and Special Programs, PHEAA

Dear Colleagues,

The Advisory Committee on Student Financial Assistance is distributing this information regarding the Committee's recently launched public comment website. The Committee encourages the public to help identify Title IV regulations in higher education that are duplicative, no longer necessary, inconsistent with other federal regulations, and/or overly burdensome by visiting the following site:

<http://www.ed.gov/about/bdscomm/list/acsfa/edlite-regulationhomepage.html>

The Advisory Committee will use this information to provide a comprehensive report to Congress and the Secretary of Education on streamlining regulations from all sectors in higher education. Preliminary analysis of public comment will begin on July 15, 2009.

The website is part of a broader congressional charge that the Advisory Committee conduct a thorough review and analysis of higher education regulations and deliver periodic updates to Congress over a three-year period.

For more information please contact Brent Madoo at 202-219-2196 or [brent.madoo@ed.gov](mailto:brent.madoo@ed.gov).

## 13 Steps to Transition Your Institution to Direct Lending

Liz Rihl Lewinsky, Newsletter Committee

Regardless of which side of the fence you fall on in the FFELP vs. Direct Lending debate, if it turns out your institution is making the transition from FFELP to Direct Lending, it can seem a bit over-whelming. Take heart, it can be a very straightforward process, particularly if you are an institution that administers Pell, ACG/SMART or TEACH, since Direct Loan processing mirrors these processes in many ways. Let's cut to the chase - where do you even begin?

**Step 1:** Do some up-front research. Check out <http://www.finaid.org/loans/dl-vs-ffel.phtml>. Visit the National Direct Student Loan Coalition's website at <http://www.directstudentloancoalition.org/>. The *Direct Loan Tools* menu option has links to almost everything you need to make the transition. In particular, be sure to read through the *Direct Loan Q & A* at [http://www.directstudentloancoalition.org/media/pdfs\\_autogen/qanda.pdf](http://www.directstudentloancoalition.org/media/pdfs_autogen/qanda.pdf). Then, participate in FSA's Live Internet Webinar for New Direct Loan Processing Participants ([http://www.directstudentloancoalition.org/media/pdfs\\_autogen/021209\\_FSA-webinar.pdf](http://www.directstudentloancoalition.org/media/pdfs_autogen/021209_FSA-webinar.pdf)). This is held on the last Tuesday of each month through July 2009.

**Step 2:** Map out a realistic timetable for transitioning to Direct Loan Processing. Consider whether to transition all students or allow current FFELP borrowers to remain under FFELP in the future, taking into account single point of billing/servicing, etc. As with any new process, it's always advantageous to start small. For example, if your institution typically enrolls fewer students in the spring term, perhaps that's a good time to transition all new incoming spring students to Direct Loans.

**Step 3:** Find out what support your FAM system provides for DL processing. This is a critical piece in the process as some vendors are farther along than others when it comes to facilitating the actual processing of Direct Loans. Determine the following: Can you originate and disburse records out of your FAM system and transmit them directly to COD through the SAIG (Student Aid Internet Gateway), or will you need to rely on EDEXpress to do this? Can you load Direct Loan response, disbursement and booking files into your system directly? How will you handle receipt of MPN confirmation files and entrance/exit counseling acknowledgement files? Is there a way to automatically update any document tracking information in your FAM system once they are received?

**Step 4:** Once you've armed yourself with some information and are ready to get the transition process started, visit <http://www.ed.gov/offices/OSFAP/DirectLoan/index.html>. Click on *Aid Professionals*, *New DL Schools*, then *Getting Started*.

**Step 5:** Check your most recent ECAR to see if the Direct Loan Program is listed as an eligible, approved program for your institution. If it's not listed, visit <http://www.eligcert.ed.gov/> and submit a revised E-App.

Once you have ensured that the Direct Loan Program is an approved program at your institution, send an email to

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### *13 Steps to Transition Your Institution to Direct Lending (continued from page 8)*

the COD School Relations Center at [codsupport@acs-inc.com](mailto:codsupport@acs-inc.com), requesting to participate in the program. The subject of your email should read: "Request to Participate in the Direct Loan Program." In your email, include the following information:

- Name of your school
- Address including city, state, and zip code
- Person requesting participation (Financial Aid Director or an official listed on the E-App is preferred)
- E-mail and phone number of the official
- DUNS Number (if known)
- Award Year in which processing will begin

**Step 6:** Once you get a response back from COD (typically within a few days), notify the individual on your campus that handles the G5 (formerly GAPS) draw-downs for your institution. They may see a large sum of money available for draw-down very quickly. (Tell them not to get overly excited and not to draw it down yet!). Ask this individual to confirm your bank account number for your Direct Loan funds with G5. Depending on how your accounts are set up, they may need to submit a new direct deposit form, Form SF1199A.

**Step 7:** Ensure your SAIG enrollment/TG mailbox includes Direct Loan Services. To check this, or to update your SAIG agreement, contact them at 1-800-330-5947. This is critical since you can't receive any system-generated Direct Loan files (i.e.-MPN acknowledgements, entrance/exit counseling acknowledgements, booking notification files, etc.) until this has been done.

**Step 8:** Apply for a user ID and password for the school access section of the Direct Loan eMPN website. Also make sure you have a valid logon for the COD website. You can take care of both by calling 1-800-848-0978. It's a good idea to make sure a few other staff in your office have accounts as well. It's easy to create a new user login within the COD website (click on "User" option).

**Step 9:** Outline a procedural funnel for the types of Direct Loans your school will make (i.e.-Direct Stafford, Direct PLUS, Direct GradPLUS). This will provide a good foundation and help you work through the actual process at your institution from start to finish. This should include a critical piece - establishing a process for updating your FAM system with information related to MPN acknowledgements, entrance/exit counseling acknowledgements. While the Stafford Loans may get awarded through your regular packaging process, determine who will perform key functions, such as: 1) Performing credit checks via COD for PLUS and GradPLUS Loans 2) Originating and disbursing records through COD 3) Handling monthly and end-of-year reconciliations 4) Initiating Direct Loan changes (to amounts, loan terms, etc.)

**Step 10:** Work with your Bursar's Office (or whichever entity works with Financial Aid at your institution) on the disbursement process. If you electronically disburse aid to student accounts but post FFELP Loans in a more manual process, the transition to Direct Lending can greatly facilitate the timing of disbursements; however, you want to make sure checks and balances in place for FFELP Loans to ensure compliance with Title IV guidelines at your institution (i.e.-verification of half-time enrollment, loan disclosure notices, etc.) remain in place. Determine how the appropriate fees will be deducted - will this occur within your FAM system or once the loans hit the actual student accounts? Also, take the expedited disbursement process into account as it relates to other internal procedures, like issuance of refund checks, for example.

**Step 11:** Hold a Direct Loan training session for staff in Financial Aid, the Bursar's and any other relevant departments. It's also a good idea to include someone from Admissions as well so they have some basic knowledge of the change and can communicate it to prospective students/parents when necessary.

**Step 12:** Map out a communication strategy to incoming students and any current students that may be impacted. This will depend on whether you transition 100% or partially to DL processing. This may include: outlining the application process clearly on your website, revamping any internal loan forms you may utilize, creation of new forms (such a PLUS/ GradPLUS Pre-Approval request/credit authorization), updating publications, updating any lender comparison sites you may be listed on, updating any FFELP lender partners of the change. Clear communication to students and parents will be key to a successful transition.

**Step 13:** Breathe! In the long run, you will hopefully find that your planning has paid off and that your loan process becomes much more streamlined, for both students and staff.

# PASFAA Council Grins and Bears It

Greg Gearhart, PASFAA President

PASFAA Council met on April 6, 2009 amongst the bears, lions, bison and a host of other animals in the Oakes Museum at Messiah College.

(<http://www.messiah.edu/Oakes/>)

This date represented the intersection of numerous important issues that required Council's attention and we had the fullest agenda I can recall for a Council meeting.

A great deal of time was spent discussing the PASFAA response to the various proposals for revising the student loan system.

This was also our yearly budget meeting. The Finance and Development Committee had been hard at work soliciting support for the Association and developing a budget plan for the 2009-10 year. Despite the economic stresses facing PASFAA, and all of our sister financial aid associations, F&D was able to propose a very workable budget which Council approved with only minor changes.

We were also visited by our Financial Advisor from Wachovia Securities who reviewed the PASFAA portfolio with Council. Just like most of you, PASFAA has suffered from the recent economic downturn, but we are still very solid in regard to our investment portfolio.

Reports were heard from most committee chairs, an AES/PHEAA update was provided by Mary Miller, and we received a special report from Tonya Hsiung and Bernard McCree on their recent experience at the NASFAA Leadership Training in Washington D.C. NASFAA Leadership Training is a special training opportunity offered by NASFAA to enhance the leadership skills of current and upcoming state and regional association leaders. PASFAA tries to send one or two people to this training each year in order to ensure that we are encouraging the full potential of our association leaders.

During the break periods, meeting attendees were able to tour both levels of the Oakes Museum, which is a unique museum experience for the whole family, classroom, or group featuring more than 40,000 specimens. The 10,000-squarefoot museum is home to a collection of Smithsonian quality African and North American mammals, bird eggs, fish, seashells, minerals, insects, and fossils.

Council will meet again on June 8 at AES/PHEAA. Every member of PASFAA has an elected representative on Council. If you have questions or concerns about any aspect of the operation of PASFAA, you should contact one of the executive officers or the elected representative for your sector. You can find their names on the PASFAA website at:

<http://pasfaa.org/docs/committees/ExecutiveCouncil/index.html>





## Finance and Development Committee Focuses on PASFAA's Mission in the Face of Budgetary Constraints

**Ruth Cramer, Chair, Finance and Development**

As our business partners and collegiate institutions experience continued budget cutbacks, this year has proven to be challenging for the Finance and Development Committee. In spite of these obstacles, the Committee presented a balanced 2009-10 budget at the April Council Meeting. This budget kept PASFAA's mission and vision firmly in sight while ensuring good stewardship of our members' dues and business partners' advertising and exhibiting dollars.

Special thanks to Tonya Hsiung, Treasurer, for her invaluable insight and overall knowledge of PASFAA's finances, Ragan Griffin, Chair-Designee, for her work on the business partner solicitation process, and to the rest of the committee for their dedication and perspective.

Last, but not least, I want to thank all of PASFAA's business partners who continue to support the mission of this organization as exhibitors and advertisers. We look forward to another successful year as we provide professional development, training to our members, advocate access to post-secondary education, and educate the public about financial aid and collegiate funding opportunities.

PASFAA would like to thank our 2008-09 Business Partners for their generous support. We must not lose focus of PASFAA's mission to provide for the professional development of its members and other constituencies, to advocate for access to post-secondary education, and to educate the public on financial aid and funding opportunities.

Thanks to our current business partners, we continue to fulfill our mission in new and innovative ways as we reach out to our constituencies.

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**American Student Assistance**  
**Beneficial Bank**  
**Campus Door**  
**Chase**  
**Citibank**  
**Citizens Bank**

**Discover Student Loans**  
**ECMC**  
**Edamerica**  
**EDFUND**  
**ELM Resources**  
**Great Lakes Higher Education**  
**HESAA**  
**KeyBank**

**National City**  
**PNC Bank**  
**Sallie Mae**  
**Student Funding Group, LLC**  
**Student Loan Xpress, Inc.**  
**SunTrust Education Loans**  
**Corporation & Affiliates**  
**USA Funds Services**  
**Wells Fargo EFS**

## Spring Training 2009: "Season of Change"

**Cindy Heaton, Chair, Spring Training Committee**

PASFAA members gathered once again in April for a day of professional development and networking with colleagues. Despite current economic conditions and the fact that many schools and other organizations have recently suffered budget cuts, attendance at Spring Training 2009 remained strong as approximately 300 people attended. Much thanks to all who were able to take part!

The session in the West was held April 2nd at the Four Points by Sheraton in Mars, while the session in the East was held April 8th at the Holiday Inn, Grantville. PASFAA President, Greg Gearhart, welcomed attendees in Mars, and Cindy Heaton, Spring Training committee chair, greeted attendees in Grantville.

The theme for this year was "Season of Change". The following breakout sessions were offered during the course of the day:

**FAFSA Changes**  
**Financial Aid Outreach**  
**Garnering Support for the Financial Aid Office**  
**NCAA**  
**Doing More with Less**  
**How America Pays for College**  
**Making the Web Work for You**  
**Get Your Money's Worth from FWS**  
**NASFAA's Proposed Student Lending Model**

The program agenda also included two general sessions, the first of which was the Federal and Political Update. Scott Miller, Director of Federal Relations for AES/PHEAA, briefed training attendees on the latest from Washington, while Scott Buchanan, Director of Government Relations

*continued on page 12*

*Spring Training 2009: "Season of Change" (continued from page 11)*

for Sallie Mae, and Bernard McCree, Director of Financial Aid Services at Kutztown University and chair of the PASFAA Government Relations Committee, offered informative updates and commentary on current issues. The final general session, presented by Mary Miller, Senior Vice President Education Services Group, and Christine Zuzack, Vice President State Grants and Special Programs, brought everyone up to date on happenings within the ESG and State Grant and Special Programs areas at AES/PHEAA.



The following PASFAA business partners provided financial support to PASFAA this year as well as advertising materials for Spring Training: Citibank; Edamerica; Educational Credit Management Corp; KeyBank; PNC Bank; and Sallie Mae.

The 2009 Spring Training Committee greatly appreciates the many individuals who volunteered their time and talents to present at this year's training. They are:

Linda Anderson  
Bill Burke  
Lisa Holland  
Mary Kosin  
Mary Miller  
Judy Rile  
Jim Theeuwes

Tom Ball  
Judy Carter  
Joan Holleran  
Tom Lustig  
Jan Napiltonia  
Karen Right-Nolan  
Jason Van Sickle

Aileen Bowman  
Maryann Dudas  
Frank Hollister  
Bernard McCree  
Keri Neidig  
Thelma Ross  
Dan Weigle

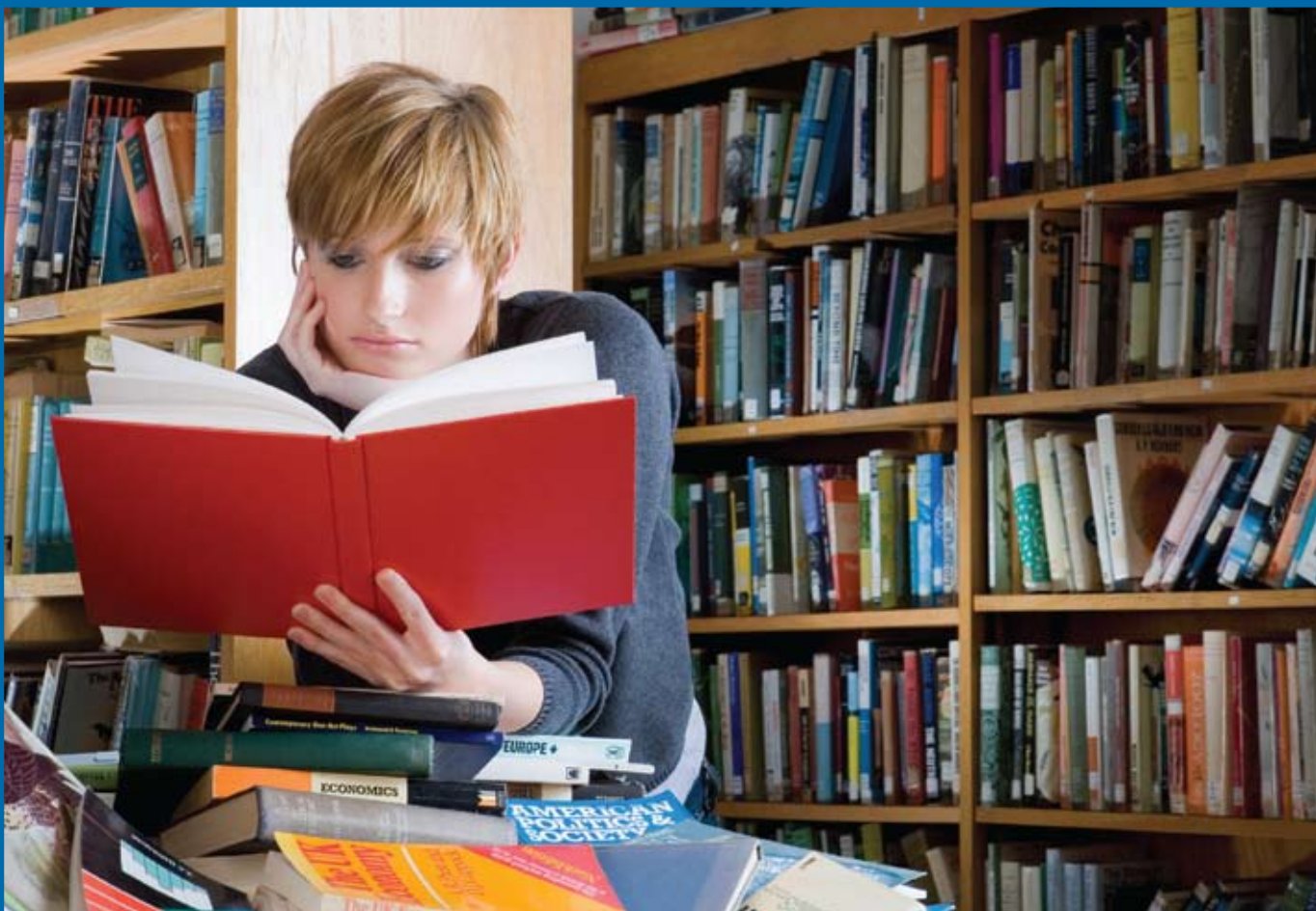
Scott Buchanan  
Greg Gearhart  
Jamie Kosh  
Scott Miller  
Melony Ohalek  
Andrea Ruth  
Christine Zuzack

The committee also thanks PASFAA treasurer, Tonya Hsiung, and Henry Chance of AES/PHEAA for their assistance before, during, and after the training sessions. The 2009 Spring Training committee members are: James Anderson; Peter D'Annibale; Linda Gaston; Robin Gorini; Ryan Hannigan; Cindy Heaton (chair); Matthew Stokan; and Joni Trovato. I personally wish to express sincere thanks and appreciation to my fellow committee members, who truly made my being chairperson a pleasure.

Plans for Spring Training 2010 will be underway soon. The 2010 committee looks forward to your continued support of this event.

*Photos courtesy of Henry Chance and Joni Trovato.*





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## 2009 Teleconference “Federal Forecast”

**Ken Grugel, Chair, Teleconference Committee**

The 14th Annual Teleconference “Federal Forecast,” held on March 6th, 2009 moved to a new format this year as a pre-recorded Webinar featuring a live Q & A session during the final half-hour of the program. Topics discussed during the teleconference included the new FAFSA layout and Reauthorization. This portion was presented by Gregory Martin of the U.S. Department of Education. The second segment featured Scott Miller, AES Federal Relations Director and Bernard McCree, Vice-President of PASFAA in a lively discussion on what we can expect in the future from the federal government and possible legislation coming from Harrisburg.

Scott Miller and Greg Martin received questions during the live segment of the program.

The Teleconference Committee Members included:

Ken Grugel, Chair, Clarion University  
 Kim Adamson, Co-Chair, East Stroudsburg University  
 Wendy Mahonski, EdAmerica  
 Patricia Peterson, PNC Bank  
 Gary Means, Westmoreland Community College  
 Carolyn Julian, Penn State University  
 Fran McKeown, AES/PHEAA  
 Donna Cerza, Kings College

Bethany Bosha provided valuable technical assistance in filming the production and Cory Hackman for designing the eye catching Teleconference logo, both AES employees. Brandon Sheaffer was our WITF technical contact and producer.

Welcoming comments were heard from Jim Preston, CEO of AES, an introduction by Greg Gearhart, PASFAA President, and transition comments by Dwight Horsey, Past-President of PASFAA.

The Teleconference Committee would like to recognize and thank Henry Chance for everything he did to assist us in the production of this year’s Teleconference. We are truly grateful for his efforts.



## Technology Committee Continues to Conquer PASFAA’s Technology Initiatives

**Heidi Hunter-Goldsworthy, Chair, Technology Committee**

The Technology Committee continues to work with ATAC to insure easy access to the training software available on the PASFAA website. The upcoming year will prove to be a challenge as the committee continues working on PASFAA 101 and other training suggestions. ATAC has designed a wraparound program that will allow us to utilize the training software while housing it within the PASFAA Website. The Tech Committee will be reviewing the wraparound at its next meeting in June.

Michael Degroft will continue to conquer the duties assigned in maintaining PASFAA’s relationship with

ATAC. As part of that responsibility, Michael is working with the Tech Committee reviewing options to provide a photo gallery section of the website to house all of the great photos submitted by the membership. This separate section will allow the newsletter to remain within the size and cost limitations set by PASFAA.

If you are interested in serving on the Technology Committee, please contact Heidi Hunter-Goldsworthy via email to [hhunter@wpahs.org](mailto:hhunter@wpahs.org).



## Spring College Fairs: A Success!

**David Pearlman, Chair, Financial Aid Awareness**

Thanks to the efforts of PASFAA volunteers, many students and families benefited by receiving financial aid literature at two college fairs held in April. These same volunteers were available to answer numerous questions regarding the aid application process and types of financial aid available. The following PASFAA members volunteered at either the Northeast Regional College Fair held on April 27, 2009 at the Wachovia Center at Casey Plaza or the Main Line College Fair at Villanova University on April 29, 2009:

Mary Kosin, Luzerne County Community College  
Joe Alaimo, Luzerne County Community College  
Sylvia Maas, Misericordia University  
Barbara Hapeman, Lackawanna College  
William Burke, The University of Scranton  
MaryKay Klara, Villanova University  
David Pearlman, Penn State Altoona

Financial Aid Awareness will be looking for volunteers for the Fall 2009 Regional College Fairs sponsored by the Pennsylvania Association for College Admission Counseling. Volunteers are especially needed in the Erie, Berks, Harrisburg and Philadelphia areas for the Fall college fairs. If you should have an interest in receiving additional information about volunteering for a college fair, please contact David Pearlman at [dpp1@psu.edu](mailto:dpp1@psu.edu).



**Joe Alaimo, Barbara Hapeman, David Pearlman and Bill Burke lend their expertise at the PACAC Northeast Regional Fair**

## EASFAA: Life Is Good

**Greg Gearhart, PASFAA President**

Every other year, the Past President of PASFAA has the responsibility of being the designated PASFAA representative to EASFAA Council. The EASFAA conference that took place in Washington D.C. from May 17 to May 20, 2009 was the transition of this role from Mary Kosin to myself. The setting for the conference was the historic and beautiful Omni Shoreham Hotel.

It had been some years since I had attended an EASFAA conference. I recall comments from some colleagues who attended the 2007 EASFAA conference, which occurred right after what I like to call the 'Student Loan Debacle'. Memories of how dead the conference seemed was particularly apparent in regard to the vendor area. Many were concerned about giving the wrong impression about their relationship with lenders and were hesitant to even visit the vendor area.

I'm happy to report that has changed. Despite some early concern about the number of people who might attend the conference (due to reduced travel budgets), attendance was strong, sponsorship was good, and the vendor area was very busy.

One of my strongest memories of the conference is the numerous times that Dino Koff, EASFAA President and



*continued on page 16*

*EASFAA: Life is Good (continued from page 15)*

Director of Financial Aid at Dartmouth Medical School, would end one of his talks with the statement 'Life is Good'. It did indeed seem that things have turned around. PA's own Barbie Schmitt is serving as EASFAA treasurer this year and presented the treasurer's report during the annual business meeting. There's no question that income is down from past years, but EASFAA is still in a good financial position.

The slate of sessions offered during the conference was broad and very timely, with sessions on many of the pertinent issues of today, including managing DL and FFELP simultaneously, TEACH Grants, communicating with Millennial Students, Treatment, on the FAFSA, of unaccompanied homeless youth, and much more.

Despite missing some of these sessions, a contingent of PA folks chose to take Monday afternoon to visit Capitol Hill and meet with Congressional staffers in our on-going attempt to carry the message that any move to a different loan paradigm should only be made after careful consideration of the issues and a review of all the possible options.

On Wednesday morning, the last day of the conference, Jeff Baker provided the Federal update, with details of things like Year Round Pell, financial aid 'simplification', reauthorization issues, and the administration's proposals for the future of the loan programs.

The conference committee did a great job of making this a very good conference, at a very nice location, on a reduced budget. I was pleasantly surprised at the quality of the experience and recommend that you consider attending next year's EASFAA conference at the MGM at Foxwoods in Ledyard, Connecticut, from May 16 to 19.



## From the Editor's Desk

**Keri Neidig, Chair, Newsletter Committee**

Summertime...a time for aid administrators to balance returning student packages, loan processing and account balances with sunny weather, vacation, and time off.

It's hard to believe that the third issue of the PASFAA Post is completed. I would like to again sincerely thank the entire Newsletter Committee. They have been a very reliable and great group to work with. PASFAA Council has been very supportive of our continuing initiatives, which also adds to the success of this committee.

A short, electronic survey will be hitting your mailboxes in the coming weeks. Please take a moment of your time to provide us your feedback. The PASFAA Post is a living, breathing document. Our goal is to provide the membership timely updates and articles of interest. The only way to fully understand how we're doing or what to improve, we must hear from you. Thank you in advance for your consideration and prompt completion of the survey.

Lastly, thank you, **Cathy Poiesz** of Messiah College for making me smile when sending the below observation:

**What comes with 14 boxes of historical PASFAA news?  
The Newsletter Committee Chair Position**

Wishing each of you a safe and successful summer!



## “I thought I heard it all until...”

Linda Gaston, Newsletter Committee

Thanks to Joan Hock at Delaware Valley College for this gem:

Our financial aid sign was altered by a wise guy student. Instead of saying “financial aid”, it said “anal aid”. We didn’t notice the change to our sign for days! Fortunately, Lynn Gans finally found it.

Thanks to Michelle Elliott from Mount Aloysius College for this gem:

A gentleman came into our office with some literature on Perkins loan cancellations and deferments. He held out the paperwork and pointed to the section on cancellations and inquired about the procedure for getting a cancellation. I asked if he had a Perkins loan and he answered, no. He indicated he didn’t have a Perkins loan but still would like a loan cancellation. After further discussion, I found out that he had never attended college and didn’t have plans to begin attending. I explained that to receive Perkins loan cancellation you would have to have a Perkins loan in the first place. He left scratching his head. I still don’t think he believed me!

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THE FINANCIAL AID KNOW-IT-ALL

# Student Retention Expert: Embrace 'I-4' Paradigm for Financial Literacy Success

Ed Gonzalez, Senior Account Executive, USA Funds Services

When it comes to financial literacy, retention specialist Lana Low encourages schools to embrace the "I-4 paradigm" - using **information** they already know about their students and **inquiry** to obtain information they need to know so they can develop **interventions** and determine if they are having **impact**. The key to this process is making assessment a priority at the beginning of the financial literacy program.

Low recently spoke at the Institute for Higher Education Policy Symposium on Financial Literacy and College Success at Minority-Serving Institutions, sponsored by USA Funds®.

"One of the reasons financial literacy programs are not being embraced fully is that campus officials are asking the question - 'How do we know it works?' - and they are not getting an answer," she says. "Many institutions start at the 'intervention' stage and they haven't asked the requisite question: 'What is the state of financial literacy at our institution?'"

## I-4 in action

In her presentation, Low highlighted the University of Hawaii at Manoa as a school that has made the most of the I-4 strategy when implementing a financial literacy program. When the university compiled what it knew about its students, it learned:

- Two out of three students left college with debt.
- Eighty percent of undergraduates had one to four credit cards.
- High school students had limited access to financial education information other than what they learned from their parents, and 81 percent of parents rated their money practices as poor.
- Bankruptcy filings by people under age 25 were increasing significantly.

In the "inquiry" phase of the program, the university asked students and faculty to complete a survey. Students said they wanted to learn about investing for the future, getting ahead financially after graduation, avoiding credit problems and budgeting income and expenses. Faculty and staff members said they wanted information about budgeting, avoiding credit problems, making the most of student loans and avoiding identity theft, fraud and scams.

Using the information gleaned from the surveys, the university began a pilot financial education program using peer financial educators and developing a curriculum based on common interests of the students, faculty and staff. The school offered workshops for about 500 students through new-student orientation, dormitory sessions and freshman seminars. Student evaluations showed:

- 471 students learned new information about basic personal financial management.
- Workshop participants demonstrated greater awareness than non-participants on 13 of 20 indicators on a financial literacy assessment.

Low said the school now offers the program online and also provides class project credit to students studying financial planning who develop, offer and assess financial planning units for their peers.

For more information and to access the presentation online, please visit

<http://www.usafunds.org/news/index.htm> and select the April 14, 2009 issue of the USA Funds *Education Access Report*.

# Public Two-Year Sector

Annette T. Kelly, Sector Representative

Greetings! My term is nearly complete and it has been a very rewarding and informative reign. I want thank you for allowing me to represent you this past year. We had our spring meeting April 23 & 24 at AES and had a great turn out. Loan programs remained a primary concern for most, including what plans have been put into place in the event that we implement direct lending. Other discussions occurred around the numerous changes to the FAFSA and what documents, if any, would be collected. There was a mixed bag of proposals and suggestions. The upcoming year shows signs of 'trial and error' and so we will wait and see how things play out.

PASFAA is a volunteer organization and I urge each of you to please complete the Volunteer Form which you can obtain from the website. Our success depends on those who serve. Please consider it as a great way to be involved and to meet other financial aid professionals.

Hope to see all of you soon.



## PASSHE Sector Report

Bob Fultz, Sector Representative

The annual spring sector meeting was held on Thursday, April 23rd and Friday, April 24th at the Atherton Hotel in State College, PA. We had twenty six attendees over the course of the two day event. This year we combined efforts with the PASSHE Budget and Account Directors (BAD) group. Both Thursday and Friday mornings were devoted to topics of interest to FAO's only. Thursday morning featured **Lois Johnson**, Associate Vice Chancellor for Administration and Finance from the PASSHE Chancellor's office and **Dr. David Tandberg**, PDE's Policy Analyst and Executive Assistant to the Deputy Secretary for Postsecondary and Higher Education who spoke to us about **Governor Rendell's** proposed Tuition Relief Act among many other topics. Friday morning featured both **Chris Zuzack** and **Mary Miller** from AES/PHEAA who presented on PA state grants, FFELP issues and other topics.

Thursday afternoon, we combined with the BAD group to hear presentations from our new Chancellor, **Dr. John Cavanaugh**, who is remarkably knowledgeable in regard to Financial Aid and is serving on one of the Neg Reg teams. Also, **James Dillon**, the Vice Chancellor for Administration and Finance spoke regarding "the impact of student housing on enrollment". We then had a break out session with the Bursars and were able to cover many topics of interest to both offices.

Thursday evening featured a trip to The Tavern Restaurant where a group of us were joined by **Dr. William Irwin**. A great time was had by all.

I would like to thank **Bob Thorn** for helping to coordinate the event, **Mr. Dana Parker** for supporting my efforts out of the office, and for the many helpful suggestions from everyone. Since this was my first ever PASSHE Sector meeting, much less as your sector representative, I appreciate all of the help and any feedback.

I hope to see all of you in Valley Forge for the Fall conference. Have a great summer!

## Institutional Support Sector Report

Ken Shutter, Sector Representative

Greetings to all Institutional Support Services Sector members! Our sector and its members continue to play an integral and important role within PASFAA. Council is very pleased with the number of volunteers from our sector helping in many facets of the association. Many of you played key roles in the recent PASFAA Spring Training endeavor (both East and West) and on behalf of PASFAA Council - Thank you and keep up the great work! We are continuing to evaluate the expansion of the roles ISS Sector Associate Members can fulfill within the association. PASFAA Council is continuing to consider opening up additional committee chair roles for our sector.

In addition to sector membership, many of us play a dual role within the Pennsylvania Education Lenders Association commonly referred to as PELA. In its long standing role, PELA has helped support PASFAA in conjunction with the Institutional Support Services Sector throughout the years. In a recent turn of events, PELA held a special election to fill needed officer roles vacated by former colleagues and friends who no longer held the position requirements. PELA election results are as follows:

President:	Sharon Murray, Citizens Bank
Vice President:	Ken Shutter, AES/PHEAA
Treasurer:	Patty Peterson, PNC Bank
Secretary:	Kerry Paoletta, National City Bank

We look forward to the continued strong and successful partnership between the ISS Sector and the PELA as in the past to continue the fantastic support to our association through volunteerism efforts and collaborative support efforts.

Some of the more notable efforts the ISS Sector has

helped to support in recent months are a letter to the Pennsylvania Delegation urging action to postpone the Federal PLUS Auction and a letter to the Pennsylvania delegation supporting "choice" for Pennsylvania students, families and schools. Our sector worked diligently in concert with PASFAA Council and the PASFAA Government Relations Committee to communicate both of these very important messages to our Representatives.

Remember, we need your help!! Please get involved!! We have one more conference call left this year and of course our face to face meeting during the PASFAA Conference in Valley Forge October 4-7 2009. The remaining conference call is scheduled for July 16, 2009 at 2:00 Eastern Time. Call-in number is 1-888-422-7124, Participant Code 357384. If you would like to review minutes from previous conference calls follow these directions from the PASFAA homepage:

1. Click on Financial Aid Administrators at the top of the PASFAA home page.
2. Click on the Institutional Support Services Sector
3. Enter your PASFAA user name and password
4. Click on Institutional Support Services Sector Notes/ Report Index

As your sector representative, I am available to you for any issues you feel need to be raised to PASFAA Council. You can reach me directly at 717-720-3551 or [kshutter@aessuccess.org](mailto:kshutter@aessuccess.org). Looking forward to talking with all of you on the next conference call and seeing you at our meeting in Valley Forge.

Have a wonderful summer!

# Institutional At-Large Sector Report

**Dottie Brehm, Sector Representative**

A big "Thank you!" goes out to all the folks who have already submitted the 2009-10 PASFAA Volunteer Form. Your willingness to offer a helping hand is sincerely appreciated.

Yet, it seems as though the challenges that have buffeted the financial aid world in the past year have filtered down to the PASFAA volunteer level. Although the suggested deadline for returning volunteer forms was May 1, we have had only **about half** of the response that we had last year. It is likely that part of the reason is directly attributable to changes in our day to day professional lives, but actually the support of a strong professional organization like PASFAA can be a lifesaver in challenging times.

If you are presently serving on a committee, please be sure that you have returned a form for the 2009-10 year so that your name can be properly included on the master list of volunteers. I am certain that the chair of your committee will be happy to know that this "housekeeping" item can be crossed off the To-Do list. If you're uncertain if you have already done this, you may E-mail me at [brehm@lvc.edu](mailto:brehm@lvc.edu) and I will be happy to check the list for you.

Requests are already coming in for volunteers for various committees and other tasks, so please take a moment out of your busy day and fill out a form. Whatever contribution you're able to offer will be gratefully accepted, and is also sure to provide you with a nice change of pace from the daily routine.

The form may be accessed on the PASFAA website at [http://www.pasfaa.org/docs/forms/pdf/PASFAA\\_VOLUNTEER\\_FORM\\_09-10.doc](http://www.pasfaa.org/docs/forms/pdf/PASFAA_VOLUNTEER_FORM_09-10.doc). When faxing it to me, you can keep it simple and fax just the single page that lists the volunteer information itself. The instruction page and/or a cover page are not necessary. The fax number is 717-867-6027.

Thanks again, both to those who've already responded as well as those who *will* respond. I offer my best wishes for a great summer.

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## Private Sector Report

**Linda Ebel, Sector Representative**

Well...as another academic year comes to a close, we are starting the process of getting students back on campus in the fall. We will also welcome new students and parents to our respective campuses. This has been a year full of many changes. Our efforts need to be even more heroic. Ch Ch Ch Ch Changes...Time may change me, but I can't "change" time. As the David Bowie song - Changes describes, - what appropriate lyrics for our current situation. Just something to ponder when you get a free moment! Many of us face the same situations many of our parents - salary freezes, reductions to IRAs or closer evaluation of family budgets. Remember that we are often the unsung heroes that keep a student in school when he or she is not sure if they could afford it. We know the value of private education and that it is an investment in the future. Please keep up the hard work and be proud of our profession. Mark you calendars for the next PASFAA Conference in October. Let's get together and share our experiences. Remember too that our sector will need a sector representative to join PASFAA Council. If you are interested in seeking election or have any questions, please let me know. I can be reached at (412) 268-8377 or [ebel@andrew.cmu.edu](mailto:ebel@andrew.cmu.edu).

## Nursing Sector Report

**Connie Hake, Sector Representative**

Happy Spring, Nursing Sector Group! As usual it has been a very busy year so far and more than likely it will continue. With the economic downturn, it seems to be more and more difficult to work effectively, but hang in there! We had a great sector meeting in the Central area filled with many updates and group discussion. If you ever have any issues, let me know and I will reach out to the group to see how others are handling similar situations.

The time has come to begin preparing for next year - a new sector representative will be appointed. This is a great opportunity to represent our group in addition to working with peers from other colleges. It has been a great experience for me, offering an opportunity to work with so many wonderful new people. If you are interested, let me know and I would be happy to nominate you. Have a great summer!

## PASFAA Bulletin Board

Congratulations to **Thomas W. Lustig** and **Jason VanSickle** of PNC Bank. Tom was promoted in April to President of PNC Education Lending. In May, Jason was promoted to Vice-President/National Sales Manager.

**Amanda Scheler**, PNC Bank, recently graduated from Shippensburg University with a Master of Science Degree in Organizational Development & Leadership, with a concentration in Higher Education. What a great accomplishment!

Welcome, **Sarah Brunsell** to Alvernia University. Sarah has accepted a position as a Student Financial Planning Counselor.

**Robert Reese** is the new Director of Admissions and Enrollment Services at Holy Family University. Congratulations, Robert!

Our sympathy goes to **Rachel Lohman** of AES/PHEAA on the passing of her mother, Mrs. Mildred E. Walison, 96.



# Pennsylvania Education Lenders Association (PELA) Continues a 12-year Tradition of Supporting Colleges and Universities in the Commonwealth; Encourages Pennsylvania Campuses to Engage in Student Lending Debate

**Frank Hollister, PELA Member**

"The Pennsylvania Education Lenders Association (PELA) has emerged from difficult economic conditions and the ever-changing student lending industry stronger than ever" said Sharon Murray, PELA President. "Our recent PELA meetings have been attended by a large group of dedicated, responsible student lenders who are committed to making student loans to students, families, and schools in the Commonwealth."

## Who is PELA?

Beginning in 1996, PELA is a group of banks, credit unions, and not for profit organizations that continue to make federal and/or private credit loans to schools in Pennsylvania. Member institutions devote time, energy, and resources to financial literacy, responsible lending, advocacy with Congress, and most important, serving Pennsylvania students and families with comprehensive loan products and services and providing access to seamless loan delivery on campus. Historically, PELA members contributed to the over \$750 billion in FFEL loans made since the inception of FFEL across the nation.

Since 1965, the guaranteed student loan program has made the dream of college a reality for more than 60 million Americans. In 2007/08, the FFELP served more than 6.4 million students and parents at 5,000 postsecondary institutions, lending a total of \$55.3 billion (or 78 percent of all new federal student loans).

More recently, with the weakening economy and significant changes in student lending regulations, PELA members – along with other lenders across the nation – ensured that every student who needed a federal student loan received that loan and will do so again in AY 2009/10.

With the Ensuring Continuing Access to Student Loans Act of 2009 (ECASLA), the federal government, with the support of PELA lenders, introduced funding access and stability for students and campuses amidst tremendously difficult conditions in the economy and capital markets. A recent Wall Street Journal article "Tuition Ammunition: A Happy Lesson on Lending" accurately describes the "one bright spot in a season of crisis" and explains that federal student loans remain available despite the economic downturn. Terry Hartle, from the American Council on Education, spoke about the ECASLA legislation. "This is one piece of legislation that worked exactly as the play was drawn up on the blackboard," Hartle said.

## PELA Tradition of Excellence

PELA lenders continue a more than 40 year commitment to

funding federally guaranteed student loans in the FFELP and offering a wide array of valuable services to students, families, and campuses including, but not limited to, private credit or gap financing loans, payment plans, financial literacy, default prevention services, dedicated customer service, online account management, and a host of other services.

Furthermore, PELA lenders have been a dedicated group of professional volunteers in a variety of organizations such as PASFAA, EASFAA, NASFAA, NACAC, and PACAC. PELA member institutions also participate in other trade groups further underscoring the critical importance of choice and competition in student lending including NCHelp, Consumer Bankers Association, Pennsylvania Bankers Association, Education Finance Council, America's Student Loan Providers, and others.

In Pennsylvania, PELA members have devoted countless hours of time, energy, and talent to PASFAA as committee members and as presenters at the Fall Conference and Spring Training events. Just as important, we are proud of our long-standing and continued investment in PASFAA sponsorships and conference fees. Additionally, PELA members have committed their talents at hundreds of financial aid nights and college fairs across the state; members are dedicated to helping students and families understand their education financing options for college and helping high school guidance counselors provide timely and accurate information on scholarships, grants, and education loans.

The PELA Web site, [www.pelalenders.org](http://www.pelalenders.org), continues to be a resource for students, families, and schools. PELA plans on improving the Web site with more proactive promotion to achieve the ultimate goal of making the site a premier destination point for families and schools for education financing.

## Student Lending Reform Debate

In the coming months while Congress is debating changes in student lending, the colleges and universities in the Commonwealth will see a renewed energy level from PELA and our member institutions toward our historic commitment to students, families and campuses in Pennsylvania. PELA members will communicate more proactively with campuses, PASFAA, and Congress, ensuring all stakeholders (students, parents, taxpayers, lenders, and campuses) in the federal guaranteed student loan program understands the value of the choice and competition in student lending. Based on feedback PELA

*continued on page 23*



*Pennsylvania Education Lenders Association (continued from page 22)*

members received at PASFAA Spring Training, we believe most Pennsylvania campuses prefer maintaining choice and open competition in student lending.

We agree that preserving choice and competition is imperative to any new federal student loan program reform and will ensure innovation, efficiency, best loan delivery to schools and students and superior default prevention. With the President's budget, and a variety of other industry proposals, under consideration by Congress this summer, we continue to strongly encourage PASFAA and every Pennsylvania campus to engage your member of Congress and Pennsylvania's senate delegation. Please let them know what is important to you and your students.

**PELA Members for 2009/10**

Sharon Murray is the 2009/10 PELA President (from Citizens Bank) and is joined by Ken Shutter, Vice President (AES/PHEAA); Kerry Paoletta, Secretary (PNC/National City); and Patty Peterson, Treasurer (PNC/National City).

Our 2008/09 PELA members are:

American Education Services/PHEAA  
Citibank  
Citizens Bank  
Discover Financial  
Edamerica  
ELM Resources  
J P Morgan Chase  
Members 1st Federal Credit Union  
Pennsylvania State Employees Credit Union  
PNC Bank | National City Bank  
Sallie Mae  
SunTrust Bank  
Wells Fargo | Wachovia

Please contact Sharon Murray with any questions regarding PELA. Sharon can be reached at 570-474-6588 and [Sharon.murray@citizensbank.com](mailto:Sharon.murray@citizensbank.com).

