



## MAFAA Fall Conference Agenda

**Wednesday, November 15, 2006**

- 8:00 a.m. – 1:00 p.m.    **Registration**  
4<sup>th</sup> Floor Registration Room
- 8:00 a.m. – 11:30 a.m.    **Leadership Symposium Breakfast/Meeting**  
St. Croix II – 6<sup>th</sup> Floor
- 8:30 a.m. – 9:00 a.m.    **Pre-Conference Registration**  
St. Croix I – 6<sup>th</sup> Floor
- 9:00 a.m. – 11:30 a.m.    **Pre-Conference Workshop: Mental Health Issues and Our Students**  
*We have all had the volatile student in our offices – the one who is very belligerent and insistent, who is unable to listen to reason. After this student leaves our office we are left wondering how the situation escalated into the student walking out, slamming the door and threatening to go to the Dean's Office. How do we handle this situation? Was there something we should have said or done? This pre-conference workshop will help us as financial aid administrators and counselors, learn how and when to make referrals to students who may be in need of mental health services as well as determine what types of reasonable accommodations can be made to support students with mental disabilities. This session will consist of several panelists: a Dean of Students, a student, a parent, a psychologist and an ADA specialist. Please join us.*  
St. Croix I – 6<sup>th</sup> Floor
- 11:00 a.m. – 4:00 p.m.    **Vendor Displays Open**  
4<sup>th</sup> Floor Atrium
- 12:00 p.m. – 1:00 p.m.    **Lunch**  
Ballroom 2 / 4
- 1:00 p.m. – 2:30 p.m.    **President's Welcome**, John Pogue, MAFAA President
- NASFAA Recognition**
- Verbal Judo**, W. Lee Fjelstad, Vice President of Verbal Judo Institute, Keynote Speaker  
*Verbal Judo, or Tactical Communication, is the gentle art of persuasion that redirects the behavior of others using words that generate voluntary compliance. This session will address the key concepts in strategic verbal communication that can help defuse volatile situations.*  
Ballroom 1
- 2:30 p.m. – 3:30 p.m.    **Concurrent Sessions**
- **Ramen Noodles are Okay – An innovative approach to borrower education**, Dino Koff, Vermont Law School  
*Promoting fiscal responsibility to your students need not be dull. In fact, debt management and Ramen Noodles can go hand in hand!*



Come see how Vermont Law School approaches financial awareness for their first-year students.

Ballroom 3

• **The Five Hottest Topics in Financial Aid**, Mark Kantrowitz, MK Consulting, Inc.

*Mr. Kantrowitz will talk about the need for an overhaul of student financial aid. This will include discussion of pipeline leakage, how low income and nontraditional students are not well served by the current system, the complexity of student aid, college affordability, and a few practical implementable ideas that can serve as first steps toward a solution.*

Ballroom 1

3:30 p.m. – 3:45 p.m.

**Break**

4<sup>th</sup> Floor Atrium

3:45 p.m. – 5:00 p.m.

**Interest Sessions**

• **Verification: NASFAA Training**, Sandy Sundstrom, Associate Director of Student Financial Services and Larry Bloom, Manager of Undergraduate Services, University of Minnesota-Twin Cities  
*Come prepared to learn what you've forgotten or what you didn't know you were missing all this time about verification. This session, a condensed version of the NASFAA Fall Training series, will distinguish between verification and resolution of conflicting information; as well as identify the rules and regulations associated with verification. You will be provided the tools to examine institutional policies and procedures necessary to conduct a compliant verification process. All this and more is given to assist in your quest to understand verification and to conduct an efficient process within your office.*

Deer Lake

• **Nature of Our Work: Why We Do What We Do**, Dale Thornton, Concordia College and Jackie Payne, Wells Fargo, EFS  
*Tired of hearing the same old (but important) sessions on regulations, tax returns, return to Title IV, how to run an efficient office, ongoing reauthorization, etc, etc? Join Jackie and Dale for a heartfelt discussion of why we choose to do the work we do. Jackie will guide your thoughts through the concepts of vocation and calling while Dale will share stories to illustrate why he valued his financial aid career and then opted for a change late in his career path.*

Crystal Lake

• **Values-Based College Planning. Helping families hit the ultimate moving target**, Mick Endersbe, Founder and President of College Planning University

*With three kids, three different colleges and a retirement that could be in jeopardy; can families have it "all"? It's not about cost. It's about value. Learn how to help families identify their own value of a college*



*education and the reality of paying for it.*  
Ballroom 3

• **Professional Judgment**, Jamie Malone, U.S. DOE  
*Loss of Income, Excessive Medical Cost, Dependent Students who say they are Independent: Join Jamie Malone as she covers what is acceptable and what is not and how to maintain the integrity of your institution by making sound professional judgment decisions.*  
Birch / Maple Lake

• **Our Future Students – It's time we change the way we think**, Tom Gillaspy, Minnesota State Demographer and Carlos Mariania Rosa, Executive Director MMEP  
*Minnesota's Colleges and Universities will have a new look in the future and we do not mean the bricks and mortar. The student populations we have to pick from are changing right before our eyes. We will have to change our mindsets and procedures to keep our enrollment numbers up or even the same. Come get the latest information on what we will be facing.*  
Elk Lake

5:30 p.m.            **Newcomer's Dinner**  
Northern Shores Grill  
5<sup>th</sup> Floor Marriott

8:30 p.m.            **Movie "The Rookie"**  
*Movie synopsis: "When a shoulder injury ended his minor league pitching career twelve years ago, Jim Morris resorted to the next best thing: coaching. But Jim's team, knowing their coach is a great ball player, makes a deal with him: if they win the district championship, they want Jim to try out for a major-league organization. Going from worst to first, the team makes it to state, and Jim is forced to live up to his end of the deal." Popcorn and Root Beer will be provided!*  
Ballroom 4

#### **Thursday, November 16, 2006**

7:30 a.m. – 9:00 a.m.    **Registration**  
4<sup>th</sup> Floor Registration Room

7:30 a.m. – 8:45 a.m.    **Breakfast**  
Ballroom 2 / 4

8:00 a.m. – 11:30 a.m.   **Vendor Displays Open**  
4<sup>th</sup> Floor Atrium

8:45 a.m. – 9:45 a.m.    **Interest Sessions**  
• **How to Win Friends and Influence Legislators on Financial Aid Policy?**, Tricia Grimes, Policy Analyst for the Minnesota Office of Higher Education



Were you one of those students who slept through 9<sup>th</sup> grade civics class? Here is your opportunity to learn those lessons you might have missed from the experts. Two legislators have agreed to join us for the session: Senator Sandy Pappas, chair of the Minnesota Senate Higher Education Budget Division of the Finance Committee and Representative Dean Urdahl, Vice Chair of the Minnesota House Higher Education Finance Committee. Senator Pappas (DFL, St. Paul) has been in the legislature since 1984 and teaches political science at Metropolitan State University. Representative Urdahl (Republican, Grove City) has been in the legislature since 2002 and is a retired history teacher and coach from New London-Spicer. Our facilitator, Tricia Grimes, is a policy analyst and legislative liaison for the Minnesota Office of Higher Education. She also worked as a legislative fiscal analyst for the Minnesota House Appropriations Committee for eight years.  
Deer Lake

• **FastWeb College Gold: The Step-by-Step Guide to Paying for College**, Mark Kantrowitz, MK Consulting, Inc.

*Why is the leading financial aid web site publishing a book about financial aid? Mark Kantrowitz will talk about why he saw a need for a printed book about financial aid after more than a decade of working only on the web. He will highlight a few key features of the book and what differentiates this book from other books about financial aid. (Note: royalties from the book will buy 20,000 copies to be distribute free to all FastWeb member schools, including college financial aid offices and high school guidance counselors.)*  
Ballroom 1

• **Ramen Noodles are Okay – An innovative approach to borrower education (repeat)**, Dino Koff, Vermont Law School

*Promoting fiscal responsibility to your students need not be dull. In fact, debt management and Ramen Noodles can go hand in hand! Come see how Vermont Law School approaches financial awareness for their first-year students.*  
Birch / Maple Lake

• **FFELP / Direct Lending Update**, Ann Scott & Lynn Murphy, GLHEC

*A review of FFELP and Direct Lending legislative issues and the new regulations scheduled to be published in November. Information will also be shared on the College Access Initiative, NSLDS changes and forms changes to incorporate Grad PLUS and other HERA changes.*  
Ballroom 3

• **Veterans Administration Update**, Barb Stetler, Education Liaison Representative

*Ms. Stetler will provide an update on the education programs administered by the Department of Veterans Affairs.*  
Crystal Lake



- **Achieving Diversity in Higher Education**, Julia Benz, Director of Financial Aid, Ohio State University

*Higher education institutions employ many different strategies to attract and enroll a diverse student body. Although diversity is defined on many dimensions, the recent controversy regarding affirmative action has placed a spotlight on the challenge of enrolling students from under-represented racial/ethnic groups. This session will provide colleges and universities with tools to evaluate their institutions' overall health and fitness in the context of recent Supreme Court decisions.*

Elk Lake

9:45 a.m. – 10:00 a.m. **Break**  
4<sup>th</sup> Floor Atrium

10:00 a.m. – 11:30 a.m. **Concurrent Sessions**

- **Leading from Your Soul – An Overview of Stages of Power in Organizations**, Robin Getman, President InterACT

*Are you leading from your soul? How much power do you really have at work? Ever wonder how Ghandi would “motivate” an employee? How Mother Theresa might “re-engineer” the organization? How Martin Luther King would “compete” for the future?*

*Session learning objectives:*

- Define six stages of power in organizations.
- Challenge traditional belief systems about power that continue to define “success” by position power, money and personal recognition.
- Identify leadership characteristics that increase individual productivity, passion and commitment in the workplace.

Ballroom 3

- **Was God on Vacation?**, Jack van der Geest, WWII Holocaust Survivor

*Mr. van der Geest’s book begins “For forty years following World War II, I was unable to talk about my concentration camp experiences except with my wife. I couldn’t relive the brutalities I’d endured, the fear, the atrocities I’d been forced to perform, the hunger, the sleepless nights. A school teacher’s statement changed all of that for me. When she said, “There never was a Holocaust,” something exploded within me. I had to prove to her and to other doubters that absolutely the Holocaust was real. It was then that I began to write the memories of my concentration camp and World War II experiences.”*

Ballroom 1

- **Public Hearing: Minnesota Office of Higher Education:**

*This session is a public meeting held by the Minnesota Office of Higher Education. During this public meeting MOHE staff will solicit feedback and gather ideas, opinions and information on*



*State of Minnesota financial aid programs and other education issues. This public hearing is one of several meetings being held throughout the state. This session is an opportunity for you to provide input on state budgeting priorities. No organized presentation will be made by the MOHE staff.*  
St. Croix II

11:30 a.m. – 12:45 p.m. **Lunch**

**Years of Service Recognition**

John Pogue, MAFAA President

**MASFAA Presidential Address**

Vickie Crupper, MASFAA President

**MAFAA Charity: Families of Spinal Muscular Atrophy**

Jeff Cowan, Director of the Minnesota Chapter of SMA will address the conference to highlight SMA and how MAFAA can support families whose children are affected with SMA.

Ballroom 2 / 4

12:45 p.m. – 3:30 p.m. **Vendor Displays Open**

4<sup>th</sup> Floor Atrium

12:45 p.m. – 1:45 p.m. **Interest Sessions**

• **More Leading from Your Soul – A Deeper Exploration of the Stages of Power**, Robin Getman, President InterACT

*Embark on a deeper exploration of stages of power. Where are you in the power model? Where do you want to be? How will you get there? Personal power in organizations increases when leaders have both external and internal power – when people begin leading from their souls rather than positions of authority. External power (the capacity to act) is represented by confidence, competence, expertise, titles, success, degrees, stature, money, self-esteem and recognition. Internal power (the capacity to reflect) emerges out of our inner self, our souls, and our deepest values. The integration of the two is more related to who we really are and our life purpose.*

Session learning objectives:

- Closely examine stages of power
- Discuss ways to help other people reach their full potential by letting go of ego, sharing organizational power and aligning with your life purpose.

Birch / Maple Lake

• **What do Jelly Beans have to do with Diversity**, Barbara Porter,

Associate Dean of Students, Mayo Clinic College of Medicine

*This session will make a business argument as to why Diversity is important and why all of us need to be cognizant of this issue.*

Ballroom 1



• **Risk It: Are You Truly Awake?**, Julia Benz, Director of Financial Aid, Ohio State University  
*How often does your heart pound in anticipation? When do you know it is time to step it up to the next level. How do you recharge your personal energy source? Come to this session and learn how risk can bring a spring back into your step and a smile back on your face. You will have a chance to learn techniques to be fully engaged in your own life.*

Elk Lake

• **Understanding Credit – How is your credit score determined?**, Ben Osmond, Wells Fargo, EFS  
*Determining credit scores requires a complex, proprietary statistical formula. By breaking down credit into simple terms, this presentation will allow you and your students to understand how current decisions can affect your financial future.*

Crystal Lake

• **Financial Literacy**, Susan Neppel, Great Lakes  
*Helping students make good financial decisions while they are in school can impact their ability to repay their loan after graduation. This session is interactive and will discuss ways you can implement financial literacy programs on your campus.*

Deer Lake

2:00 p.m. – 3:00 p.m.

**General Session**

**Financing Higher Education in Minnesota**, Steve Sviggum, MN House of Representative Speaker and Dean Johnson, Senate Majority Leader

*Mr. Sviggum and Mr. Johnson are two of the most influential political leaders in Minnesota. This session will provide a forum for each of them to relay their views of financing higher education in Minnesota and provide an opportunity for MAFAA members to ask questions.*

Ballroom 1

3:00 p.m. – 3:30 p.m.

**Break**

4<sup>th</sup> Floor Atrium

3:30 p.m.

**Vendor Area Closes**

3:30 p.m. – 5:00 p.m.

**General Session**

**“The Rookie” – Jim Morris**

*Jim Morris’ Cinderella story is testimony to the power of dreams and their ability to inspire and transform human life. His story is the subject of the award-winning film, The Rookie, starring Dennis Quaid, as well as the book, The Oldest Rookie.*

Ballroom 1

5:00 p.m.

**Vendor Drawing Winners Posted**

Vendor drawing winners will be posted by the Registration Desk



5:00 p.m. – 6:30 p.m.

**President's Reception / Entertainment: Four Shadow**

Join us immediately following Jim Morris for an opportunity to visit comfortably with a cash bar, finger foods and great entertainment provided by *Four Shadow*, the a cappella sensation from Minneapolis. They perform for crowds across the nation, singing over 150 shows a year in over 40 states for audiences of all ages and musical tastes. You may have seen them on NBC's Today show, or sharing the stage with Huey Lewis, the Persuasions, or Rascal Flatts. While excellent music is the cornerstone of the Four Shadow show, it is the interactive fun that keeps fans returning time and again. The guys love what they do and you will too.

Ballroom 2 / 4

**Friday, November 17, 2006**

8:00 a.m. – 9:00 a.m.

**Breakfast**

Ballroom 2 / 4

9:00 a.m. – 9:30 a.m.

**Sector Meetings**

Associates	Deer Lake
Private non-profit	Elk Lake
University of Minnesota	Pine / Cedar lake
State Universities	Crystal Lake
Two year public	Birch / Maple Lake
Private for profit	St. Croix II – 6 <sup>th</sup> Floor

9:45 a.m. – 10:45 a.m.

**State Update**, Ginny Dodds, MOHE

Ballroom 1

**Federal Update**, Jamie Malone, U.S. Department of Education

Ballroom 1

10:45 a.m. – 11:45 a.m. **After All, It's Your Life**, Rod Raymond, Director of the Fitness and Wellness Program, University of MN-Duluth

*This interactive session will focus on your mind, body, humor, spirit, integrity and passion. You will take a look at yourself, to see if you are truly getting the most out of your life. Rod has presented this session hundreds of times to corporations, churches, fraternities and college classes. You will be sent home inspired! Rod is the Director of the Fitness and Wellness Program at the University of Minnesota – Duluth. He is a 21 time Ironman competitor, author of several fitness books and owner of the Brewhouse Brewery and Grille in Duluth.*

Ballroom 1