MAFAA Fall Conference Agenda
“Blazing New Trails”

Wednesday, November 19, 2008

10:30 a.m. – 1:00 p.m.  Registration
(A map is enclosed in the booklet)  4th Floor
Registration Room

10:30 a.m. – 1:00 p.m.  Vendor Displays Open  4th Floor Atrium

1:00 p.m. – 2:30 p.m.  President’s Welcome  Ballroom 3 / 4
Kathy Ruby, MAFAA President

Charity Announcement  Ballroom 3 / 4
Jane Hubbard, Information & Referral Specialist, Autism Society of Minnesota

Keynote Speaker  Ballroom 3 / 4

- Leading With Laughter
  Malcolm Kushner, Principal, Malcolm Kushner & Associates
  Humor is a powerful communication tool. It commands attention, creates rapport and makes ideas more memorable – if it’s used appropriately. In this presentation, you will learn simple, proven humor techniques to become a more effective communicator – even if you can’t tell a joke. Each humor technique will be modeled by a U.S. president via video and audio clips. Find out how to transform your sense of humor into a powerful professional asset. And that’s no joke!

2:45 p.m. – 3:45 p.m.  Concurrent Sessions  Ballroom 3 / 4

- Enrollment 4.0 or: How I Learned to Stop Worrying and Love the Marketplace
  Jon McGee, Vice President for Enrollment, Planning and Public Affairs, College of Saint Benedict/St. John’s University
  All colleges face four converging issues in one form or another: affordability, accountability, sustainability, and differentiation. This session will examine those trends, providing a macro-demographic and macro-economic sweep of major issues and themes shaping our future. The session is intended to provide participants with market intelligence to frame planning and decision-making on their campuses.

- Getting Out of Debt the Simple (But Hardly Easy) Way  Deer / Elk Lake
  Amanda Grimm
  Most students leave college with student loan debt and colossal credit card debt. After years of trying to make her debt disappear without actually paying it off, she decided to use simple ways to get debt free. The journey has been anything but easy though. She will be sharing simple techniques (and many of them!!) to get out of debt, and explain how she’s encouraging others to get out of debt, too.

2:45 p.m. – 5:00 p.m.  Vendor Displays Open  4th Floor Atrium
Fundraising Room Open  Crystal Lake

3:45 p.m. – 4:00 p.m.  Break  4th Floor Atrium

4:00 p.m. – 5:00 p.m.  Interest Sessions  Deer Lake

- Humor and Public Speaking – More Tips, Tricks and Traps
  Malcolm Kushner, Principal, Malcolm Kushner & Associates
  In today’s information-driven economy, the ability to communicate effectively is essential. Humor can help. In this session, you will learn how to select humor appropriate to your message, develop personal anecdotes that you can use on the
job, avoid common mistakes in public speaking, and create one-liners that make you sound really smart. Includes fun hands-on exercises.

- **Minnesota Indian Scholarship Program**  
  Pine / Cedar Lake  
  Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education  
  Lara Gerhardson, MISP Outreach Liaison  
  This session will cover the MN Indian Scholarship Program and its outlook for the next year. Lara Gerhardson will discuss her role as the Outreach Liaison for the program. The online application system, including student application and school functions, will also be covered.

- **One on One with Jamie Malone**  
  Ballroom 3 / 4  
  (2 year colleges and private for profit schools)  
  Jamie Malone, Training Officer, U.S. Department of Education  
  Here is your opportunity to ask those burning questions or just sit back and listen to the discussion. This is an open Q & A session.

- **You Want to Go Where?**  
  Elk Lake  
  The Ins and Outs of Helping Students Pay for Their Study Abroad Experience  
  Kirk Carlson, Associate Director of Admissions and Financial Aid, Gustavus Adolphus College  
  Kathy Ruby, Assistant Vice President of Enrollment and Dean of Student Financial Aid, St. Olaf College  
  Cathy Saari, Study Abroad Coordinator, University of Minnesota – Twin Cities  
  The panelists in this session will present an in-depth discussion of best practices in business processes to help students study abroad. Scholarship sources, federal rules and regulations, and the practical aspects of getting students funded will be covered from the perspective of three different financial aid operations.

- **Welcome to MAFAA / Newcomers Session**  
  Birch / Maple Lake  
  Lois Larson, Director of Financial Aid, Century College  
  David Vikander, Financial Aid Director, Southwest Minnesota State University  
  This session will explain the various MAFAA officers and committees so you can see how you can become involved in the association. This session will also discuss MAFAA’s Leadership Symposium program. Session attendees will be attending dinner immediately following the session.  
  ** Pre-registration for this session is required.**

5:00 p.m.  
**Dinner on your own**

**Thursday, November 20, 2008**

7:30 a.m. – 8:30 a.m.  
**Breakfast**  
Ballroom 1 / 2

- **Sector Meetings**  
  Each sector will have an assigned table(s) in the breakfast area.

7:30 a.m. – 9:45 a.m.  
**Registration**  
4th Floor  
Registration Room

8:00 a.m. – 12:15 p.m.  
**Vendor Displays Open**  
4th Floor Atrium

8:30 a.m. – 9:30 a.m.  
**Interest Sessions**

- **Direct Lending – What is it?**  
  Ballroom 3 / 4  
  Paula Benson, Assistant Director of Financial Aid, University of St. Thomas  
  M.E.G. Calabrese, Loan Unit Manager, University of Minnesota – Twin Cities  
  Carol Dockendorf, Financial Aid Officer, Rasmussen College – St. Cloud  
  This session is designed for schools that are currently in FFELP, but are looking for more information on what Direct Lending is. The panel will discuss how students
apply, loan procedures for the Financial Aid Office, reconciling funds, and working with COD. There will be time allotted for Q & A.

- **Immigration & Refugees 101**  
  Aysem Senyurekli, Education Program Associate, The Advocates for Human Rights  
  This session offers a repeat of the immigration and refugee status overview presented at the MAFAA Access and Diversity Committee’s Issues of Access workshop this past summer.

- **Minnesota GI Bill**  
  Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education  
  This session will provide a review of the Minnesota GI Bill and provide an update on the processes and procedures. It will also cover the new online application and school functions.

- **Verification by the Numbers**  
  Mandy Sponholtz, Regional Training Executive, USA Funds  
  There are numerous verification requirements: Five items required to verify, the thirty percent option, a four hundred dollar tolerance, and the list goes on. We’ll review the requirements, determine the differences between verification and conflicting information and review some uncommon places to find assets.

9:30 a.m. – 9:45 a.m.  
**Break**  
4th Floor Atrium

9:30 a.m. – 12:00 p.m.  
**Fundraising Room Open**  
Crystal Lake

9:45 a.m. – 10:45 a.m.  
**Interest Sessions**

- **IRS Tax Filing Requirements**  
  Mandy Sponholtz, Regional Training Executive, USA Funds  
  There are only a handful of things a financial aid administrator needs to know about tax returns. But, with all the case studies, you’ll feel like a tax expert!

- **Loan Basics**  
  Lynn Murphy, Vice President for Guarantee and Customer Service, Education Assistance Corporation  
  Ann Scott, Industry Relations Communications Analyst, Great Lakes Educational Loan Services, Inc.  
  In this session, you will gain the benefit of Lynn’s and Ann’s many years of experience in student loans as they answer important frequently asked questions about the very basics of loans at the front end – eligibility, certification, disbursement, loan counseling, MPN requirements and cash management.

- **Reading a DD214**  
  John Johnson and Barb Stetler, Educational Liaison Representatives, U.S. Department of Veteran Affairs  
  An overview of the information on a DD214 and where to find the information you need.

- **Round Table: Policy and Procedure Manuals – Getting Started**  
  Susan Brady, Assistant Director of Financial Aid, University of St. Thomas  
  Thomas Hensch, Corporate Financial Aid Trainer, Globe University  
  Lois Larson, Director of Financial Aid, Century College  
  Sandra Loerts, Director of Financial Aid, Minnesota State University, Mankato  
  True confessions, you know you need one but…is your P and P a file folder or a three-ring binder stuffed with stuff? Hot to get started and keep a Policy and Procedure Manuel up to date in today’s busy aid office.

11:00 a.m. – 12:00 p.m.  
**Interest Sessions**
• **Ethics**
  Jeff Olson, Director of Financial Aid, Bethel University
  Jarod Paulson, Senior Financial Aid Counselor, University of St. Thomas
  Lucy Ross, Associate Director of Financial Aid, Metropolitan State University
  David Vikander, Financial Aid Director, Southwest Minnesota State University
  This session is based on the MASFAA Ethics training from July 2008. It will lead to a full day session after the first of the year.

• **The Five Factors Affecting FICO:**
  **Understanding the Importance of Credit and Credit Scoring**
  Susan Neppl, Training Consultant, Great Lakes Higher Education Guaranty Corporation
  It’s no secret that a student’s credit history can affect their ability to obtain favorable student loan rates and terms, rent off-campus housing, and obtain employment, but did you know that this information impacts their FICO score? What is a FICO score? This session will help you understand the five important factors that impact a student’s credit score and what students can do to improve it.

• **Achieve Scholarship**
  Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education
  This session will provide a review of the Achieve Scholarship Program and provide an update on the processes and procedures. It will also cover the new online applications and school functions.

• **FFELP – What is it?**
  Roger Eldridge, Vice President Marketing and Sales – Midwest, Great Lakes Higher Education Corporation
  Mike Mutziger, Vice President for Business Development, Education Assistance Corporation
  Everything you want to know about FFELP. We will explore mainly the benefits that processing loans through the FFELP Program brings to schools and borrowers, such as customer service, default prevention, flexibility and innovation, financial literacy and more.

• **One on One with Jamie Malone**
  Jamie Malone, Training Officer, U.S. Department of Education
  Here is your opportunity to ask those burning questions or just sit back and listen to the discussion. This is an open Q & A session.

**12:15 p.m. – 2:15 p.m.**

**40th Anniversary Luncheon Celebration**

**2:15 p.m. – 4:00 p.m.**

**Vendor Displays Open**

**2:30 p.m. – 3:30 p.m.**

**Round Table Discussion: Are You a Financial Aid Professional or Do You Work in Financial Aid?**
These listening sessions will help us assess where we’ve been, and where we’re headed as a profession. Your feedback will help position MAFAA for our next 40 years of service.

• **Regular and Retired Members with 0-3 years of financial aid experience:**
  Facilitator: Michelle Hemmesch, St. John’s University/College of St. Benedict
• Regular and Retired Members with 4-9 years of financial aid experience: Facilitator: Kerri Schmidt, Minnesota State College – Southeast Technical Ballroom 3 / 4

• Regular and Retired Members with 10-19 years of financial aid experience: Facilitator: Christy Dickey, Minnesota State Community and Technical College Pine / Cedar Lake

• Regular and Retired Members with 20+ years of financial aid experience: Facilitator: Dan Nelson, Bethel University

• Associate Members: Facilitator: Brad Riebel, U.S. Bank Birch / Maple Lake

3:30 p.m. – 3:45 p.m.  Break  4th Floor Atrium

4:00 p.m.  Deadline to turn in the MAFAA Mixer BINGO
Boxes will be in the Fundraising Room and Blast From the Past area.
Reminder, you need to be present at the Blast From the Past to win the prize if your name is drawn.

** Vendor Area and Fundraising Room Close at 4:00 p.m. **

3:45 p.m. – 4:45 p.m.  Concurrent Sessions

• A Look at the New FAFSA for 2009-2010  Ballroom 3 / 4
  Jamie Malone, Training Officer, U.S. Department of Education
  Let’s look at the proposed FAFSA for 2009-2010. The look is very different from the past. We have some new questions added and some old questions deleted. A sample will be available for those in attendance at the session.

• Blazing New Trails, But the Saddle is Still the Same  Deer / Elk Lake
  Paul Aasen, Retired, MAFAA President 1983-1984
  The one CONSTANT in the world of student financial aid is CHANGE. Over the past 40 years, how has the reality been an asset or a liability (or both) for our students, our institutions, and our profession?

4:45 p.m. – 6:00 p.m.  Blast From the Past  Prefunction Room (Center of Ballrooms)

• A 40th Anniversary Celebration
• Hors d’oeuvres and cash bar
• Reflections from past presidents
• Announcement of MAFAA Mixer BINGO winner (need to be present to win)
• Raffle / Silent Auction winners will be posted

6:00 p.m.  Dinner on your own

Friday, November 21, 2008

7:30 a.m. – 8:30 a.m.  Breakfast  Ballroom 1 / 2

8:30 a.m. – 9:30 a.m.  Interest Sessions

• Financial Aid Management Systems (FAMS)
  o Banner  Pine / Cedar Lake
    Jim Stiner, Associate Director of Financial Aid, Northwestern College

  o ISRS  Deer / Elk Lake
    Mike Uran, Financial Aid Director, St. Cloud State University
o PowerFAIDS  
Laura Link, Financial Aid Director, Minneapolis College of Art and Design

- Repayment Options for Students  
  Chris Dwyer, Vice President of Sales, Sallie Mae  
  This presentation will cover ways in which students can prepare for loan repayment, ways in which students can best pay for and finance school to minimize borrowing, and the after-school repayment options that students have.

- What?? You Want Me To Be Nice To People??  
  Clark Wold, President, Education Assistance Corporation  
  This session reviews customer service principles as they apply to higher education and to financial aid administration.

9:45 a.m. – 12:00 p.m.  
State Update  
Cheryl Maplethorpe, Minnesota Office of Higher Education  
Federal Update  
Jamie Malone, U.S. Department of Education  
Closing  
Kathy Ruby, MAFAA President

* The Conference Evaluation Form will be online after the conclusion of fall conference.