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WEDNESDAY, OCTOBER 13
see page 6 for details

CAPPS MEMORIAL SCHOLARSHIP FUND GOLF TOURNAMENT sponsored by Pearson Higher Education - 7:00 AM - 1:00 PM - Indian Wells Golf Resort

ABIES ACCREDITATION WORKSHOP - 9:00 AM - 5:00 PM - Grand Salon ABC

ACICS ACCREDITATION WORKSHOP - 8:30 AM - 5:00 PM - Grand Salon FGH

CAPPS CONFERENCE REGISTRATION - 12:00 PM - 6:30 PM - Indian Wells Ballroom Foyer

CAPPS BUSINESS & TOWN HALL MEETINGS - 4:00 PM - 5:00 PM - Nopales/Ocotillo/Pinon

CAPPS BOARD OF DIRECTOR’S WELCOME RECEPTION WITH EXHIBITORS - 5:30 PM - 7:30 PM - Indian Wells Ballroom

THURSDAY, OCTOBER 14
see pages 10-14 for details

CAPPS CONFERENCE REGISTRATION - 8:00 AM - 6:00 PM - Indian Wells Ballroom Foyer

BREAKFAST WITH EXHIBITORS - 8:00 AM - 8:45 AM - Indian Wells Ballroom

OPENING GENERAL SESSION Hosted by Mason Myers, President, CAPPS Board of Directors - CAPPS Hall of Fame S.T.A.R. Awards, Noma Ford Financial Aid Professional of the Year Award, Keynote Don Fraser - 8:45 AM - 10:15 AM - Nopales/Ocotillo/Pinon

BREAK WITH EXHIBITORS sponsored by FAME - 10:15 AM - 10:45 AM - Indian Wells Ballroom

BREAKOUT SESSIONS - 10:45 AM - 12:00 PM
1. Shadowing Light on Student Loan Consumer - Private Education Loan Compliance - Agave
2. Preparing Now For Economic Recovery Marketing Strategies In A Tighter Labor Market - Date Palm
4. Stop Building Spreadsheets - Start Making Decisions - El Dorado
5. The Challenge of Accreditation: 2010 - 2012 - Pinon

LUNCH WITH EXHIBITORS sponsored by Powers, Pyle, Sutter & Verville - 12:00 PM - 1:15 PM - Indian Wells Ballroom

DIRECTOR’S BOOTCAMP (invitation only) - 1:30 PM - 3:15 PM - Nopales

BREAKOUT SESSIONS - 1:30 PM - 2:45 PM
6. How To Leverage Email With Social Media & Mobile Marketing - Agave
7. BPPE & BPPE Advisory Committee Update & Discussion - Pinon/Ocotillo
8. Selecting Distance Learning Students: Best Practices & Case Studies - Bighorn
9. Making Financing A Reality: A Unique Approach To Address Financial Aid Options In This Economic Environment - El Dorado
10. Expand Your Offering: With Industry Certificated Programs For Technical & Skilled Trades In The Construction, Green Energy, And Related Industry Sectors (NCCER) - Date Palm

BREAK WITH EXHIBITORS sponsored by McGraw Hill Career College Division - 2:45 PM - 3:15 PM - Indian Wells Ballroom

BREAKOUT SESSIONS - 3:15 PM - 4:30 PM
12. Washington Update: Regulatory And Legislative Developments Impacting California Private Postsecondary Schools - Pinon
13. Introduction To Transactions And Factors Influencing The Pricing Of For-Profit Colleges - Bighorn
14. Smart Steps To Online Learning: How To Grow Reach, Enrollment And Revenue Through A Well-Planned Online Learning Strategy - Bighorn
15. The Increasing Power Of The Student Consumer: 3 Steps To Meeting Their Demands - Date Palm

WINE RECEPTION WITH EXHIBITORS Sponsored by Duane Morris - 5:30 - 7:30 PM - Indian Wells Ballroom

ICECAP DINNER - 8:00 PM - 10:00 PM - CuStaf Restaurant (Invitation only)

FRIDAY, OCTOBER 15
see page 16 for details

BREAKFAST WITH EXHIBITORS - 8:00 AM - 9:00 AM - Indian Wells Ballroom

GENERAL SESSION Hosted by Greg Nathanson, President - 9:00 AM - 10:15 AM - Nopales/Ocotillo/Pinon

BREAK WITH EXHIBITORS & RAFFLE DRAWING - 10:15 AM - 10:45 AM - Indian Wells Ballroom

LEGAL UPDATE Hosted by Noma Ford - 10:45 AM - 11:30 AM - Nopales/Ocotillo/Pinon

CLOSING REMARKS & LIGHT LUNCH - 12:45 PM - Indian Wells Ballroom


On behalf of the California Association of Private Postsecondary Schools (CAPPS), its Board of Directors, Members and Staff, I would like to welcome you to our 26th Annual Conference at the Hyatt Grand Champions Resort in Indian Wells. We are so pleased that you have made the effort to join us over the next several days.

We are fortunate to be living in interesting times or at least that is how the saying goes. I will confess that after our multi-year struggle over the reauthorization of our oversight statute, we were hoping for a less interesting time this year but that was not to be. Implementation of the California Private Postsecondary Education Act was interrupted by a historically long budget fight in the State Legislature. A number of bills were introduced that would have changed our State oversight laws even before they were implemented. At the National level the Administration has taken aggressive stances on all issues impacting our sector and the words “gainful employment” will never mean the same to most of us again.

Our sector has been challenged before, especially in California. As has been our history, when confronted with adversity our members dug in and worked harder than ever to express their thoughts and opinions on all sector related issues and make the changes that are necessary to survive and prosper. 2010-2011 will be seen as bellwether years for our sector. Clearly our success as measured by our sector’s growth has been the cause of the effect that we see rolling out in Washington DC. I am confident that California Institutions will survive and in the end prosper by focusing on serving our students and employers.

This Annual Conference always lets us hear the latest and best information from experts in their fields, learn from inspired speakers, honor those who have paved our way, visit with those exhibitors whose services and products are often the difference maker in our institutional effectiveness, and network with our friends and peers.

I hope that you take time during this year’s conference to reflect on what you can do to help improve our sector as well as your specific Institution. In these fast-paced times of instant communication and focus on immediate needs, it is more important than ever to think of our role as a whole and what we can do as Institutions and individuals to move our sector forward. We all need to devote some part of our individual striving to achieve personal success to giving back to the sector. Your attendance at this year’s Annual Conference is a sign that you do share my belief. For me CAPPS has been that organization that can speak for all of us on important issues.

I would like to thank you for continuing to support CAPPS and thank you for coming to our 26th Annual Conference and continuing to make California the Golden State with a Golden Future.

Sincerely,

Mason Myers
President - CAPPS Board of Directors
President, National Holistic Institute

Hyatt Grand Champions Conference Center Floor Plan

Floor Plan
Conference Registration Center:
The Registration Center is located outside the Indian Wells Ballroom. Pre-registered attendees and exhibitors should pick up their badges and registration materials here. On-site registration will be available and CAPPS Staff will be available to answer your questions. The Center is open:
Wednesday, October 13 12:00 PM – 6:30 PM
Thursday, October 14 8:00 AM – 6:00 PM
Friday, October 15 8:00 AM – 1:00 PM

Tote Bags: All registered attendees will receive a Tote Bag containing a copy of the Conference Program, the Exhibitor Directory and Attendee Directory, a water bottle, and a USB flash drive pre-loaded with a selection of the Breakout Session presentations. Please note that Exhibitors will receive one tote bag per booth.

Badges: All attendees will also receive a Name Badge. Your Badge serves as your official conference “ticket” and MUST BE WORN AT ALL TIMES. Badges are not transferable. Your Badge guarantees your entry into all sessions, events, meals, and receptions. Security personnel will be checking for Badges and Guest Tickets at the Wine Reception on October 14th. If you do not have a Badge or Guest Ticket, you will be denied admission to the Wine Reception.

Ribbons: Special ribbons will identify the CAPPS Board of Directors, Exhibitors, Presenters, Sponsors, and Award Recipients.

Guests: All registered attendees are welcome to bring guests to the Welcome Reception on October 13th or the Wine Reception on October 14th. The Welcome Reception is free of charge. Attendees who wish to bring guests to the Wine Reception must purchase tickets for their guests. Guest Tickets for the Wine Reception are $85 for CAPPS Members and $120 for Non-Members. Tickets are available at the Registration Center. All other Conference events (General Sessions and Breakout Sessions) are open ONLY to registered attendees.

Electronic & Mobile Devices: Please show consideration and respect to Conference Presenters and other Attendees and turn your cell phone off or set it to vibrate during all sessions. CAPPS does not permit visual or audio recording of any sessions without the expressed written consent of the CAPPS Executive Director.

ICEPAC Dinner: The Independent Coalition of Educators Political Action Committee (ICEPAC) is hosting a fundraiser dinner at the local fine-dining restaurant, Cuistot, on Thursday, October 14th, immediately following the Wine Reception. Attendance is by invitation-only and the asking donation is $1000 per person. Transportation will be provided. Meet outside the Conference Center at 7:30 PM. For more information, visit the Registration Center or speak to Robert Johnson, CAPPS Executive Director.

Win An iPad!

Or an Amazon Kindle. Or an iPhone. Or a giant stuffed bear.

All you have to do is visit each of the Exhibitor booths listed on the game card found in your Tote Bag. Ask the Exhibitor to stamp your game card and return the completed card to the Registration Center before 9:00 AM on Friday. You will be entered into the raffle drawings to take place during the Break on Friday morning at 10:15 AM. There are a variety of fabulous prizes to be raffled off!
Reach your next student, anytime, anywhere
with a message they will respond to
in a medium they understand.

We use the latest technology to reach your students—from display advertising and mobile marketing to social media.

All profits from the Golf Tournament will benefit the CAPPS Memorial Scholarship Fund (refer to page 17 for Scholarship Fund details). Tee time is 7:00 AM at the Indian Wells Golf Resort (adjacent to the Hyatt Grand Champions Resort). Players will enjoy a delicious Continental Breakfast, a round of golf, a Box Lunch, and the opportunity to win Individual and Team prizes.

We use the latest technology to reach your students—from display advertising and mobile marketing to social media.

For over 10 years EAI has focused on TWO areas of higher education:

ACCREDITATION and COMPLIANCE

EAI, headquartered in Long Beach, CA, is uniquely positioned to help ensure your school is in compliance with the laws, standards and regulations of the BPPE, your Accreditor, and the Federal government.

- Assistance with State Approvals and Regional and National Accreditation
- Review of Catalogs, Enrollment Agreements, and School Performance Fact Sheets
- Announced and Unannounced Visits utilizing State and Accrediting Agency Assessment Tools
- Compliance News Alerts

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111 West Ocean Blvd., Suite 1940, Long Beach, CA 90802
562.436.3900
joanne@edadvisors.com

Kim Rust, VP of Compliance
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Schedule of Events WEDNESDAY, OCTOBER 13

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Marsha Fuerst

The story of Marsha’s forty-three year journey in vocational education is very unique. In 1965, Marsha’s mother Ann Kalsman had a dream of opening a College to train allied health professionals. Her mother purchased a piece of property along Interstate 10 in West Covina and started to construct a small building. While the foundation was being laid for the campus, Marsha’s mother fell ill and was hospitalized. Marsha visited her bedside and her mother began coaching her as to what was to happen with the College should she not recover. She told Marsha to fulfill her dream…to open the College.

Marsha remembers a time when vocational schools were not accredited or eligible for Title IV funding. Interestingly, she was part of a small group of school owners who actually formed the state association, which we all know as CAPPS today.

Marsha's hard work and dedication was a huge part of the College’s success. She opened three more locations over the years as she continued to grow the College’s operation in the Los Angeles area while expanding the program offerings. Over the years, Marsha has been written about in magazines and newspapers too numerous to list. She has been recognized by dozens of political and business leaders for her dedication to students.

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Having very little knowledge about business or operating a school, Marsha jumped in feet first to realize her mother’s dream. She enrolled the first students herself in the construction trailer in the Medical and Dental Assistant programs. The tuition for these programs was $335.00 when the College opened its doors as North-West College in 1966.

Marsha became a woman in business and was truly a pioneer. A woman in business during this time certainly wasn’t commonplace and Marsha had to endure sexism and discrimination from her male counterparts while the College struggled to survive. She was not only busy operating the College; she was also the mother of a growing family. Several colleagues questioned her priorities of raising children while growing the College, which for today’s working mother is a very common scenario.

Marsha’s hard work and dedication was a huge part of the College’s success. She opened three more locations over the years as she continued to grow the College’s operation in the Los Angeles area while expanding the program offerings. Over the years, Marsha has been written about in magazines and newspapers too numerous to list. She has been recognized by dozens of political and business leaders for her dedication to students.

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Michael Perry is CEO and co-owner of San Joaquin Valley College (SJVC), a private Junior College with 10 campuses throughout central and southern California. SJVC is accredited by the Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges (WASC).

Mike has been part of SJVC since its inception in 1977 and while he was still in high school. In the 33 years since, Mike has dedicated himself to every facet of the college’s business and operations to ensure and provide the highest level of student education and career services. Mike and his brother Mark assumed ownership in 1997 and together expanded the college’s locations, programs, enrollment, career services, technology, culture and communication, as well as its vision for continued growth, supportive community relationships and student success.

In addition, Mike has been instrumental in protecting and furthering the role of private postsecondary education by maintaining a strong presence in Washington D.C. and in the California State Capitol. Influencing legislation forward and educated lawmakers affecting private postsecondary education has put Mike Perry at the forefront of our industry’s leadership.

Michael Perry has been a leader in securing approval for San Joaquin Valley College’s niche diverse program offerings, acting as an innovator in private postsecondary education. His passion for developing superior academic programs is critical to the institution’s regional accreditation by ACCSC-WASC, as well as programmatic approvals for respiratory therapy, Surgical Technology, Dental Hygiene, Registered Nursing and Physician Assistant degree programs.

Michael Perry is a strong believer in the value of community and philanthropy, and has donated over $1 million to community-based organizations that support the college’s mission and the students it serves. He has also been an active member of the local Chamber of Commerce and other community organizations.

Mike Perry is also a strong advocate of vocational education, and has worked closely with state and national organizations to advance the interests of the industry. In 2010, he was named the California Community College Presidents Association (CCCPA) President’s Council Member of the Year, and in 2011, he was named the California Community College Presidents Association (CCCPA) President’s Council Member of the Year. He has also been a member of the California Community College Presidents Association (CCCPA) Board of Directors.

Michael Perry has been a dedicated and tireless supporter of CAPPS over a long period of time. He is a past board member of the organization, and has contributed significantly to the growth and development of the industry. He has always been an active participant in the organization’s annual conferences and events, and has provided valuable insights and perspectives on the industry’s challenges and opportunities.

Michael Perry is a strong advocate for small business and entrepreneurship, and has been a vocal supporter of initiatives that support these important sectors. He has also been a strong proponent of workforce development and training programs, and has worked closely with local and state policymakers to ensure the availability of high-quality education and training opportunities for California’s workforce.

Michael Perry is committed to the success of the San Joaquin Valley College (SJVC) and its students, and has been a driving force behind the college’s growth and success. Under his leadership, the college has expanded its campus footprint, increased its enrollment, and diversified its program offerings, fulfilling the needs of students and the community.

William Bill Clohan currently acts as senior advisor to the president/CEO of the Association of Private Sector Colleges & Universities (APSCU) and was previously a consultant to the Medical & Healthcare Group of DeVry Inc. and to other postsecondary education entities. He was founder and chairman of U.S. Education Corporation (USEC), a postsecondary education company with 17 campuses serving approximately 10,000 students in seven Western states. USEC Inc. acquired CERR in September 2001. Programs offered were those from the certificate to baccalaureate degree level, with special focus on training for the healthcare professions.

Bill was Executive Director of CAPPS during the mid 1990’s after Marine Waters and her allies passed the Reform Act of 1988. He then served on the Board of Directors and CAPPS membership. He was attempting to negotiate a fair and more reasonable statute, implementing regulations, and oversight against an unforgiving foe. Bill represented the sector with skill and grace under immense pressure and negativity. He served as general counsel to the Accrediting Bureau of Health Education Schools 1994-2002, general counsel to the Accrediting Council for Independent Colleges and Schools (1992-96), and general counsel to the Association of Independent Colleges and Schools (1982-95).

From 1982-1996, Bill was a founding partner in Clohan & Dean, a Washington-based law firm specializing in representation of education and banking clients before the Congress and the government agencies. His law and consulting clients have included over 100 colleges and schools to matters such as change in representation of education and banking clients before the Congress and the government agencies. His law and consulting clients have included over 100 colleges and schools to matters such as change in representation of education and banking clients before the Congress and the government agencies.


Bill has a B.S. from the University of Illinois in Business Administration, an M.A. from Northern Illinois University in Political Science, and a J.D. from the University of Chicago Law School. He is a member of the New York Bar and is a member of the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association, the Association of Private Sector Colleges & Universities, the American Bar Association.
Schedule of Events THURSDAY, OCTOBER 14

**CAPPS CONFERENCE REGISTRATION**
8:00 AM - 6:00 PM - Indian Wells Ballroom Foyer

**BREAKFAST WITH EXHIBITORS**
8:00 AM - 8:45 AM - Indian Wells Ballroom

**OPENING GENERAL SESSION**
8:45 AM - 10:15 AM - Nopales/Ocotillo/Pinon
La Quinta High School Air Force Junior ROTC Color Guard, led by Lt. Colonel Joe Taylor
National Anthem, La Quinta High School Choir, Hawk a Cappellas

**CAPPS HALL OF FAME S.T.A.R. AWARDS**
Tracy Cabuco, Senior Director of Financial Aid, West Coast University - Presented by Doug Ford

**CAPPS FAME S.T.A.R. AWARDS**
Mike Dent, North-West College - Presented by Mitchell Fuerst
Lily H. Tates, Association of Private Sector Colleges and Universities and Past Executive Director of CAPPS - Presented by Dr. Sabrina Kay

**CONFERENCE ANNOUNCEMENTS**
Rick Wood, Vice President of Compliance, BrightStar Education Group and Incoming CAPPS Board President

**BREAK WITH EXHIBITORS sponsored by FAME**
10:15 AM - 10:45 AM - Indian Wells Ballroom

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**Schedule of Events THURSDAY, OCTOBER 14**

**BREAKOUT SESSIONS**
10:45 AM - 12:00 PM

**Location - Agave**

**Session #1 - Shedding Light on Student Loan Consumerism – Private Education Loan Compliance**
Ray Morabito, President, UNISA Inc.
Matt Chinn, Director of Operations & Sales, UNISA Inc.

**What exactly defines a Private Educational Loan? This session covers certain private educational loan disclosures, disclosure/compliance checklist from Dept of Ed and Federal Reserve, and mandatory compliance for applications received on or after Feb 14, 2010.**

**Location - Date Palm**

**Session #2 - Prepare Now For Economic Recovery Marketing Strategies In A Tighter Labor Market**
Paul Reddy, President, Datamark
Joseph Holt, Vice President Of Marketing, San Joaquin Valley College

As marketers strategically plan their enrollment marketing in the wake of a recession, they must consider emergent factors that will define the market over the next several years for their Organizations and their membership.

**Location - Bighorn**

**Session #3 - How The Proposed Federal Title IV Regulations May Impact Your Everyday Business Practices**
Sally Samuels, VP Regulatory Affairs, FAME

A critical session providing insight and practical applications of how proposed Federal Title IV Regulations will impact the schools business practices, from admissions practices, course length, funding and administration of aid, compliance and more.

**Location - El Dorado**

**Session #4 - Stop Building Spreadsheets - Start Making Decisions**
Dave Datars, Vice President – Sales, Sparkroom

Enrollment Marketing Automation enables improved lead quality, performance and compliance resulting in better, data-driven marketing decisions. With many schools spending hundreds of millions on marketing efforts, keeping up may seem impossible. But new technology solutions are changing the game for higher education marketers, and bringing new possibilities to marketing departments of all sizes. Come and hear firsthand from Dave Datars, VP of Sales, at Sparkroom, how schools are harnessing the power of enrollment marketing automation with great results. Learn how this technology can help you by lowering your costs and boosting enrollment as you:
- Automate your time-consuming, costly manual processes
- Take control of your lead generation vendors and processes
- Seamlessly scale your marketing and admissions processes
- Position your school for future growth

**Location - Pinon**

**Session #5 - The Challenge of Accreditation: 2010 - 2012**
Dr. Albert C. Gray, Executive Director, ACCSC (Accrediting Commission of Career Schools and Colleges)
Dr. Michael S. McComis, Executive Director, ACCET (Accrediting Council for Continuing Education & Training)
Roger J. Williams, Executive Director, ACCET

Accreditation is under scrutiny in a way that was hard to imagine even a year ago. Join this panel of leading Accreditors as they discuss their experiences in the “new” era of Accreditation examination and their thoughts about the next several years for their Organizations and their membership.

**LUNCH WITH EXHIBITORS sponsored by Powers, Pyles, Sutter & Verville**
12:00 PM - 1:15 PM - Indian Wells Ballroom

**DIRECTOR’S BOOTCAMP (invitation only)**
1:30 PM - 3:15 PM - Nopales
The Norma Ford Financial Aid Professional of the Year Award

CAPPS is pleased to honor the inaugural recipient of the Norma Ford Financial Aid Professional of the Year Award, Tracy Cabuco. Tracy was recruited, trained, and mentored by Norma and, in the words of Wayne Fletcher, Associate Provost and Herman Whittaker, LA Campus Director of Admissions at West Coast University, “...embodies Norma’s values and passion for student success.” In Tracy’s nomination letter, Wayne and Herman explained why Tracy is so deserving of this award:

“Tracy earned the highest level of respect from her peers and supervisors. She proves time and time again that she learned well from Norma Ford. In death, Norma lives on through the professional life Tracy demonstrates daily. Tracy is a leader, a respected professional who continues to achieve one success after the other, without seeking personal recognition, as she quickly deflects compliments to those on her team.”

Tracy Cabuco
Senior Director of Financial Aid
West Coast University

Tracy has spent 16 years in the administration of federal financial aid for the private postsecondary for-profit sector. Tracy began her career in private education in 1994 as a Financial Aid Officer at Platt College. In 1994-95 Norma Ford was hired as a consultant for Financial Aid by Platt College. This began a relationship of mentoring and friendship that lasted 16 years. Over the next 10 years Tracy was promoted to Director of Financial Aid at Platt College. In 2004 Tracy was hired as the Director of Financial Aid at West Coast University until her most recent promotion to Senior Director of Financial Aid at West Coast University campuses in 2009 where she is now responsible for the administration and oversight of financial aid for all three campuses. With her 16 year relationship with Norma Ford it is an honor for her to be the inaugural recipient of “The Norma Award.”
Learn how to leverage data to provide a complete picture of each student so you can determine when, where and how students can be most successful. Attendees will gain insight into three critical ways they can embrace students' learning abilities, preferences and outcomes in order to deliver that sought after learning experience.

Today's student consumers expect a truly customized learning experience. As a result, career colleges need to meet the needs of their consumers by offering personalized learning experiences that cater to their individual needs and preferences.

The business case is clear: Professional and Career colleges that move online have an opportunity to greatly boost reach, enrollment and revenue — all without adding a square foot of real estate. This session will provide a roadmap for schools looking to offer online programs.

Transactions involving colleges and schools create many challenges for buyers and sellers unique to this highly regulated industry. This session will include a description of the basic elements of a deal, tips for preparing a school for sale and reviewing an acquisition target, and a discussion of the most recent trends associated with review of transactions by regulatory agencies following the implementation of the new regulations on July 1. The presenters also will address the valuation methodologies for for-profit colleges and challenges associated with pricing an enterprise with limited tangible assets.

No matter where learning happens, Blackboard is there to help your students absorb and retain it. Blackboard Learn for Professional Education not only delivers engaging formal online training programs, but also provides a platform for informal learning that happens when you least expect it. It's one more reason why Blackboard is used by so many great professional and career colleges.

- Attend our Breakout Session #14 “Smart Steps to Online Learning: How to Grow Reach, Enrollment, and Revenue Through A Well-Planned Online Learning Strategy” Presented by Dr. Ronnie Kramer and Mr. Tom Holz

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GENERAL SESSION - 9:00 AM - 10:15 AM - Nopales/Ocotillo/Pinon
CAPPS Allied Member of the Year, Powers Pyles Sutter & Verville, presented by Mason Myers

CALIFORNIA UPDATE
Presented by Keith Zakarin, CAPPS General Counsel and Partner, Duane Morris

BREAK WITH EXHIBITORS & RAFFLE DRAWING - 10:15 AM - 10:45 AM - Nopales/Ocotillo/Pinon

LEGAL UPDATE - 10:45 AM - 11:30 AM - Nopales/Ocotillo/Pinon
Presented by Keith Zakarin, CAPPS General Counsel and Partner, Duane Morris

CALIFORNIA UPDATE - 11:30 AM - 12:00 PM - Nopales/Ocotillo/Pinon
Presented by Robert Johnson, Executive Director CAPPS with Brian Stiger, Director, CA Department of Consumer Affairs, and Paul Navarro, Governor’s Office (invited)

NATIONAL UPDATE - 12:00 PM - 12:45 PM - Nopales/Ocotillo/Pinon
Presented by William C. Clohan, Senior Advisor, Association of Private Sector Colleges & Universities (formerly CCA) and a past Executive Director of CAPPS

CLOSING REMARKS & LIGHT LUNCH - 12:45 PM - Nopales/Ocotillo/Pinon

Faced with high cohort default rates?
We’ll help you lower them.

ECMC Solutions offers innovative, cost-effective default prevention and repayment rate services:

- Full-service outsourcing
- Sophisticated, feature-rich loan-tracking software
- Mix-and-match services to fit your needs and budget

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rkampford@ecmcsolutions.com

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CAPPSTMEMORIAL SCHOLARSHIP FUND

The CAPPS Memorial Scholarship Fund was established in 2004 to honor those who contributed greatly to our sector in California and left too suddenly. The Scholarships are used to defray the expenses of attending a CAPPS Member School such as tuition, books, supplies and living expenses. There are currently four deceased members of the Association whose lives touched many of our students and our sector’s peers and are associated with the Scholarship Fund.

Sue Fleming

In 1986, Sue Fleming earned her medical asst program certificate at Western Career College. She was the single mom of two young boys. Sue’s academic career at Western Career College was stellar with perfect attendance and academic awards, and she graduated at the top of her class. Sue worked in the health care field for a short time before she returned to the College as a part-time evening medical assisting instructor. She quickly moved from part to full-time and before long she was the department chair. Once again, Sue’s attitude and commitment to her students’ success took her to the top. Sue continued her education and received a Bachelor of Science degree from National University. Sue rose through the ranks at Western Career College, as she became the dean of education and then executive director of the San Mateo Campus. In 2004, Sue was promoted to the operations director for the Central Valley campuses. Sadly, on April 4, 2005, Susan Marie Fleming passed away. One of the ways Sue’s memory lives on is through the CAPPS scholarship, named in honor of Sue for her academic excellence, amazing attitude, integrity of character and her belief that if she was able to do it, you can do it too!

Norma Ford

Norma Ford worked in the private career school sector for over 30 years and retired in 1999. She was hired by FAME in Ft. Lauderdale, FL in 1992. Norma relocated to Southern California where she worked with Bill Clohan’s law firm as a non-attorney professional providing financial aid consulting and training for client schools. In 1993, Norma formed her own consulting company - National Consulting - providing Title IV guidance and training for over 20 private career schools throughout California. Over the last two decades, Norma was the primary trainer for the CAPPS financial aid workshops where hundreds of financial aid personnel, from neophytes to seasoned professionals have been trained. Norma also served on the CAPPS Board of Directors from 2004 – 2007. Norma served as Corporate Director of Financial Services and Regulatory Compliance for American Career College and the Regency Contract Education Corporation. Over the last two decades, Norma has devoted much of her career in the dynamic, ever-changing, complex world of financial aid and her accomplishments were exceeded only by the friendships that she made along the way. Norma was one of the inaugural recipients of the CAPPS 2009 Hall of Fame S.T.A.R. Awards.

Bonnie Manley

Former CAPPS President Bonnie Manley’s career in the cosmetology industry spanned for decades. She was a licensed cosmetologist and educator and owned and operated three cosmetology schools in the San Diego area: Bay Vista College of Beauty, National City; Je Boutique College of Beauty, El Cajon; and Poway Academy of Hair Design, Poway. She was a member of the American Association of Cosmetology Schools (AACS) and the National Cosmetologist Association (NCA). Bonnie served on two three-year terms on the NACCAS Commission from 1991 to 1996. She was a member of the Interim Complaint Committee; Kicking Committee, Constitution and By-Law Committee, Educational Quality and Compliance Committee, Government Compliance Committee, Appeal Review team, and the ACCRED Committee. Bonnie was elected to the first woman Chair of the Board of NACCAS in 1993. She was strongly committed to maintaining ethical standards and integrity in business and organizational management.

Mike Mikhail

Mohsen Aziz Mikhail, affectionately named Mike, was born in 1938 in Cairo, Egypt, and earned a Bachelor’s degree from Cairo University. In 1966, Mike boarded a plane to America with a dream and $11 in his pocket. His career in education began in 1970 when he went to work for the Ann Arbor Public School District. In 1978, Mike was hired as the RETS Group Controller for National Education Corporation. In 1983, Mike left NEC with Dick Massourani. He continued to grow the group while advancing his career and acquired Advanced Training Institute in Las Vegas, Nevada.
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Jeff Akens
President, Carrington College

Jeff Akens has served as the President of Carrington College California and the Western Campus since 2007, where he oversees 9 campuses with 25 programs and a new online division. Mr. Akens joined Carrington California in 1993 as an Employer Liaison and subsequently served as Director of Admissions, Director of Financial Aid, Director of 3 different campuses, and regional manager in the California Central Valley and in the Pacific Northwest for CCCs’s sister division. Carrington College serves as a member of the Board of Directors of CAPPS. Mr. Akens is a graduate of California State University, Sacramento, where he earned a bachelor’s degree in business administration. He earned a certificate in Public Relations from the University of California, Davis Extension and is a graduate of the Career College Association’s Leadership Institute.

Katherine Lee Carey
General Counsel & VP of Compliance, American Career College, Inc., West Coast University, Inc.

Katherine Lee Carey (Kate) is General Counsel and Vice President of Compliance for American Career College, Inc. and West Coast University, two systems of schools located in Southern California. Kate works closely with all facets of the schools’ operations, managing the schools’ legal affairs, including the relationship with state and federal law, and assisting with the schools’ government relations initiatives. Kate is an industry representative on the Bureau for Private Postsecondary Education (BPPE) advisory board, a member of the ACCC (Western Association of the APAUC) (formerly the NCA) legal affairs committee. Prior to joining ACC/WCU in 2008, Kate was Vice President of Corporate Compliance with Universal Technical Institute in Phoenix and Assistant Director of Regulatory Affairs with Alta Colleges in Denver. Prior to becoming involved in the private school sector, Kate was a litigator in Denver. Kate is a graduate of Siena College in Loudonville, NY and University of Denver College of Law.

Matt Chinn
Director of Operations & Sales, UNISA, Inc.

Matt graduated from Northern Arizona University with a B.S.B.A. in Management in 2005. He spent his first four years within the Hospitality Industry in Marketing, growing most recently as Marketing Property andIncreasing Guest Service Levels. Matt joined Higher Ed and UNISA in early 2009 and has been thrusted to assist students and administrators across the country and Golden State. He has gained extensive industry knowledge and been honored to work closely with institutions in California. His passions are business development, quality customer service and chromatic team management.

William C. Clohan
Senior Advisor, Association of Private Sector Colleges and Universities

Mr. Clohan currently acts as senior advisor to the president/CEO of the Association of Private Sector Colleges and Universities (formerly the Career College Association) and was previously a consultant to the Medical & Healthcare Administration and Dental Education entities. He was founder and chairman of U.S. Education Corporation (USEC), a postsecondary education company with 17 campuses serving approximately 10,000 students in seven Western states. From 1991 to 1998, Bill was executive director of USEC, in the time after Maxine Waters and her allies passed the Reform Act of 1988. He, the CAPPS Board and membership spent countless hours attempting to negotiate a fair and more reasonable statute, implementing regulations, and oversight council. Bill represented the sector with skill and grace under immense pressure and negativity. Bill served as general counsel to ABHE (1992-98), general counsel to the ACICS (1992-96), and general counsel to the Association of Independent Colleges and Universities (1982-92). Bill served from 1981 to 1992 as U.S. Deputy Secretary of Education, from 1978 to 1981 as education counsel (Republican) to the U.S. Senate Education & Labor Committee of the U.S. House of Representatives. From 1975 to 1976 as legislative assistant to two Members of Congress. Mr. Clohan was an officer in the U.S. Air Force from 1970 to 1975, serving the last 18 months as an instructor and leader of the Air Force’s Tactical Air Command and Air Force Systems Command. From 1982 to 1996, he was a founding partner in Clohan & Dean, a Washington-based law firm specializing in representation of educational and banking clients before the Congress and the government agencies. Bill has a J.D. from the Georgetown University Law Center, a M.S. in Management from George Washington University, and a B.S. in Political Science and in International Affairs from the U.S. Air Force Academy.

Dave Daters
Vice President – Sales, Sparkroom

Dave is the Vice President of Sales at Sparkroom and has over 12 years of sales and management experience with companies in the education technology space. From 2006 to 2009, Dave was Director, Business Development at Omnipure Inc., a leading provider of on-demand software for online marketers. Prior to Omnipure, Dave held sales roles at DoubleClick (now a Google company) and Delano Technology. Dave previously founded three businesses in the retail and commercial services sectors. Dave holds a bachelor’s degree from Widlau Lutheran University.

Tim DuOuo
President, American Student Financial Group

Mr. DuOuo is President and CEO of American Financial Group, Inc. in San Diego, CA. In 1986, DuOuo acquired a single garden center in Minneapolis, Minnesota and over an eight year period grew the business to over one hundred locations in five states, becoming the second largest garden center chain in the United States. In 2007, he sold the company and focused on his financial interest in the company, and in 2003 started ASFG. Over the years, DuOuo has served on numerous boards of various companies, and recently presented at CAPPS in Los Angeles in 2009, educating a breakout session in the 5 Secrets of the Alternative Loan Industry.

Eric Evans
Director Online Operations, Bryan College

Eric Evans currently serves as the Director of Online Operations for Bryan College. Bryan College was founded over 70 years ago and offers degrees in court reporting, advanced health and fitness, and health information technology with campuses located in Los Angeles, Sacramento, online and in Phoenix. Prior to joining Bryan over 5 years ago, Eric worked for PricewaterhouseCoopers as a systems and process risk assurance auditor managing various 500 companies and several other industries in Los Angeles and Phoenix. Eric graduated from Brigham Young University with a bachelor’s degree in Information Technology and minor in Japanese.

Don Fraser
Durham College

Don is one of North America’s leading authorities on student success and retention. A professor at Durham College for the past 30 years, Don has delivered student motivation and retention seminars to over 20,000 college staff at various conferences and at over 400 colleges. He co-developed and implemented Durham’s student success program 20 years ago and has been working in this area since that time. Don has done a great deal of research on student success and-retention and received a NSOS award for this work. He has developed a student motivation model—Making Your Mark, The Right Start to College. The model has been adopted by many colleges and universities across North America.

Stanley A. Freeman
Principal and Founder, Education Practice Group, Powers, Pyles, Sutter & Verville

Stanley A. Freeman, an attorney at Powers, Pyles, Sutter & Verville, in Washington D.C., is President of the firm and founder of its education practice. Mr. Freeman counsels postsecondary educational institutions from all sectors of higher education regarding strategic issues pertaining to participation in the federal student financial assistance programs, accreditation, licensure, and related regulatory issues. Lowery Freeman is a native of America in the specialty of Education Law. He graduated with distinction from the Honors College of the University of Michigan in 1978 and from the Georgetown University Law Center in 1982.

Robert Frick
VP Education Services, UAS

Mr. Frick has been in the education industry since 1979 where he got his start directing audit and compliance reviews. Currently Vice President with NCO Group, Mr. Frick is responsible for various aspects of the student loan servicing and default recovery operation where he works with private lenders, Guaranty Agencies and colleges in support of portfolio management needs. Mr. Frick has direct experience with loan servicing given his background as President of University Accounting, Inc. (a subsidiary of NCO) and continues to be involved in issues surrounding campus based loan programs as a Board Member of CONEAO.
JOSEPH HOLT

Vice President of Marketing, San Joaquin Valley College

Joseph Holt has directed student recruitment for San Joaquin Valley College since 2001. Leading both the marketing and admissions departments, he has broad experience in strategic planning, advertising, lead management, admissions operations, educational trends, and regulatory compliance. During his tenure, SJVC has grown from four campuses in the central valley to nine campuses across California with an online division serving students in 44 states. Joseph is a magna cum laude graduate of CSU Bakersfield and earned his Master’s Degree in Leadership and Organizational Studies at Fresno Pacific University.

ROBERT W. JOHNSON

Executive Director, CAPPS

Robert Johnson has been the Executive Director of the California Association of Private Postsecondary Schools (CAPPS) since 1997. As the leader of CAPPS, he represents the private, for-profit Higher Education sector in matters before the Governor, the Legislature, and various state and federal regulatory bodies.

Dr. RONNIE KRAMER

President & Founder, Communication Dynamics, Inc.

Dr. Kramer has more than 20 years of higher education leadership experience. She currently serves as adjunct graduate faculty at Drexel University’s School of Education and Professional Studies, teaching courses in the Master of Science in Higher Education and Master of Science in Human Resources Development programs. She has previously held positions as director of graduate studies in the business management and organizational studies department at the University of Houston, and as vice president and vice president of online education.

MICHALE S. MCCOMIS

Executive Director, ACCSC

As the Executive Director, Dr. McComis acts as the chief executive officer of the accreditation commission, managing the day-to-day operations of ACCSC’s Arlington, Virginia office and staff and overseeing the accreditation process for over 800 accredited and applicant institutions throughout the United States. Michale is also responsible for the Commission’s operations with state and federal agencies, institutional and programmatic accrediting organizations, higher education associations, and coordinates the Commission’s legislative activities.

AndREW KELLey

President, Effective Student Marketing

Andy Kelley has worked in higher education for over 20 years with experience in strategic planning, advertising, lead management, admissions operations, educational trends, and regulatory compliance. During his tenure, SJVC has grown from four campuses in the central valley to nine campuses across California with an online division serving students in 44 states. Andy has helped to grow Boston University’s Corporate Education Center from $3 million to $30 million in revenue. In 2004, he founded Effective Student Marketing, Inc. to help other schools reach their financial and enrollment goals. Kelley has created a company that prides itself on building long term relationships with schools, working closely with many clients since the company’s inception over five years ago.

RAY MORABITO

President, UNISA Inc

Ray has been the President and CEO of UNISA INC for over 30 years. Originally servicing only Federal Perkins Loans, UNISA now manages Unfunded Tuition Gap (UTG) Private Education Loans, an Accounts Receivable for colleges across the nation and California. Ray has corresponded with the Department of Education and Federal Reserve and has been successful at staying abreast of the continuing regulations and mandates at the State and Federal level. Ray cultivated a close relationship with Art’s Colleges Inc (Westwood College) and with the help of their Central Administration developed a compliant and practical way to manage the unfunded tuition gap.

MASON MYERS

President, National Holistic Institute

Mason Myers is the co-owner of the National Holistic Institute, a massage therapy school with five locations in California. Mr. Myers is the CAPPS’ Board President for 2011.

JUSTIN MCPMORROW

Senior Vice President and Co-Founder, TopSchool

Justin McPorrow has more than a decade of experience in the education technology industry. He has worked closely with leaders and CEOs of some of the largest publicly traded career colleges to build and grow successful programs. Career College Central recently featured Justin’s article, “The Increasing Power of the Student Consumer: Three Critical Steps to Meet the Demands and Support the Success of Today’s Student.” Justin currently serves as TopSchool, where he currently serves as senior vice president. Prior to this, he served in a number of executive roles at eCollege. Earlier in his career, Justin helped found the Institute for Education Best Practices at the American Psychological Association and Quality Center. He is a graduate of Trinity University.

GREG NATHANSON

Industry Guru

Greg Nathanson is the past president of Western Career College (WCC). He graduated from UCLA in 1984 with a BA degree in Political Science. In 1989 he joined WCC and worked as a campus executive director and vice president of operations before being named president prior to US Education Corporation’s acquisition of WCC. As WCC president and a regional vice president for US Education, Nathanson built WCC to eight Northern California, and four campuses and 40,000 students before retiring in 2007. Nathanson is currently a member of WCC’s Governing Board, Eskaton’s Board of Directors, the Writers Guild of America, and the Board of Directors for the Jewish Federation of the Sacramento Region, before joining WCC. Nathanson worked as a television writer and producer in Los Angeles. He is a past member of the California Association of Private Postsecondary Schools (CAPPS). Nathanson has written numerous articles for trade journals and continues to consult and present on private education industry topics at workshops and conferences throughout the county.

ED PREVATT

Senior Manager, Workforce Development

NCER (National Center for Construction Education & Research) in partnership with Pearson Learning.

Mr. Prevatt’s extensive experience as both an industry leader and an educator have positioned him well to serve in the commercial, industrial and residential segments of the construction industry; 18 years as a Career & Technical Secondary (High School) Instructor in Construction/Technology; 6 years as an Apprenticeship Training Instructor and 5 years as Director of an Academy of Construction Tech in Gainesville, FL. He has served as a Subject Matter Expert for the National Career Technical (NCTE) shows and is an OSHA Certified instructor and an NCCER Certified Master Trainer and Craft Instructor. Mr. Prevatt serves as a board member to the following organizations: AISC (American Institute of Steel Construction), SkillsUSA and is a Technical Advisor/Judge for SkillsUSA National Association of State Boards of Education (NASBE), and the Center for Manufacturing Workforce Development (CWEEd)’s Credentialing Advisory Board.
LEEEAN ROHMANN
Owner, Legacy Education, LLC
No more than 20 years, LeeAnn has served in customer service, operations, and sales roles where she has developed an extensive background underwriting the perspective of running a business. As Chief Sales Officer for the education division of CIT Group, LeeAnn was the first recipient in 2006 of the Chairman’s Chief Sales Officer of the Year Award. Formerly, she has served in similar leadership positions for Fortune 500 companies as well as startup companies. The startup companies subsequently went public and exceeded goal expectations. LeeAnn directed the sales leadership positions for Fortune 500 companies as well as startup companies. The startup companies subsequently went public and exceeded goal expectations. LeeAnn motivates her teams with a unique approach based on individual accountability and managing a target market similar to the way a CEO would run his or her own business. The concept has been extremely successful in LeeAnn’s ability to ultimately drive volume from these products from existing and new clients, and achieve customer satisfaction. She has a great understanding of the big-picture, and consistently is a key contributor to the success of an organization.

BRIAN STIGER
Director, California Department of Consumer Affairs
Brian J. Stiger has led the Department of Consumer Affairs (DCA) since August 11, 2009. Previously, Brian spent two years as the Executive Officer for the Board of Chiropractic Examiners, where he successfully reformed and restructured the board’s enforcement program, increased consumer awareness and complaint processing time and reducing the backlog of consumer complaints. From 2004 to 2007, he served as Chief of the Bureau of Home Heating and Thermal Insulation. Brian previously served as Chief of the Bureau of Electronic and Appliance Repair from 2002 to 2004, where he helped make improvements to the operational efficiencies of the bureau and increase enforcement positions without increasing the budget. Additionally under DCA, he held the position of Staff Services Manager from 1996 to 2002, Associate Personnel Analyst from 1994 to 1996 and Associate Governmental Program Analyst from 1993 to 1994. In these positions, Brian worked with the various boards, bureaus and departments throughout the state to improve their processes, resolve issues and improve core functions, including enforcement activities. Prior to that, Brian served as Associate Printing Plant Superintendent for the Department of General Services from 1990 to 1993.

SALLY SAMUELS
Director of Regulatory Affairs, FAME
Sally B. Samuels of the country’s leading authorities on state compliance audits. In addition, Sally’s style makes the sometime complex topics easy to understand and audiences always come away with practical knowledge that they can apply to their everyday situations.

JAY VAUGHAN
Member, Dow Lohnes PLC
Jay Vaughan joined the Education Practice Group at Dow Lohnes PLC in Washington, D.C., in 2002, specializing in higher education matters and became a Partner in 2009. Mr. Vaughan assists institutions to understand state, accreditation, and federal laws regulating the field of postsecondary education, specifically focusing on areas such as accreditation, enrollment, 2001 net price regimes and acquisitions, and other substantive changes. He also works with institutions responding to negative actions from regulatory authorities, representing clients in hearings before accrediting bodies, and works proactively with institutions to prevent adverse actions. Prior to joining Dow Lohnes, Jay served as a senior staff attorney at the Accrediting Council for Independent Colleges and Schools, with primary responsibility for the financial review of accredited member institutions, change of ownership and non-main campuses. He served as a user of the Acclaim software, and director of the division responsible for the operations of a two-campus career school in the Washington metropolitan area named the Technical Education Center.

KEITH ZAKARIN
Co-Chair of Education Practice, Duane Morris
Keith Zakarin, Esq. is a partner in the law offices of Duane Morris, LLP. His broad civil litigation practice includes special experience in employment, education, healthcare, insurance, civil rights, and private debt and equity offerings. Mr. Twedt has corporate and securities matters, particularly public

PRESENTERS

KEN SILBER
VP and General Manager, Wonderlic Education Solutions
Ken Silber, the Vice President and General Manager of Wonderlic Education Solutions, has been with Wonderlic for nearly 15 years. He has been instrumental in aiding over 2,000 educational institutions in the areas of student retention, faculty development, student-centered learning, and student success. He was the recipient of a ‘Why to Work’ Award in 2008 for creative and successful efforts to retain employees. Mr. Silber was named a ‘Wonder University’ of the Year Award. Formerly, he has served in the Human Resources staff and has been a member of the Wonderlic Scholarship Foundation, a non-profit organization that awards the University of the Year Award. Formerly, he has served as chief financial officer of PeoplePC, and was a Principal with management consultancy A.T. Kearney.

RICK THOMAS
Partner, Salmon Sims Thomas & Associates CPA's
Rick has more than 20 years’ experience providing tax services, internal and external audits, and audit services to a diverse number of industries, including education, oil and gas, and real estate. He enjoys using his significant experience working with post secondary and career schools to help them grow efficiently and profitably. Rick is a member of the College and Career Schools at Texas Board. The firm provides a variety of services from financial and compliance audits to help colleges and universities work together to improve the quality of their education programs.

JOANNE WENZEL
Bureau of Private Postsecondary Education (BPPE) Transition Manager, Department of Consumer Affairs
Joanne has been the transition manager for Private Postsecondary Education at the Department of Consumer Affairs (DCA) since June 30, 2007. Prior to the opening of the Bureau for Private Postsecondary and Vocational Education she served as the Education Administrator, National Office of Postsecondary Retention and Student Assistance from 2001 to 2007. Joanne began her career with the California Student Aid Commission.

TOM TWEDT
Member, Dow Lohnes PLC
Tom Twedt is a Member of Dow Lohnes and focuses on corporate and securities matters, particularly public and private debt and equity offerings. Mr. Twedt has represented issuers in their initial public offering and helped companies navigate the going-private process. He also advises start-up companies regarding compliance with Securities and Exchange Commission and stock exchange rules and regulations. Mr. Twedt has assisted in the formation of private investment entities, including the private placement of such entities securities with investors. He has worked on a wide variety of transactions involving companies in the education, media, Internet, cable television and telecommunications industries. Prior to joining Dow Lohnes, Mr. Twedt was a Branch Chief in the Division of Corporate Finance at the Securities and Exchange Commission in Washington, D.C.

KEITH ZAKARIN
Co-Chair of Education Practice, Duane Morris
Keith Zakarin, Esq. is a partner in the law offices of Duane Morris, LLP. His broad civil litigation practice includes special experience in employment, education, healthcare, insurance, civil rights, and private debt and equity offerings. Mr. Twedt has corporate and securities matters, particularly public

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