

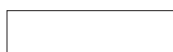
# Preliminary Schedule of Sessions (subject to change)

The final schedule of presentations will be printed in the Final Program, available on-site. Please refer to the final schedule when deciding which sessions to attend. More to come...

<b>Wednesday, June 13</b>	
<b>Program Track</b>	3:30pm – 4:45pm
ADMISSIONS	Five Reasons Why Leads Don't Convert Like the Good Ol' Days and What You Can Do About It <i>Dr. Jean Norris and Vincent Norton, Norton Norris, Inc.</i>
MARKETING	How Internet Marketing Can Increase Student Enrollment <i>Google Representative</i>
EDUCATION	Worlds are Colliding – Embracing Online/On-Ground Hybrid Education Models <i>Jason Roberts and Traci Lee, Campus Management Corporation</i>
ONLINE EDUCATION	What Every College Administrator Must Know: A Primer for Online Learning <i>Carrie Spagnola-Doyle MBA and Karen Allanson, Pearson Learning Solutions</i>
COMPLIANCE/ FINANCIAL AID	School/Lender Relations: The New Landscape <i>Nancy Broff, CCA; Sherry Gray, Powers, Pyles, Sutter &amp; Verville, PC</i>
OPERATIONS	Preparing for a Successful Sale in 2007 <i>Neil Lefkowitz, Dickstein Shapiro LLP; Bruce McClintock, McClintock &amp; Associates</i>
STUDENT SERVICES/ PLACEMENT	Creating a Student Orientation Program That Will Improve Student Retention, Graduation and Placement <i>Dr. Joe Pace, The Pacific Institute</i>



<b>Thursday, June 14</b>			
<b>Program Track</b>	10:45am – 12:00pm	2:00pm – 3:15pm	3:30pm – 4:45pm
ADMISSIONS	Recruitment Olympics: Developing Gold Medal Recruiters <i>Lou Russell, L+Earn School person TBD</i>	Student Centered Enrollment & Recruitment Process <i>Richard and Nancy Ashley, Southwest Florida College and Enrollment Management Innovations</i>	Admissions: Focusing on Behavior, Goals and Influence <i>Dr. Scott Fitzgibbon, Fitzgibbon &amp; Associates, Inc.</i>
MARKETING	Unethical Online Marketing Practices – Who's Profiting from Your Good Name? <i>Tammy Alexander &amp; Casey Rackley, Fountainhead College of Technology</i>	Customizing Your Enrollment Strategies for the Hispanic Market <i>Joseph Albonetti, LatinoLandia USA Tom Dearden, Datamark</i>	Internet Lead Generation...Start With Your Own Website <i>Mike McHugh, PlattForm Matt Johnston, Santa Barbara Business College</i>
EDUCATION	Can a Student e-Portfolio Be Used to Demonstrate Academic Growth and Measure Outcome Based Learning? <i>Bob Budnik, LiveText Tim Martin, University of Arkansas</i>	Building an Easily Managed Institutional Assessment Initiative that Results in Continuous Improvement <i>Gwen J. Hillesheim, Ed.D., Career Education Corporation</i>	Motivating Students Day 1 to Graduation: The Challenge, The Crux, The Redesign, The Results <i>Don Fraser, Durham College/Making Your Mark Chris Hutchings, Madison Media Institute Mary Amein, Heritage College Eric Stewart, Antonelli College</i>
FACULTY DEVELOPMENT	Exceptional Teaching: Ideas in Action <i>Mr. Burton Kaliski, Paradigm Publishing</i>	Approaching Diversity in the Classroom <i>Dina H. Shafey and Vernon H. Scott Westwood College</i>	Accelerating Learning for Improved Retention <i>Lou Russell, L+Earn</i>
ACCREDITATION ISSUES	Accreditation Neg/Reg Update <i>Mark Pelesh, Corinthian Colleges, Inc., moderator Panel TBD</i>	Online Education: Emerging Licensing & Accred. Issues <i>Tony Guida, Education Management Corp., moderator Panel TBD</i>	Assessing the Secretary's Higher Education Initiatives <i>Ron Blumenthal, Kaplan Higher Education, moderator Panel, TBD</i>



Thursday, June 14 (continued)			
Program Track	10:45am – 12:00pm	2:00pm – 3:15pm	3:30pm – 4:45pm
OPERATIONS	The Fundamentals of Success in Proprietary Education <i>Edward H. Imperiosi, Berkeley College</i>	Let's Make a Deal: Improving Your Negotiating Skills <i>Nancy Broff, CCA</i>	Substantive Change: Establishing Internal Review Processes for Title IV and Accreditation Compliance <i>Mona L. Lucas, Robin M. Dasher-Alton and Jay Vaughan, Dow Lohnes PLLC</i>
COMPLIANCE/ FINANCIAL AID	Going the Distance with Title IV: Meeting the Basic Regulatory Requirements & Safely Disbursing Title IV Aid in a Virtual World <i>Sally Samuels, FAME</i> <i>Ron Holt, Brown &amp; Dunn, PC</i>	Jump Start the Audit Process <i>Bruce McClintock, McClintock &amp; Associates</i> <i>Rick Thomas, Salmon Beach &amp; Associates</i> <i>Sanford Alper, Kessler, Orlean, Silver &amp; Co.</i>	Federal Student Aid's National Default Prevention Initiative: How You Can Make a Contribution <i>John Pierson, US Department of Education</i> <i>Anita Kermes &amp; Mark Walsh, EDFUND</i>
STUDENT SERVICES/ PLACEMENT	Creating a Measurable Plan to Report a Successful Employment Rate <i>Kara Killeen Look, Career Education Corporation</i>	Why Students Drop-Out and What You Can Do About It Today <i>Neal Raisman, AcademicMAPS</i>	On-Campus Childcare – Meet Parents' Needs While Boosting Your Bottom Line <i>Rebecca Banuelos, Community Care College</i>

Friday, June 15		
Program Track	10:45am – 12:00pm	3:15pm – 4:30pm
ADMISSIONS	Best Admissions Practices <i>Joe Davis, MedTech College</i> <i>Guy Genske, Pinnacle Career Institute</i> <i>Greg Gragg, Gragg Advertising</i>	Stop...Look.& Listen: Managing Your Admissions "Environment" <i>Nancy Rogers, The Source For Training</i>
MARKETING	60 Direct Response Creative Ideas in 60 Minutes <i>Wendy Knafla, Rasmussen College</i> <i>George Campbell, Datamark</i>	This is Jeopardy! Career College Benchmarks Version <i>Jim Walsh, Vatterott Education Centers;</i> <i>Tracy Kreikemeier, PlattForm; Dale Leatherwood, CUNet;</i> <i>Arthur Benjamin, ATI Enterprises, Inc.</i>
EDUCATION	Using Capstone Events to Measure Your Educational Success <i>David A. Pettrone Swalve, Professional Fitness Institute</i>	Developing New Programs for MS Office 2007 <i>Sean Casey, Thomson Learning</i>
ONLINE EDUCATION	Live Chat: Communicating With the IM Generation <i>Philippe Lang, LivePerson, Inc.</i>	Maximize Student Satisfaction....and ROI <i>Nancy Stewart, Embanet Corporation</i>
OPERATIONS	Dealing Effectively With The Media <i>Doug Lederman, Inside Higher Education</i> <i>Richard Jerue, The Art Institute of Charleston</i> <i>Goldie Blumenstyk, The Chronicle of Higher Education</i>	How Much Is My School Worth? <i>Panel TBD</i>
COMPLIANCE/ FINANCIAL AID	The Many Facets of Financial Responsibility <i>Timothy Foster, Liberty Higher Education, LLC</i> <i>Robin Almich, Almich &amp; Associates</i> <i>Christopher O'Brien, LaSalle Bank, N.A.</i> <i>Jonathan Tarnow, Drinker Biddle &amp; Reath LLP</i> <i>John Przypyszny, Drinker Biddle &amp; Reath LLP</i>	Do I Have To Be a Cop? Detecting and Reporting Financial Aid Fraud <i>Blain Butner, Dow Lohnes PLLC</i> <i>Steven Anderson, US Department of Education</i> <i>Katherine Carey, Universal Technical Institute</i>
STUDENT SERVICES/ PLACEMENT		Solutions For Preempting and Resolving Findings in Audits, Program Reviews and Investigations <i>Joel M. Rudnick and Dr. Sharon H. Bob, Powers, Pyles, Sutter &amp; Verville, PC</i> <i>David J. Mesko, McClintock &amp; Associates, PC</i> <i>R. Gene Hart, CFE, Hart Investigations, Inc.</i>
		Cost, Service, Quality and the Impact of Scale: Applying Call Center Theory to Web-Based Student Services <i>Burck Smith, SEM Works; Dr. Jim Black, SMARTHINKING, Inc.</i>