



# **2026 Conference Program**

# *Welcome To MAACS 2026*

Welcome to historic Lancaster County, Pennsylvania for the 2026 MAACS Conference! The Board of Directors and Staff have been working tirelessly for months to make this conference experience as valuable as possible for our attendees. Whether you are here from a school, an exhibiting company, as a speaker, or one of our other special guests, we have strived to try and make this event a positive experience for all.

We appreciate your support of MAACS and hope you have a wonderful conference! Next year's conference will be July 13-15 in Wilmington, Delaware. Save the date.

Beth Krause, MAACS President  
Empire Education Group

# MAACS Board Of Directors

**Beth Krause, Board President**

Empire Education

**Mike Wherry, Treasurer**

McClintock & Associates

**Cyndie Shadow, Vice President**

Fortis College

**Kameron Rabenou, Secretary**

Shore Beauty School

**Natalie Lombardo-Beaver**

South Hills School of Business & Technology

**Steve McElfresh**

Universal Technical Institute

**Mark Bohan**

Lincoln Technical Institute

**Rudy Agras**

Triangle Tech

**Carl Spatocco**

Education Evolve

**Matt Daly**

North American Trade Schools

**Justin Lehman**

Jean Madeline Aveda Institute

**Dan Knoble**

Campus Cloud Solutions

**Nancy Decker – Immediate Past President**

Laurel Institutes & Laurel College of Technology

**Jamey Wojtaszek (Incoming Member)**

Pennsylvania Gunsmith School

# PREMIER SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

**ED**SIGHTS

**Milady**®



# Program Contents

Pages 8-9: Exhibiting Companies

Page 10: Hotel Information

Page 11: Transportation Information

Page 12: Local Restaurant List

Page 13: Local Attractions

Page 14: Golf Tournament

Page 15: AI Workshop

Page 16: Annual Cosmetology & Barber School Meeting

Page 17: Awards Luncheon

Page 18: State Agency Meetings

Page 19: Conference Portal

Page 20: Raffles & Gift Baskets

Page 21: Social Media

Page 22-23: Full Conference Schedule

Page 24-26: Breakout Sessions

Pages 27-39: Session Descriptions

Page 40: Conference Location And Dates 2027

# Exhibiting Companies List

Table 1 - [Campus Cloud Services](#)

Table 2 - [Adduro.io](#)

Table 3 - [PMD Beauty](#)

Table 4 - [Amsive](#)

Table 5 - [American Medical Certification Association](#)

Table 6 - [McClintock & Associates](#)

Table 7 - [Ed Sights](#)

Table 8 - [F.A. Davis](#)

Table 9 - [Oozle Media](#)

Table 10 - [Gragg Advertising](#)

Table 11 - [TFC Tuition Financing](#)

Table 12 - [Champion Col-Edge Solutions](#)

Table 13 - [National Center For Competency Testing](#)

Table 14 - [Williams & Fudge](#)

Table 15 - [Case Sabatini Accountants](#)

Table 16 - [McGraw Hill Publishing](#)

Table 17 - [Burmax](#)

Table 18 - [Financial Aid Services/Genesis SMS](#)

Table 19 - [Borboleta](#)

Table 20 - [Technical Training Labs](#)

Table 21 - [PHEAA](#)

# Exhibiting Companies List

## Continued

Table 22 - [G-W Publishing](#)

Table 23 - [SST Accountants & Consultants](#)

Table 24 - [Sikich](#)

Table 25 - [EdwardsSchoen](#)

Table 26 - [Jones & Bartlett Learning](#)

Table 27 - [FlatWorld Publishing](#)

Table 28 - [Wright International Student Services](#)

Table 29 - [Washington University Of Science & Technology](#)

Table 30 - [Marianna Beauty](#)

Table 31 - [Milady](#)

Table 32 - [Ambassador Education Solutions](#)

Table 33 - [Pennsylvania Department Of Education](#)

Table 34 - [Different Day AI](#)

Table 35 - [Maryland Higher Education Commission](#)

Table 36 - [YappyCarol](#)

Table 37 - [Cosmebeautica](#)

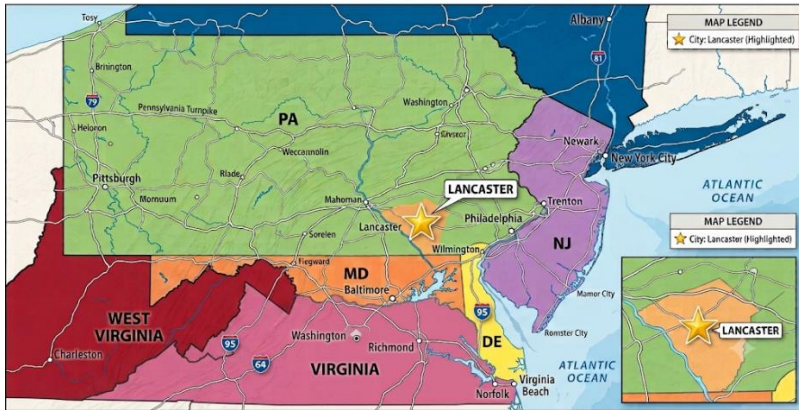
# Hotel Information

The [Lancaster Marriott at Penn Square](#) is the anchor property to historic downtown Lancaster, Pennsylvania. The Marriott is integrated with the Lancaster County Convention Center which offers a prime location within walking distance of entertainment, dining, and some of Lancaster's top attractions. This landmark hotel in downtown Lancaster is based in a gorgeous 19th Century building, combining modern comforts such as an indoor swimming pool, gym, and spa with remarkable architecture and history, including a preserved section of the Underground Railroad. It has a full restaurant and bar in the hotel lobby, along with a rooftop bar overlooking the central city of Lancaster. The hotel is also just a short drive to the world-famous Amish Country.

If you wish to make spa reservations, it is recommended you do those ahead of arrival through this website, [Drift Spa Lancaster](#), or by calling them directly at 717-803-8593.



# Transportation Information



Lancaster is centrally located in the Mid-Atlantic Region for those driving to the conference from any of the states MAACS represents. There are also multiple airline and train options.

## Airports

[Lancaster Airport](#) – Located 20 minutes from conference hotel by car. Small regional airport with limited flights per day, but does offer connections through Chicago O-Hare International Airport.

[Harrisburg International Airport](#) – Located 30 minutes from Lancaster by car. Larger regional airport with multiple daily connections to large cities throughout the country. There is also an Amtrak train station stop (Called “Middletown” on the Keystone Line) that is right next to the airport and is a 30-minute train ride directly into Lancaster City.

[Philadelphia International Airport](#) – Located 75-90 minutes from Lancaster by car. Services almost anywhere in United States either direct or with one connection. There is a train that runs directly from airport to “30<sup>th</sup> Street Station” in Philadelphia. From 30<sup>th</sup> Street Station, you can take the “Keystone” Line directly to downtown Lancaster City. The train takes about an hour.

[Baltimore-Washington Airport](#) – Located 75 minutes from Lancaster by car. Services almost anywhere in the United States either direct or with one connection. There is no train option from this airport.

## Train

[Amtrak Keystone Line](#) – Lancaster from New York, Philadelphia and multiple stops in between.

[Amtrak Pennsylvanian Train](#) – Lancaster from Pittsburgh with multiple stops in between.

# Local Restaurants

## **Walkable From Marriott**

[Plough](#) (Right inside the Marriott, fresh local ingredients, casual)

[The Exchange](#) (Rooftop bar and restaurant attached to Marriott, Small plates, wood-fired pizza)

[The Imperial](#) (Culinary masterpieces)

[Yorgo's/Kefi/Little Mykonos](#) (Classic Greek restaurant and lounge upstairs, bar downstairs)

[Southern Market](#) (Food and beer hall)

[Lancaster Dispensing Company](#) (American, pub food, craft, live music some nights)

[Annie Bailey's](#) (Irish Pub)

[Altana Rooftop Lounge](#) (Small casual menu)

[Belvedere Inn](#) (Great food and martinis)

[Vécu](#) (French)

[C'est La Vie Bistro](#) (Casual dining)

[Josephine's Downtown](#) (French)

## **Short Uber/Lyft/Taxi From Marriott**

[Greenfield Restaurant & Bar](#) (Former White House Chef, great food and bar, patio dining)

[401 Prime](#) (Luxury modern steakhouse)

[Conestoga Restaurant](#) (American, appetizers, entrees, sandwiches, outdoor dining)

[Horse Inn](#) (Casual with award winning cocktails)

[Lancaster Brewing](#) (Hot spot for local beer, pub fare, outdoor dining)

[Lombardo's](#) (Amazing Italian food)

[Luca](#) (Old country Italian)

[Quips Pub](#) (English and Irish food)

[Spring House Brewery's Taproom](#) (Sandwiches, wings, pizza)

# Local Attractions

## **Walkable From Marriott**

[Lancaster Central Market](#) (America's oldest continuously operated public farmer's market)

[Fulton Theatre](#) (America's oldest continuously operated theater)

[Gallery Row](#) (High concentration of art galleries, art studios, and creative spaces)

## **Short Uber/Lyft/Taxi From Marriott**

[James Buchanan's "Wheatland"](#) (Home of America's 15<sup>th</sup> President)

[Lancaster Barnstormers](#) (Minor League baseball team with home games on July 21<sup>st</sup> and 22<sup>nd</sup>)

[The Lancaster Science Factory](#) (Fun for families and kids)

## **World-Famous Amish Country (Recommended If You Have A Car)**

[Visit Amish Country](#) (Take a drive through Amish country, just minutes outside City of Lancaster)

[Amish Farm & House](#) (Offers a variety of tours through Amish country and lifestyle)

[Kitchen Kettle Village](#) (Pennsylvania Dutch country shopping & homemade food)

[Amish Horse & Buggy Rides](#) (There are several providers, Google will find you one)

[Strasburg Rail Road](#) (Historic steam train ride through Amish country)

# Golf Tournament

Join [MAACS](#) and [Oozle Media](#) for our Annual Golf Tournament. We hope you can join us for this fun annual event and opportunity to network with career education colleagues and partnering companies.

This year's event will be held at [Crossgates Golf Club](#) on July 20th from 12:00 - 5:30 PM. Registration and BBQ lunch will start any time after 12:00 PM. Tee-off will be at 1:00 PM. Format is a "scramble" using best ball on every shot. We will have several on-course contests, awards, and door prizes.

Please note you do not have to register for the conference to play in the golf tournament. Registration is open to anyone. Tournament fee includes: greens fee, cart, lunch, some drinks, awards, and door prizes. Register at the link below:

[MAACS Annual Golf Tournament](#)

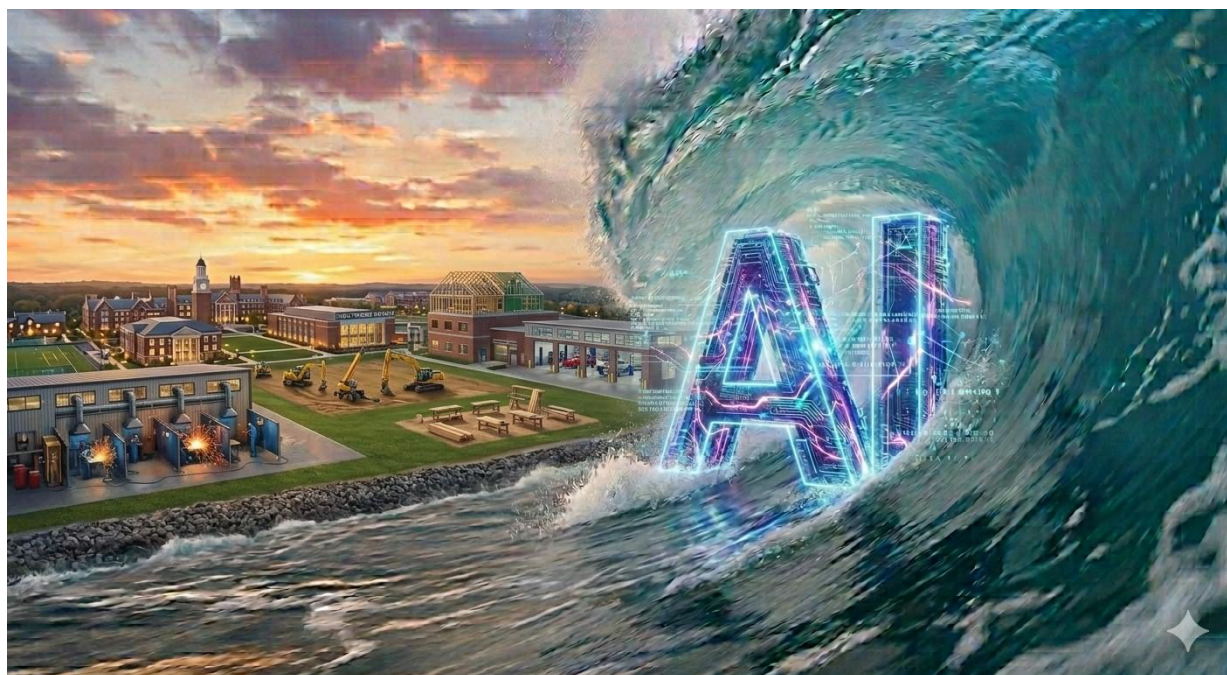


# “AI” Workshop For Schools

Join [MAACS](#) and experts from the Department of Computer Sciences at [Millersville University](#), [Different Day AI](#), and [Drips](#) for this in-person workshop focused on Artificial Intelligence (AI) and its impact on higher education, career schools and the workforce. This workshop will be held immediately prior to the [MAACS Annual Conference](#) on July 21st from 9:30 AM - 11:30 AM.

Separate registration from conference is required. However, it is free for anybody already registered for the conference. If you wish to just attend the AI Workshop only and not the conference, there is a small fee. Although the workshop is designed for career school leaders, the content and discussion could benefit leaders in other schools as well. Registration is not limited to career school officials only. To register, click here: ["AI" Workshop For Schools](#)

This workshop will provide a lot of information from our expert presenters, but it is also intended to be an interactive session with attendees being actively included to share their experiences and knowledge with each other. The goal of the workshop is for all attendees to leave the session with both a broad knowledge of AI, but also a direct list of actionable items they can take back to their schools.



# Cosmetology & Barber School Meeting

MAACS' Annual "Cosmetology & Barber School Meeting & Luncheon" will be held July 21<sup>st</sup>, immediately prior to the full conference beginning. The meeting will be held 9:00 AM – 11:45 AM in Heritage Room C, followed by the luncheon from 11:45 AM – 12:30 PM in the "Commons On Vine" event room.

We would like to thank [Milady](#), [PMD Beauty](#), [Burmax](#), and [Oozle Media](#) for sponsoring this meeting and the lunch. The meeting is open to any cosmetology or barber school owner or leaders, but you have to register. If you are registered for the full conference, no further registration is needed. If you want to only attend this meeting, then click this [Link](#), and scroll down to the "Cosmetology School Meeting Only" option.

Please note this luncheon is for cosmetology and barber school leaders and sponsors only.



# Awards Luncheon

To close this year's conference, we will once again host our Annual Awards Luncheon, to be held 1:00-2:30 PM on July 22<sup>nd</sup> in Commons On Vine. We would like to thank [Campus Cloud Services](#) for once again sponsoring our annual awards.

Prior to the awards portion of the lunch, we will have a guest speaker, **James Ayrton from the Pennsylvania Department of Education**. As the Director of Postsecondary and Adult Education at the Department, James oversees many of the Commonwealth of Pennsylvania's higher education initiatives. We anticipate Director Ayrton will focus his time primarily on the new "Workforce Pell" Grant and its integration into the rest of the education landscape.

This year's luncheon will include the following awards:

- **"Outgoing Board Member"** – We will recognize a long-time Member of the MAACS Board of Directors, whose term on the Board has expired.
- **"Lawmaker Of The Year"** – To an elected official who went above and beyond advocating for MAACS and career education.
- **"Educator Of The Year"** – To an educator at a MAACS Member School that excelled in their teaching abilities and effectiveness with students.
- **"Education Of the Year – Finalist"** – To the first runner-up for Educator Of The Year.
- **"Distinguished Graduate"** – To a recent graduate of a MAACS Member School that battled adversity, completed their education, and are now working in their career field.
- **"Community Service"** – To a MAACS Member School that has been recognized for not just what they do for their students, but what they do for the greater community.
- **"Lifetime Achievement"** – This award will be going to an individual whom the MAACS Board of Directors recognized as having spent several decades of their professional life dedicated to advocating for MAACS, career education, and schools.

## State Agency Meetings

We are pleased to welcome to the conference two of our primary state agencies licensing and regulating career schools in the Mid-Atlantic Region. The [Pennsylvania Department Of Education](#) and the [Maryland Higher Education Commission](#) both have multiple staff members attending the conference. Both agencies have offered to meet with schools on any issues or concerns they may need assistance with.

The [Pennsylvania Department Of Education](#) has a table in the exhibit hall (Table #33), along with the [Maryland Higher Education Commission](#) (Table #35). Please visit them in the exhibit hall or throughout the conference venue if you have issues you need assistance with or simply want to introduce yourself or say hello.

# Conference Portal

MAACS has once again opened a conference portal for all attendees. This is a one-stop site with all conference presentations and other information presented throughout the conference. We know there are a lot of competing sessions throughout the conference and attendees cannot be at more than one place at one time, so this portal gives you the ability to view information from all sessions. It also stays open for several weeks after the conference concludes, so you can go back and review information presented.

Session documents will be loaded into the portal starting on Monday, July 20th and throughout the conference as conference speakers provide their slide decks and other materials. Click here to enter portal: [Conference Portal](#).

# Raffles & Gift Baskets

To keep MAACS government relations at peak performance and conference pricing low, we are holding two fundraisers at the conference. We hope all schools participate in these fundraisers to have a chance to win some great prizes and to help support MAACS' mission.

## "Pick-a-Prize"

You will see an item at each exhibitor table with a bag. To try to win these prizes you simply purchase your tickets and put one, some or all, in the bags of the item(s) you would like to try to win. Tickets may be purchased in the Exhibitor Area where the items are displayed. You will see MAACS Board Members with tickets to sell. Or stop by the conference Registration Desk and purchase your tickets there. You will need to go to each exhibitor to see the prizes and make your selection. You may put 1 or all your tickets into one bag to try to win that special item.

Ticket prices:

\$10 for 25 tickets (and only 1 number to remember)

\$15 gets you 50 tickets (and only 2 numbers to remember)

\$20 gets you 75 tickets (and only 3 numbers to remember)

All tickets must be placed in the bag(s) on your choice by the conclusion of lunch on Wednesday, July 22nd. Winners will be selected immediately following lunch on Wednesday, July 22nd. **YOU MUST BE PRESENT TO WIN.**

## "50/50 Raffle"

We will also be holding a 50/50 drawing for any conference attendees interested in trying their luck. Proceeds from the drawing will be split evenly between the winning ticket holder and MAACS to support its government relations efforts on behalf of your school. Tickets will be available for purchase onsite at both the main registration table as well as in the Exhibitor area.

Ticket prices:

\$50 for 1 ticket

\$90 gets you 2 tickets

\$130 gets you 3 tickets

All tickets will be available for sale throughout the conference, up until lunch on Wednesday, July 22nd. A winner will be selected immediately following lunch on Wednesday, July 22nd. **YOU DO NOT NEED TO BE PRESENT TO WIN.** Proceeds will be sent to the winner post conference.

# Social Media



A graphic promoting MAACS social media presence. At the top, a blue rounded rectangle contains a logo of four colored squares (red, blue, yellow, red) with icons (computer, stethoscope, scissors, gears) and the text "Follow MAACS on SOCIAL MEDIA". Below this, a large blue rounded rectangle lists social media handles and QR codes: Instagram (@MAACS\_US), Facebook (Mid-Atlantic Association of Career Schools), Twitter (@MAACS11), and LinkedIn (@MAACS). To the left, a hand holds a smartphone showing a heart, thumbs up, and profile icon. At the bottom right, a red button contains the website "www.maacs.us".

Follow MAACS on

## SOCIAL MEDIA

▶ **INSTAGRAM**  
@MAACS\_US

**FACEBOOK**  
Mid-Atlantic Association of Career Schools

**TWITTER**  
@MAACS11

**LINKEDIN**  
@MAACS

[www.maacs.us](http://www.maacs.us)

# Conference Schedule

## July 20<sup>th</sup> (Pre-Conference)

12:00 – 5:30 PM: **Golf Lunch & Tournament**. Click Here: [MAACS Annual Golf Tournament](#)

7:30 – 9:00 PM: **Welcome Reception** (At “Commons On Vine” In The Lancaster Marriott)

## July 21<sup>st</sup> (Pre-Conference)

9:00 – 11:45 AM (Heritage Room C): **Annual Cosmetology & Barber School Meeting**

9:30 -11:30 AM (Heritage Room D): **Artificial Intelligence (AI) Workshop For Schools**

11:45 AM – 12:30 PM (Commons On Vine): **Cosmetology & Barber School Luncheon**

## July 21<sup>st</sup>

12:30 PM (Heritage Room C): **Full Conference Begins**

12:30 – 5:00 PM (Heritage Exhibit Hall): **Maryland Higher Education Commission (MHEC) Staff Available For Meetings With Schools**

12:30 – 12:35 PM (Heritage Room C): **Opening Remarks**

12:35 – 1:45 PM (Heritage Room C): **Plenary Session #1**

**“Updates From Washington DC” – Panel Discussion To Include: Aaron Shenck (MAACS), Eric Gutshall (CECU), Tom Netting (CSPEN), and John Russell (AACS)**

1:45 – 3:00 PM (Heritage Room C): **Plenary Session #2**

**“Everything Is Fine Until It Isn’t... Understanding The Correlation Between Professional Leadership And Personal Mental Health Wellness” – Dr. Julie Basler**

3:00 – 3:30 PM (Heritage Exhibit Hall): **Break With Exhibitors**

3:30 – 4:30 PM (Heritage A, B, D, & E): **Breakout Sessions #1**

4:45 – 5:45 PM (Heritage A, B, D, & E): **Breakout Sessions #2**

5:45 – 7:00 PM (Heritage Exhibit Hall): **Reception In Exhibit Hall**

7:00 PM: **“Dinner On Own”**

## **July 22<sup>nd</sup>**

7:30 – 9:00 AM (Heritage Exhibit Hall): **Breakfast available in the Exhibit Hall**

8:00 AM – 1:00 PM (Heritage Exhibit Hall): **Pennsylvania Department Of Education/Private License School (PLS) Board Staff Available For Meetings With Schools.**

8:00 AM – 1:00 PM (Heritage Exhibit Hall): **Maryland Higher Education Commission (MHEC) Staff Available For Meetings With Schools**

9:00 – 9:10 AM (Heritage C): **Opening Remarks**

9:15 – 10:15 AM (Heritage A, B, D, & E): **Breakout Sessions #3**

10:30 – 11:30 AM (Heritage A, B, D, & E): **Breakout Sessions #4**

11:30 AM – 12:00 PM (Heritage Exhibit Hall): **Break With Exhibitors**

12:00 – 1:00 PM (Heritage A, B, D, & E): **Breakout Sessions #5**

1:00 – 2:30 PM (Commons On Vine): **Awards Luncheon**

2:30 – 3:00 PM (Commons On Vine): **Raffles & Prizes**

3:00 PM: **Conference Closes**

## **July 22<sup>nd</sup> - Post-Conference**

3:00 – 3:30 PM (Commons On Vine): **Business Meeting of Members**

## Breakout Session Schedule

|                                                              | Heritage A                                                                                                                                               | Heritage B                                                                                                                               | Heritage D                                                                                                                                                                                                                                                                     | Heritage E                                                                                                            |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Breakout 1</b><br><b>July 21</b><br><b>3:30 – 4:30 PM</b> | <b>“Navigating Post-Covid-Payment-Pause Challenges with Student Loans”</b><br><br>Mary Lyn Hammer & John White<br><br><i>Champion Col-EDGE Solutions</i> | <b>“How AI Is Affecting Search (Google) Traffic and What Schools Are Doing About It”</b><br><br>Patrik Connole<br><br><i>Oozle Media</i> | <b>“Strategic Growth: Planning and Executing Complex Transactions from Acquisitions to Other Institutional Partnerships”</b><br><br>Jonathan Tarnow, Esq.<br><br><i>Faegre Drinker Biddle &amp; Reath LLP</i><br><br>Dave McClintock<br><br><i>McClintock &amp; Associates</i> | <b>“Rocking Leadership”</b><br><br>Dr. P. Michael Lanouette<br><br><i>New England Tractor Trailer Training School</i> |

|                                                               |                                                                                                                                                                  |                                                                                                                                                                                                                                       |                                                                                                                                                              |                                                                                                                                                                                                                                              |
|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Breakout 2</b><br><b>July 21</b><br><b>4:45 – 5:45 PM</b>  | <b>“When Every Day Is A Site Visit: Building A Culture Of Accreditation And Compliance On Your Campus”</b><br><br>Dr. Julie Basler<br><br><i>StrongTeams.Com</i> | <b>“Engage, Share, Support - An Interactive Session on Financial Aid Customer Service”</b><br><br>Carrie Wilson<br><br><i>Pennsylvania Gunsmith School</i><br><br>Robin Hall<br><br><i>Reading Hospital School Of Health Sciences</i> | <b>“Clarity in Chaos: Building Smarter Digital Marketing Strategies”</b><br><br>Jackie Cauley & Aaron Edwards<br><br><i>Edwards Schoen</i>                   | <b>“Scaling Student Success: How PIA Leverages Student Voice Data to Drive Retention and Consistent Support”</b><br><br>Dr. Phil Klein<br><br><i>Pittsburgh Institute of Aeronautics</i><br><br>Annie Howard<br><br><i>Ed Sights</i>         |
| <b>Breakout 3</b><br><b>July 22</b><br><b>9:15 – 10:15 AM</b> | <b>“New Generations: Old Expectations”</b><br><br>Carol Woodard<br><br><i>Yappy Carol</i>                                                                        | <b>“Institutional Lending Compliance- What You Need to Know”</b><br><br>Brandon Sherman<br><br><i>Saul Ewing</i><br><br>Eric Maister<br><br><i>PITC Institute</i>                                                                     | <b>“Current &amp; Emerging Impacts to Enrollment &amp; Financial Aid from the One Big Beautiful Bill”</b><br><br>Katie Norris<br><br><i>ECM/FA Solutions</i> | <b>“Trauma-Informed Education: A Practical Framework for Student Success, Retention, and Workforce Readiness in Career Schools”</b><br><br>Beth Docharty<br><br><i>Trust Project</i><br><br>Julie Evans<br><br><i>Silver Moon Strategies</i> |

|                                                                        |                                                                                                                                                           |                                                                                                                                                          |                                                                                                                                                           |                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Breakout 4</b><br><b>July 22</b><br><b>10:30–11:30</b><br><b>AM</b> | <b>“10 Laws Of Teaching”</b><br><br>Carol Woodard<br><br><i>Yappy Carol</i>                                                                               | <b>“Retention Tips For Admissions”</b><br><br>Lisa Olmedo<br><br><i>Gragg Advertising</i>                                                                | <b>“Reframing the Debate on Extended Payment Plans: How to Build Positive Momentum And Full Classrooms”</b><br><br>Calvin Fortenberry, <i>TFC Tuition</i> | <b>“Earnings Accountability: The Painful Deployment of Gainful Employment”</b><br><br>Luke Hoey<br><br><i>McClintock &amp; Associates</i>                                                                                                 |
| <b>Breakout 5</b><br><b>July 22</b><br><b>12:00–1:00 PM</b>            | <b>“Instructional Strategies That Work Anywhere: Simple Techniques for Career School Instructors”</b><br><br>Christina Thomas<br><br><i>GW Publishing</i> | <b>“Negotiated Rulemaking and Regulatory Changes: Where We Are and What’s Still to Come”</b><br><br>Roger Swartzwelder<br><br><i>Thompson Coburn LLC</i> | <b>“Updates In Financial Aid From PHEAA”</b><br><br>Elizabeth McCloud<br><br><i>PHEAA</i>                                                                 | <b>“Student &amp; Career Services Panel Discussion”</b><br><br>Aaron Shenck<br><br><i>MAACS</i><br><br>Barbara Chadick<br><br><i>South Hills School of Business &amp; Technology</i><br><br>Hillary Morgan<br><br><i>Empire Education</i> |

# Plenary Session Descriptions

## **Plenary Session #1: “Updates From Washington DC”**

With the passage of the “One Big Beautiful Bill” (OBBB) in July 2025, and subsequent regulatory actions ever since, the last year has been one of the most significant years in memory for legal and policy change impacting higher education. Earnings accountability rules, changes to student loans, accreditation reform, 90/10 changes, and Borrowers Defense to Repayment litigation are just some of the major federal issues over the last year. This panel discussion will dive into all of these issues, and others, to provide schools the most up-to-date information from Washington D.C. Panel will include Aaron Shenck (MAACS), Eric Gutshall (CECU), Tom Netting (CSPEN), and John Russell (AACCS).

## **Plenary Session #2: “Everything Is Fine Until It Isn’t... Understanding The Correlation Between Professional Leadership And Personal Mental Health Wellness”**

Career schools constantly focus on their students and staff issues by providing various support services to them. However, to be the most effective school leader, sometimes you need to spend time dedicated to your own personal mental health. Dr. Julie Basler, former President of Platt College and now an author and national speaker, will take you through her own personal journey, and provide the audience with a powerful message on personal mental health and its correlation to being a successful career school leader.

# Breakout Session Descriptions

Breakout Sessions 1: July 21<sup>st</sup> from 3:30 - 4:30 PM

*Heritage Room A*

**Session Title:** “Navigating Post Covid-Payment Pause Challenges with Student Loans”

**Summary:** The Covid Payment Pause and promises of loan forgiveness that never happened caused epic-level challenges for successful student loan repayment. Schools must navigate the waves of high delinquent statuses from the re-entry to repayment, the increased delinquencies that occur over the holidays, and the end of SAVE-program forbearance are driving high delinquent and default rates. Please, join us for how this happened, what loan data challenges exist, and learn processes and plans for minimizing the negative impact on your borrowers and school. Your future Title IV eligibility may depend on the depth of the preventative plan that you have in place right now.

**Speakers:** Mary Lyn Hammer & John White, *Champion Col EDGE Solutions*

**Suggested Audience:** School owners/leaders, financial aid, compliance & general audience

---

Breakout Sessions 1: July 21<sup>st</sup> from 3:30 - 4:30 PM

*Heritage Room B*

**Session Title:** “How AI Is Affecting Search (Google) Traffic and What Schools Are Doing About It”

**Summary:** Join this session if you feel like your organic traffic and leads aren't what they used to be, or even if you're doing well and want to know how to get more from it. We'll discuss not only what's happening in the industry, but what you can do to show up in the LLMs (Chat GPT) results.

**Speakers:** Patrik Connole, *Oozle Media*

**Suggested Audience:** School leadership, marketing, and admissions

---

## Breakout Sessions 1: July 21<sup>st</sup> from 3:30 - 4:30 PM

### *Heritage Room D*

#### **Session Title:** “Strategic Growth: Planning and Executing Complex Transactions from Acquisitions to Other Institutional Partnerships”

**Summary:** As the operating and regulatory environment continues to change for postsecondary institutions of all types, career education providers have opportunities to expand their platforms through various types of strategic transactions. Such prospects still include full-scale institutional mergers and acquisitions, but there also are increasing instances of location specific and program-level transactions, shared services affiliations, curricular partnerships, and other models. With more than two decades of experience from the legal and auditing perspectives, this session will offer practical insights into evaluating various approaches to institutional growth and efficiency, and how to navigate applicable regulatory, fiscal, and operational pathways from concept to completion.

**Speakers:** Jonathan Tarnow, Esq., *Faegre Drinker Biddle & Reath LLP* & Dave McClintock, *McClintock & Associates*

**Suggested Audience:** School owners, leadership, legal, and compliance

---

## Breakout Sessions 1: July 21<sup>st</sup> from 3:30 - 4:30 PM

### *Heritage Room E*

#### **Session Title:** “Rocking Leadership”

**Summary:** Strong leadership carries a voice that resonates with the faculty and staff of an institution. Becoming an effective leader requires charisma, risk-taking, reflection, and reading one’s audience. This presentation explores the essential traits associated with quality leadership through a demonstration of what makes school leaders “ROCK”. Audience participation is required, and cell phone lighter apps are highly encouraged.

**Speakers:** Dr. P. Michael Lanouette, *New England Tractor Trailer Training School*

**Suggested Audience:** School owners, presidents, and campus leaders

---

## Breakout Sessions 2: July 21<sup>st</sup> from 4:45 -5:45 PM

### *Heritage Room A*

**Session Title:** “When Every Day Is A Site Visit: Building A Culture Of Accreditation And Compliance On Your Campus”

**Summary:** Accreditation and compliance shouldn’t be viewed as events that happen only when an external evaluator arrives on campus. They should be woven into the daily operations and culture of your institution. In today’s rapidly evolving regulatory environment, successful career schools are those that prepare continuously rather than reactively.

**Speakers:** Dr. Julie Basler, *StrongTeams.Com*

**Suggested Audience:** School leaders, legal, and compliance

---

## Breakout Sessions 2: July 21<sup>st</sup> from 4:45 -5:45 PM

### *Heritage Room B*

**Session Title:** “Engage, Share, Support - An Interactive Session on Financial Aid Customer”

**Summary:** This session will focus on delivering exceptional customer service in the financial aid office, with special attention to meeting the needs of all students, including veterans. We’ll explore practical strategies, resources, and service-focused approaches that enhance both the student experience and the overall effectiveness of the FA Office. Half of the session will be interactive, giving participants the chance to exchange ideas and discuss how they navigate common challenges, including upcoming regulatory changes. Expect a lively, collaborative conversation designed to spark practical improvements you can take back to your campus.

**Speakers:** Carrie Wilson, *Pennsylvania Gunsmith School* & Robin Hall, *Reading Hospital School Of Health Sciences*

**Suggested Audience:** School leadership, Financial Aid Directors, and FA Staff

---

## Breakout Sessions 2: July 21<sup>st</sup> from 4:45 - 5:45 PM

### *Heritage Room D*

#### **Session Title:** “Clarity in Chaos: Building Smarter Digital Marketing Strategies”

**Summary:** The digital marketing landscape is evolving at a relentless pace, with platforms, algorithms, and audience behaviors shifting faster than most organizations can realistically keep up with. At the same time, marketers are navigating a growing lack of transparency from major platforms, where performance metrics are often opaque and best practices seem to change without warning. Add to that the rapid rise of AI—equal parts powerful tool and misunderstood black box—and it’s no surprise many teams feel they’re making high-stakes decisions with incomplete information.

This session will cut through the noise. Attendees will learn which emerging trends are worth adopting now, which should be monitored with caution, and which are better left behind altogether. The focus is on clarity: understanding how to evaluate new tools and tactics through a strategic lens rather than chasing the latest headline or platform update. With a dedicated focus on Higher Ed marketing, this presentation will also cover proven best practices for driving enrollment in an increasingly competitive environment. We’ll explore key considerations when building a marketing plan—from aligning channels with institutional goals to measuring what actually matters and adapting in real time. Attendees will leave with a practical framework for making smarter, more transparent marketing decisions that balance innovation with accountability

**Speakers:** Jackie Cauley & Aaron Edwards, *Edwards Schoen*

**Suggested Audience:** School Owners, Leaders, Admissions, Marketing and Compliance

---

## Breakout Sessions 2: July 21<sup>st</sup> from 4:45 - 5:45 PM

### *Heritage Room E*

#### **Session Title:** “Scaling Student Success: How PIA Leverages Student Voice Data to Drive Retention and Consistent Support”

**Summary:** Career schools often face a dual challenge: maintaining consistent student support across multiple campuses while still honoring the unique needs of each student population. In this session, Pittsburgh Institute of Aeronautics (PIA) and EdSights share how leveraging real-time student voice enabled PIA to proactively support students across four campuses—without losing the human connection that drives persistence and success.

In October 2025, PIA launched Jett, an AI-powered student engagement and support tool powered by EdSights. Since launching, Jett has supported students across key areas such as academics, wellness, and campus support systems, while also surfacing students in need of additional follow-up—such as early-term check-ins and concerns that could impact a student’s ability to remain enrolled. Many of these issues would otherwise have gone unknown to staff.

Jett also helped staff identify students who were unsure or not planning to return for Spring 2026. Through timely staff outreach informed by Jett’s insights, 70% of the students identified were retained into the spring term. By combining student voice with coordinated staff intervention, PIA shifted from reactive retention efforts to a more proactive, student-centered approach. Attendees will gain practical insights into how career schools can use student voice data to strengthen retention, align teams across campuses, and deliver personalized support at scale.

**Speakers:** Dr. Phil Klein, *Pittsburgh Institute of Aeronautics* & Annie Howard, *Ed Sights*

**Suggested Audience:** School owners and leaders, educators and faculty, student support, and admissions and marketing

---

## Breakout Sessions 3: July 22<sup>nd</sup> from 9:15 - 10:15 AM

### *Heritage Room A*

#### **Session Title:** “New Generations: Old Expectations”

**Summary:** They’re younger. They’re louder. And they still want respect, relevance, and real connection. This fun, fast-paced session explores how the new generation of adult learners is reshaping education—and what educators and leaders need to do to keep up without losing their minds.

**Speakers:** Carol Woodard, YappyCarol

**Suggested Audience:** School leaders, student support, educators and faculty

---

## Breakout Sessions 3: July 22<sup>nd</sup> from 9:15 - 10:15 AM

### *Heritage Room B*

#### **Session Title:** “Institutional Lending Compliance - What You Need to Know”

**Summary:** Institutions of higher education increasingly offer students the ability to finance all or part of their education through institutional loans. While these arrangements vary widely, many meet the federal definition of a private education loan, triggering significant compliance obligations for institutions that act as lenders.

This session will examine the legal and regulatory framework governing private education loans offered by institutions, including the definition of a private education loan, required consumer disclosures, and mandatory loan terms. Presenters will also discuss CFPB procedures, key requirements under the Truth in Lending Act, and relevant U.S. Department of Education, accreditor, and state requirements.

In addition, the session will share practical, institution-focused best practices for developing and maintaining a strong private lending compliance program, managing third-party relationships, and responding to regulatory inquiries and investigations.

**Speakers:** Brandon Sherman, *Saul Ewing* & Eric Maister, *PITC Institute*

**Suggested Audience:** School Leadership, Regulatory/Compliance Staff, and Financial Aid

---

## Breakout Sessions 3: July 22<sup>nd</sup> from 9:15 - 10:15 AM

### *Heritage Room D*

#### **Session Title:** “Current & Emerging Impacts to Enrollment & Financial Aid from the One Big Beautiful Bill”

**Summary:** This session will unpack the current and emerging impacts of the “One Big Beautiful Bill” on higher education enrollment trends and financial aid administration. As regulatory guidance continues to evolve, institutions are already feeling the ripple effects in student enrollment behavior, eligibility, packaging strategies, and compliance risk. Attendees will gain a clear, plain-language understanding of what is known today, what remains uncertain, and how early interpretations of the legislation are shaping institutional decision-making across the sector.

Designed for leaders who need to act while the landscape is still shifting, this session will move beyond theory to practical insight. Participants will walk away with actionable recommendations for responding to current developments, adjusting enrollment and aid strategies, and preparing teams for additional changes that are likely still ahead. The goal is not just to react, but to proactively position your institution to remain compliant, competitive, and student-focused amid ongoing legislative and regulatory change.

**Speakers:** Katie Norris, *ECM/FA Solutions*

**Suggested Audience:** School leaders, compliance, financial aid, and admissions

---

## Breakout Sessions 3: July 22<sup>nd</sup> from 9:15 - 10:15 AM

### *Heritage Room E*

**Session Title:** “Trauma Informed Education: A Practical Framework for Student Success, Retention, and Workforce Readiness in Career Schools”

**Summary:** Career education institutions are uniquely positioned to positively impact and change life trajectories. However, many students entering workforce training programs are navigating significant stressors and traumas that affect learning readiness and graduation rates.

Trauma-informed approaches:

- improve retention and completion rates
- reduce behavioral escalation and classroom disruption
- strengthen staff and student relationships
- support workforce professionalism
- reduce staff fatigue and turnover

These approaches help schools meet both educational and workforce outcomes while supporting a safe and healthy school culture.

This session introduces trauma-informed approaches specifically designed for career and technical education programs. Participants will learn how trauma impacts and creates barriers to learning, problematic behaviors, miscommunication, and derails student success.

Trauma-informed strategies strengthen existing teaching and student support practices, rather than adding new programs or compliance burdens. Attendees will leave with tools and resources that can be immediately applied in classrooms, student services, staff programming, and leadership decisionmaking. Facilitators will demonstrate how small changes in institutional practices can improve student outcomes and retention, reduce staff burnout, and strengthen a culture of shared responsibility, psychological safety, and sustainable engagement across the school.

**Speakers:** Beth Docharty, *Trust Project* & Julie Evans, *Silver Moon Strategies*

**Suggested Audience:** school owners, administrators, faculty, admissions teams, and student services professionals

---

## Breakout Sessions 4: July 22<sup>nd</sup> from 10:30 - 11:30 AM

### *Heritage Room A*

**Session Title:** “10 Laws Of Teaching”

**Summary:** Great teaching doesn’t happen by accident. In this fast-paced, practical session, discover the Ten Laws of Teaching and learn how to capture attention, spark understanding, and make learning stick. Walk away inspired, equipped, and ready to teach with greater clarity and confidence.

**Speakers:** Carol Woodard, YappyCarol

**Suggested Audience:** School leaders, educators and faculty

---

## Breakout Sessions 4: July 22<sup>nd</sup> from 10:30 - 11:30 AM

### *Heritage Room B*

**Session Title:** “Retention Tips For Admissions”

**Summary:** Retention begins with Admissions. What can this team do to begin the conversation of retention before they start classes? Learn 10 tips that can introduce retention in Admissions and how these can carry the student to graduation!

**Speakers:** Lisa Olmedo, *Gragg Advertising*

**Suggested Audience:** Admissions and Career Services

---

## Breakout Sessions 4: July 22<sup>nd</sup> from 10:30 - 11:30 AM

### *Heritage Room D*

#### **Session Title:** “Reframing the Debate on Extended Payment Plans: How to Build Positive Momentum And Full Classrooms”

**Summary:** Schools and students are facing increased challenges to educational access as skyrocketing costs and policy changes litter the higher education landscape. Rethinking and reframing how schools should approach such challenges is a key theme in this presentation, designed to give school leaders and financial aid professionals the tools for reframing the debate on extended payment plans and how it translates into school success. Participants will learn the concepts behind reframing and how it applies to schools who have clear goals on how to maximize enrollment and revenue. Using examples from case studies and research this session highlights numerous ways that flexible payment plans help both schools and students.

**Speakers:** Calvin Fortenberry, *TFC Tuition*

**Suggested Audience:** Financial Aid and Admissions

---

## Breakout Sessions 4: July 22<sup>nd</sup> from 10:30 - 11:30 AM

### *Heritage Room E*

#### **Session Title:** “Earnings Accountability: The Painful Deployment of Gainful Employment”

**Summary:** The concept of “gainful employment” has evolved through multiple iterations, yet the core objective remains the same: ensuring programs deliver measurable value to students. This session provides a practical overview of the newest Gainful Employment/Earnings Accountability rules, including how the framework applies across programs and institutions. Attendees will gain a working understanding of key metrics, reporting requirements, and compliance considerations, along with insights into operational challenges institutions face with implementation. Whether new to the topic or navigating ongoing changes, participants will leave better equipped to interpret and respond to this complex and often painful regulatory landscape.

**Speakers:** Luke Hoey, *McClintock & Associates*

**Suggested Audience:** School owners, leaders, legal and compliance

---

## Breakout Sessions 5: July 22<sup>nd</sup> from 12:00 - 1:00 PM

### *Heritage Room A*

#### **Session Title:** “Instructional Strategies That Work Anywhere: Simple Techniques for Career School Instructors”

**Summary:** Career school instructors often juggle multiple course formats while teaching students with different skill levels, learning speeds, and levels of confidence. This breakout session focuses on a small set of high-impact instructional strategies that instructors can use across any learning environment without increasing planning or grading time.

This session highlights instructional moves instructors make during teaching - how they structure lessons, check for understanding, and support different learners in real time. These strategies are designed to improve student engagement, skill development, and learning outcomes whether instruction happens in a classroom, lab, or online.

Participants will leave with practical, easy-to-apply strategies they can implement immediately.

**Speakers:** Christina Thomas, *GW Publishing*

**Suggested Audience:** Career school instructors teaching in-person, hybrid, or online courses

---

## Breakout Sessions 5: July 22<sup>nd</sup> from 12:00 - 1:00 PM

### *Heritage Room B*

#### **Session Title:** “Negotiated Rulemaking and Regulatory Changes: Where We Are and What’s Still to Come”

**Summary:** This session will review the status of Education Department’s current negotiated rulemaking exercises, including an overview of proposed and final regulations, implementation, and other factors that institutions need to know. We also will examine anticipated regulatory changes still to come.

**Speakers:** Roger Swartzwelder, *Thompson Coburn LLC*

**Suggested Audience:** School owners, leaders, legal and compliance

---

## Breakout Sessions 5: July 22<sup>nd</sup> from 12:00 - 1:00 PM

### *Heritage Room D*

#### **Session Title:** “Updates In Financial Aid From PHEAA”

**Summary:** This session will provide valuable information not just for Pennsylvania schools, but also institutions in bordering states. PHEAA is the state agency in Pennsylvania that administers the State Grant, PA-Tip, Grow PA Scholarship, PA Forward Loan, and other programs beneficial to students. However, it has started to offer products like the Keystone Student Loans for students in the states that border Pennsylvania. This session will provide a comprehensive update on PHEAA’s many products and services for students and institutions.

**Speakers:** Elizabeth McCloud, *PHEAA*

**Suggested Audience:** School leadership, regulatory/compliance, and financial aid

---

## Breakout Sessions 5: July 22<sup>nd</sup> from 12:00 - 1:00 PM

### *Heritage Room E*

#### **Session Title:** “Career & Student Services Panel Discussion”

**Summary:** This panel discussion will be an interactive session with both panelists and the audience to share insights and experiences for school leaders and career and student service staff. This session will explore ways to help make the student experience at your institution a positive one and continuing that positive experience after completion with career services.

**Speakers:** Aaron Shenck, *MAACS*, Barbara Chadick, *South Hills School of Business & Technology* and Hillary Morgan, *Empire Education*

**Suggested Audience:** School leaders, career and student services staff

---

**Save The Dates**  
**July 13-15**

**Chase Conference Center On The Riverfront**

**2027 Annual Conference**  
**Wilmington, Delaware**

