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DRIVING TOWARDS THE DAYLIGHT



35TH ANNUAL CONFERENCE

OCTOBER 9-11, 2019 - LONG BEACH, CA



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WELCOME!

On behalf of the CAPPS Board of Directors, Staff, Sponsors and our Exhibitors, we welcome you to the 2019 CAPPS Annual Conference. This is our 35th Annual Conference. It comes at a pivotal time for our sector. Higher Education is changing before our eyes and we have seldom seen such turmoil on both a State and National level at the same time.

Our Conference Planning Committee and Allied Member Committee, despite the many pressing issues and time challenges of their own careers, took the time to design this Conference with your needs in mind. Our workshops, general sessions and presentations are reflections of both the opportunities and the daily challenges you face. We hope you will appreciate the relevance of the information being presented and we hope you will find the solutions you may be seeking.

The Conference theme this year is “Driving Towards the Daylight”. After the CAPPS Legislative Conference, where we brought over a hundred students to testify against the obstructionist legislation introduced in the State Assembly, I knew that two things would probably happen. First, we were in for a huge fight against well-funded opposition determined to eliminate our sector. Second, we have over 300,000 students currently enrolled in our sector that needed to be defended from the purely political attacks that do not reflect the modern reality of Private Postsecondary Education.

It literally seems at times that we are surrounded by the darkness of dislike and dogmatic dicta espoused by those whose closed minds prevent reasoned discussion. We see it in the media. We see it in political organizations built to take us out. But there is hope, provided by those who listen and ask questions that light

the path forward. We should all be inspired to Drive Towards the Daylight, where together we can reach a new dawn of reason and understanding that brings with it new opportunity.

Our Conference is also about good conversation among colleagues, seeing the latest innovations in services that our Exhibitors have developed, attending the ICEPAC dinner and sharing a glass of Vino at the Wine Reception hosted by Duane Morris. This is your conference, make it so!

If you are a new attendee, we welcome you to your first visit with us and trust you will allow us to become good acquaintances and colleagues. The collective wisdom of our members is awesome and we all love to share our experiences.

We thank you for coming. You are our honored guests and we are putting our best foot forward to make sure you enjoy the best that our Association has to offer.

Welcome to the CAPPS 35th Annual Conference!

Rick Wood

Rick Wood

President & CEO, Select Education Group
CAPPS Board President 2019

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GENERAL INFO

CAPPS Registration Center

Event staff are available to assist with conference check-in, badge pickup, and to answer questions.

Wednesday, October 9
10:00 AM to 7:00 PM
Farrel's Lounge, 2nd floor

Thursday, October 10
7:30 AM to 7:00 PM
Farrel's Lounge, 2nd floor

Friday, October 11
8:00 AM to 12:00 PM
Outside of Pike Ballroom, 1st floor

Your Conference Badge

Your badge is your ticket to all conference activities. You may be denied admission if you are not wearing your badge.

Visit Exhibitors to Earn CAPPS Cash & Redeem for Gift Cards FOR SCHOOLS ONLY!

Our exhibitors have generously donated a variety of gift cards, which are available for purchase at the CAPPS Registration & Information Center. Gift card sales begin Thursday at 1:00 PM.

Gift cards must be purchased using CAPPS Cash. CAPPS Cash is available ONLY by visiting our exhibitors.

MARCH 30-31, 2020

**CAPPS 2020
LEGISLATIVE
POLICY
CONFERENCE
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SACRAMENTO**



11TH ANNUAL ICEPAC LEADERSHIP DINNER

THURSDAY, OCTOBER 10 AT 7:30 PM
L'OPERA RISTORANTE, LONG BEACH



L'Opera is just steps away from the Renaissance Hotel and offers a warm yet elegant approach to the 5-star award-winning dining experience. L'Opera favors attentive and comfortable service, or as Zagat said, "Bend over backward service... L'Opera really hits the mark with a spectacular wine list and over the top Italian cuisine."

This annual fundraiser dinner raises funds to help the Independent Coalition of Educators Political Action Committee (ICEPAC) educate our state legislators about the positive effects of our schools on California's economy.

Attendance is by RSVP only, with a minimum donation of \$1000 for the 1st guest, \$750 2nd guest, \$500 for each guest after that.

To RSVP, visit the CAPPS Registration Center, or see one of our dinner hosts: Lynelle Lynch, David Vice, or Robert Johnson.

SILENT AUCTION

Help Us Meet Our Goal of \$15,000 for Student Scholarships!

Visit www.32auctions.com/capps201915k

Online Viewing & Bidding

Tuesday, October 8, 1:00 PM through Thursday, October 10, 3:00 PM.

In-Person Viewing & Bidding

Outside the Exhibit Hall (Bixby Ballroom).

Viewing: Wednesday, October 8, 4:00 PM through Thursday, October 10, 7:00 PM.

Live bidding begins at 5:00 PM on Thursday, October 10.

Winning Bids will be announced during the Duane Morris Wine Tasting Reception w/Exhibitors, around 6:30 PM.

Auction Item Pickup

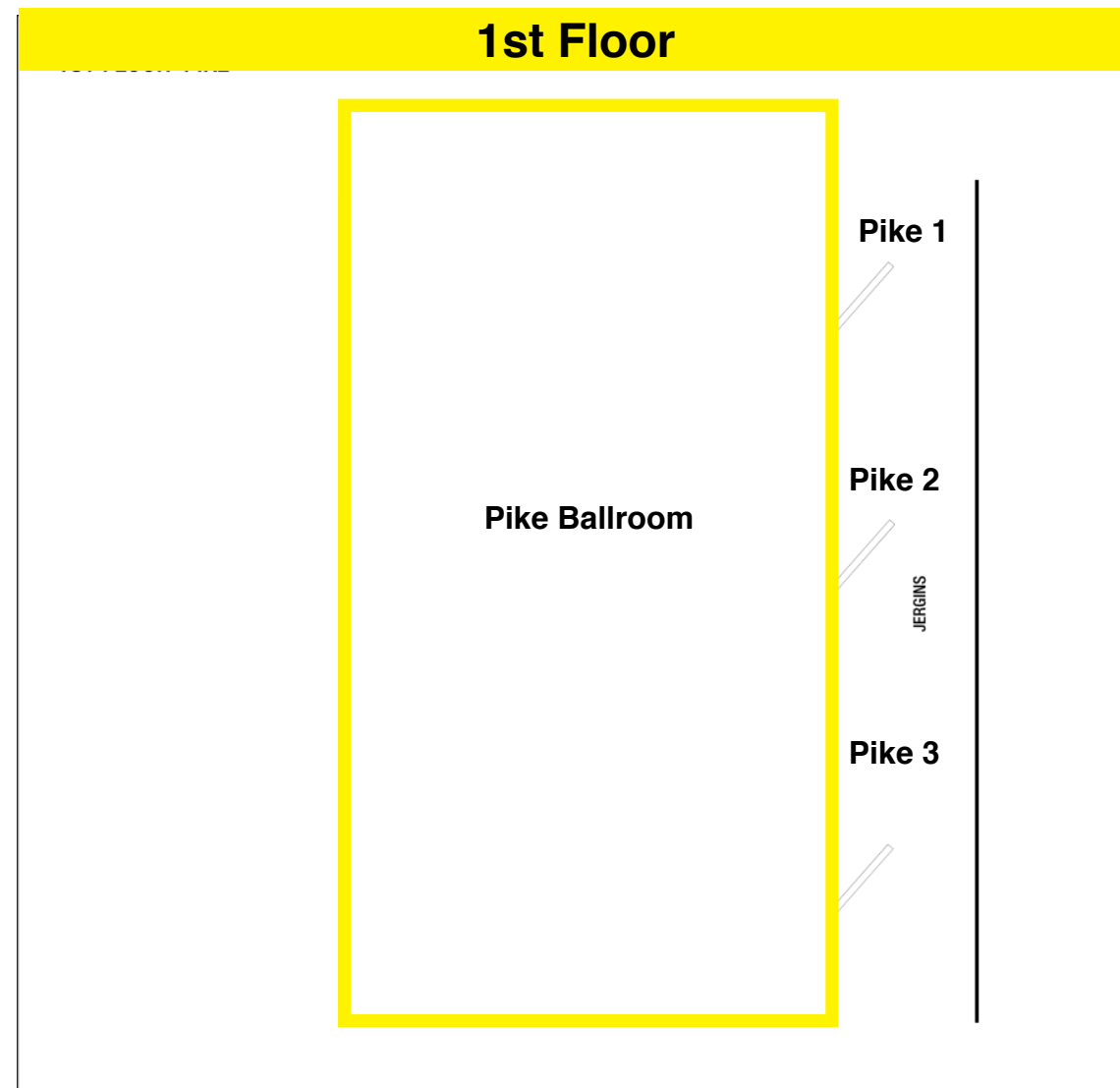
will be Friday, October 11 from 10:30 AM - 11:00 AM. Winning bidders must pay for their item online prior to pickup.

Shipping is the winner's responsibility.

A UPS Store is located across from the Renaissance Hotel and adjoining Rock Bottom Brewery.

All proceeds from the Silent Auction go to benefit the CAPPS Memorial Scholarships through the California Foundation for Private & Postsecondary Schools.

MEETING ROOMS



The Luncheon on Thursday is in the SIP Lounge, located on the 1st floor, near the hotel registration area.

SIP Lounge
The Speed Dating Luncheon with CAPPS Allied Members

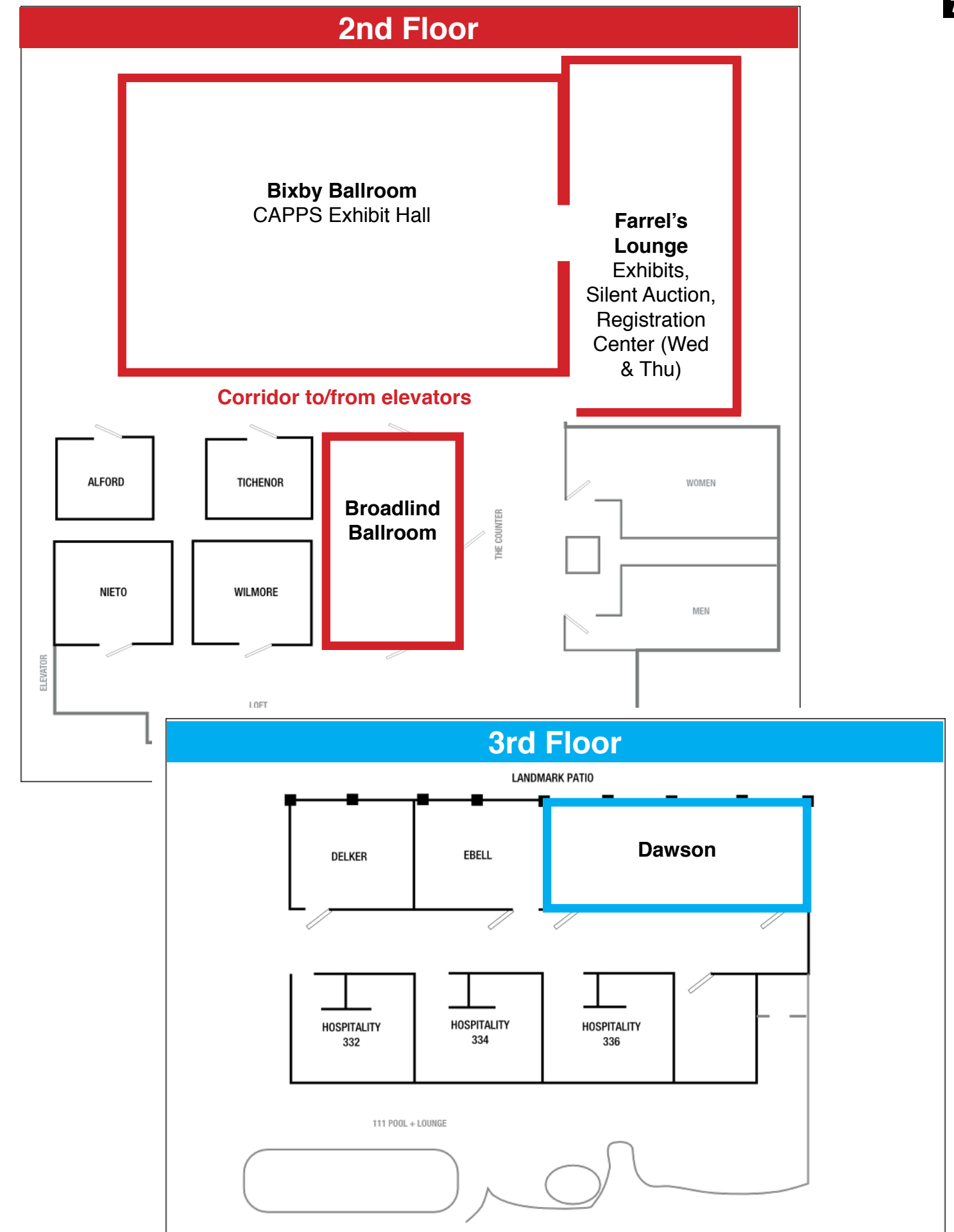
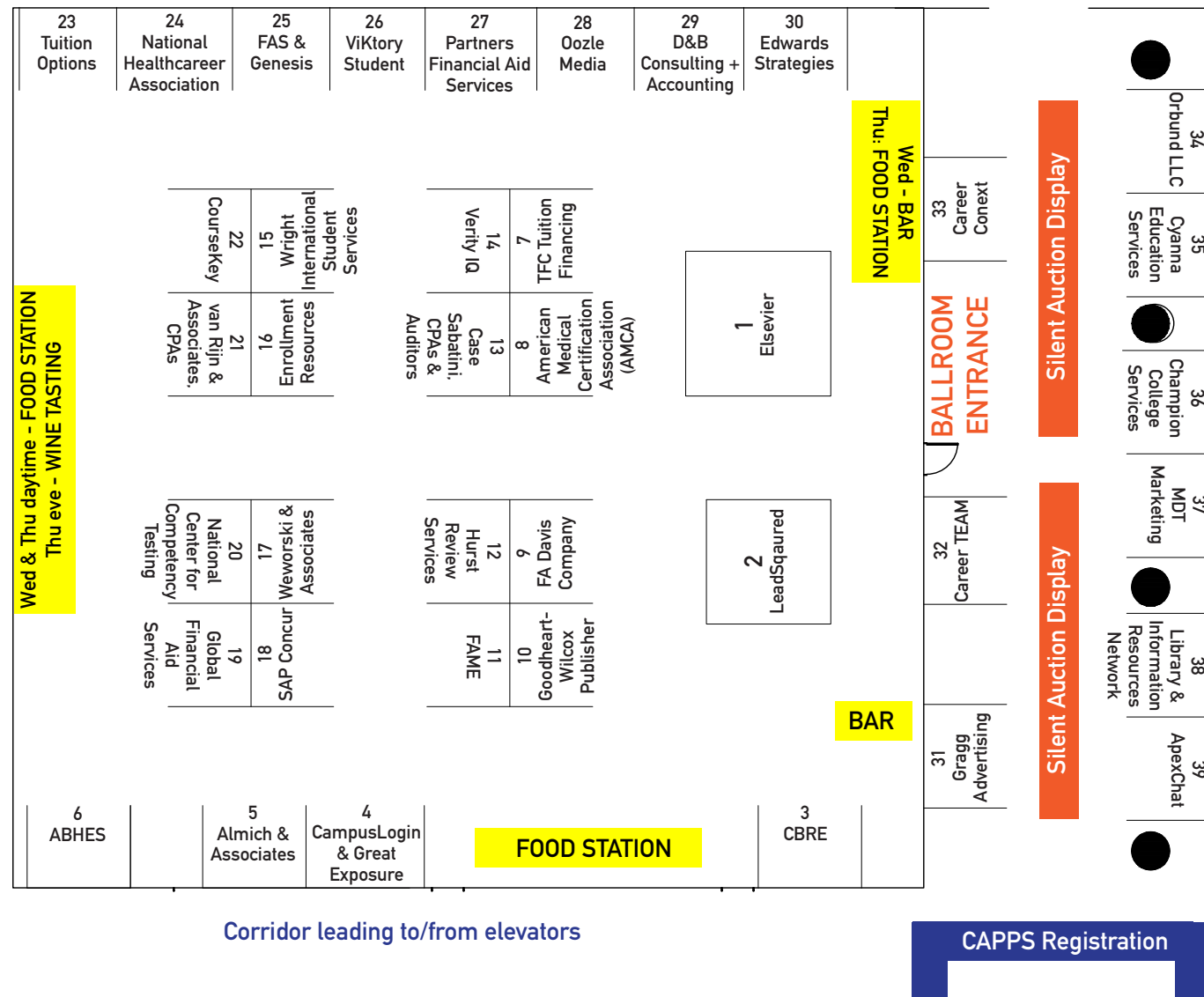


EXHIBIT HALL



Accrediting Bureau of Health Education Schools (6)
 Almich & Associates (5)
 American Medical Certification Association (8)
 ApexChat (39)
 CampusLogin & Great Exposure (4)
 Career Conext (33)
 Career TEAM (32)
 Case Sabatini, CPAs and Auditors (13)
 CBRE (3)
 Champion College Services, Inc (36)
 CourseKey (22)
 Cyanna Education Services (35)
 D&B Consulting + Accounting (29)
 Edwards Strategies (30)
 Elsevier (1)
 Enrollment Resources (16)
 F A Davis Company (9)
 FAME (11)
 Financial Aid Services & Genesis (25)
 Global Financial Aid Services (19)

Goodheart-Willcox Publisher (10)
 Gragg Advertising (31)
 Hurst Review Services (12)
 LeadSquared (2)
 Library and Information Resources Network (38)
 MDT Marketing Inc.(37)
 National Center for Competency Testing (20)
 National Healthcareer Association (24)
 Oozle Media (28)
 Orbund LLC (34)
 Partners Financial Services (27)
 SAP Concur (18)
 TFC Tuition Financing (7)
 Tuition Options (23)
 van Rijn & Associates, CPAs (21)
 Verity IQ (14)
 ViKtory Student (26)
 Weworski & Associates (17)
 Wright International Student Services (15)

FOOD & DRINK

WEDNESDAY

CAPPS Board of Directors Welcome Reception w/Exhibitors

Build Your Own Mac n' Cheese Bowl
 Cheese Plate with Bread & Crackers, Honey, and Dried Fruit
 Italian Meatballs with Mozzarella
 Pickle Brined Chicken Sliders
 Bacon Wrapped Scallops
 Beer, wine, cocktails, soft drinks, water



THURSDAY

Breakfast w/Exhibitors

Made-to-order Omelets
 Pastries, Breakfast Breads, & Bagels with Fruit Preserves, Butter, and Cream Cheese
 Sliced Fresh Fruit

Coffee, Hot Tea, Orange Juice & Seasonal Agua Fresca

Morning Break w/Exhibitors

Donut Wall featuring Freshly Made Donuts and Bagels
 Coffee & Hot Tea

Speed Dating Luncheon w/Exhibitors

This will be a surprise that you don't want to miss!

Afternoon Break w/Exhibitors

Taquitos and Chips & Salsa
 Churros with Chocolate Sauce
 Seasonal Agua Fresca, Coffee & Hot Tea

Duane Morris Wine Tasting Reception w/Exhibitors

Prime Rib with Horseradish, Au Jus & Sliced Rolls
 Paella - Choice of: Chicken, Shrimp, Mussels, Clams or Vegetable
 Shrimp Cocktail, Oysters, and Mussels, with Lemon Wedges, Cocktail Sauce, and Tabasco

Grilled Vegetable with Balsamic Marinade

Gourmet Cheese & Charcuterie Plate with Brie, Smoked Gouda, Cheddar, Midnight Moon, Humbolt Fog, Sliced Prosciutto, Olives, Roasted Mixed Nuts, Homemade Seasonal Jam, Grilled Baguette
 Duane Morris Wine Tasting plus Open Bar (beer, wine, cocktails)





FRIDAY







Morning Breakfast General Session

Breakfast Bread Basket
 Scrambled Eggs with Bacon and Chef's Breakfast Potatoes
 Coffee and Hot Tea , Orange Juice and Seasonal Agua Fresca



WEDNESDAY

8:30 AM - 10:00 AM	A Walk Through Long Beach History: Forest Lawn Memorial Park Meet in the lobby of the Renaissance Hotel at 8:30 AM.	Forest Lawn Long Beach
10:30 AM - 12:30 PM	BPPE School Performance Fact Sheet (SPFS) Workshop Presented by the BPPE, this workshop is open to anyone, but pre-registration is required.	Broadlind Ballroom 2nd floor
10:00 AM - 7:00 PM	CAPPS Registration Center CAPPS staff are available to answer your questions.	Farrel's Lounge 2nd floor
2:30 PM - 3:30 PM	<p>Pre-Conference Workshop #1 - Track: Admissions, Marketing, & Social Media State of Social</p> <div></div> <p>Chris Linford, CEO, Oozle Media Angelyne Roman, Owner, American Beauty College</p> <p>Oozle Media gathered Facebook and Instagram ad data from Q1 2018 through Q2 2019. Detailed, industry-specific data was pulled from 75 campuses across 28 schools, \$568,000 in ad spend, 88 million ad impressions, 180,000 link clicks, and 15,000 leads. We'll discuss what the benchmarks mean for the rest of 2019 and 2020. We'll also discuss problems we see when schools run social media ads, what KPIs you can start tracking to better hold your in-house team or agency accountable, and some targeting principles you can implement to avoid wasting money on social ads.</p>	Broadlind Ballroom 2nd floor
2:30 PM - 3:30 PM	<p>Pre-Conference Workshop #2 - Track: Compliance & Regulatory A Small CAG in a Large Machine: Mastering Clery, Emergency Preparedness & the Annual Report</p> <div></div> <p>Valerie Mendelsohn, Vice President, Compliance and Risk Management, West Coast University Eric Davis-Fernald, Director, Safety & Security, West Coast University</p> <p>We will focus on the complex requirements of the Clery Act with special emphasis on how to create a compliant Annual Security Report (ASR) which can be easily updated on an annual basis. We will cover the required components of the ASR, including VAWA, and how Clery and Title IX relate to each other. We will also cover Emergency Preparedness as well as methods each school may use to assess risk so that limited resources may be employed to maximum effectiveness.</p>	Pike 1 & 2 1st floor

WEDNESDAY, OCTOBER 9		
2:30 PM - 3:30 PM	<p>Pre-Conference Workshop #3 - Track: Compliance & Regulatory Federal Regulatory Update and Review</p> <div></div> <p>Roger Swartzwelder, Shareholder, Maynard, Cooper & Gale PC Scott DeBoer, Chief Operations Officer, Santa Barbara Business College Tres Cleveland, Shareholder, Maynard, Cooper & Gale PC</p> <p>This session will review the current status of important federal regulatory requirements and pending regulatory changes, including Borrower Defense to Repayment and the 2019 Negotiated Rulemaking consensus regulations.</p>	Pike 3 1st floor
2:30 PM - 3:30 PM	<p>Pre-Conference Workshop #4 - Track: Employment, Career, & Student Services Getting to YES! Building Employer Partnerships in Your Community</p> <div></div> <p>Micaela Alpers, President Education Division, Career TEAM Joan Yourstone, Vice President Career Services, International Education Corporation</p> <p>With greater focus emerging on the Gainful Employment of our graduates, Career TEAM is excited to present, "Getting to YES, Building Employer Partnerships in Your Community." With over 20 years of successful Workforce Development experience, join us as we explore:</p> <ul style="list-style-type: none">* Know before you go - preparation strategies for employer outreach.* Uncovering needs - ask the right questions that move you from vendor to PARTNER!* Get comfortable being uncomfortable - strategies for overcoming obstacles on the spot!* What's next? Relationship building and ongoing support.	Dawson 3rd floor
3:30 PM - 3:45 PM	Break sponsored by Meritize	
3:45 PM - 4:45 PM	<p>The BPPE Update</p> <div></div> <p>Dr. Michael Marion, Bureau Chief, Bureau for Private Postsecondary Education (BPPE) Leeza Rifredi, Deputy Chief, Bureau for Private Postsecondary Education (BPPE)</p>	Pike Ballroom 1st floor
4:45 PM - 5:00 PM	<p>CAPPS 2019 Allied Partner of the Year Award presented to the law firm Gombos Leyton Champagne Toast sponsored by Educational Advisors</p>	Farrel's Lounge 2nd floor
5:00 PM - 7:00 PM	<p>CAPPS Board of Director's Welcome Reception with Exhibitors Visit our awesome Exhibitors! All exhibitors are also CAPPS Allied Members. They are committed to supporting career schools and students. Collect CAPPS Cash as you visit with each of our exhibitors. Gift Card shopping begins at 1PM on Thursday! Browse the Silent Auction. All proceeds go to the CAPPS Memorial Scholarship Fund.</p>	Bixby Ballroom and Farrel's Lounge 2nd floor

Thank You to our amazing and generous sponsors!

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THURSDAY

7:30 AM -
7:00 PM

CAPPS Registration Center

Farrel's Lounge
2nd floor

8:00 AM -
8:45 AM

Breakfast with Exhibitors

Enjoy the buffet breakfast and have a morning chat with our exhibiting vendors. Collect CAPPS Cash from exhibitors, browse the Silent Auction, get ready for an exciting day!

Bixby Ballroom
and Farrel's
Lounge
2nd floor

8:45 AM -
10:30 AM

Opening General Session



National Anthem
performed by
Michael Darling, Asher College

CAPPS Board President's Welcome, Rick Wood, President & CEO, Select Education Group

CAPPS 35th Annual Conference Grand Sponsor Award presented to Elsevier

CAPPS 2019 Memorial Scholarship Video Presentation



CAPPS 2019 Hall of Fame STAR Award
presented to Jim Buffington, CNI College
with an introduction by Dean Johnston



Keynote Speaker Pete Hegseth
presented & sponsored by Career Education Colleges and Universities (CECU)
with an introduction from Orbund LLC

Pike Ballroom
1st floor

10:30 AM -
11:00 AM

Break with Exhibitors sponsored by Stanbridge University

Make a pilgrimage to the Donut Wall. Stop by several exhibitor booths - there are 39 amazing CAPPS Allied Member exhibitors to check out! Don't forget to collect CAPPS Cash at the end of your visits with exhibitors - the Gift Card shopping begins at 1:00 PM!





Save some time to visit the CAPPS Member School Student Showcase:

American Career College:
Physical Therapist Assistant students will be offering stretching exercises combined with soft tissue mobilization.
Optical Technician students will be offering glasses cleaning and minor repairs.






Success Education Colleges:
Eyecare Specialist students will offer Visual Acuity testing, color testing, and stereotests.
Massage Therapy students will be offering chair massages.
Medical Assistant students will be taking vital signs.

Bixby Ballroom
and Farrel's
Lounge
2nd floor



THURSDAY, OCTOBER 10

11:00 AM - 12:00 PM	<p>Breakout Session #1 -Track: Admissions, Marketing, & Social Media</p> <p>How to Optimize Enrollment Revenue with Lean Management</p> <div></div> <p>Greg Meiklejohn, Co-founder & CEO, Enrollment Resources Bill Brown, Director, Brownson Technical School</p> <p>Picture an Enrollment Management process as a leaky plumbing system. Locations where prospective and existing students figuratively 'leak out' of holes and blockages in the process are 'engagement points'. Inefficiencies at engagement points create financial stress for the school and unhappiness and distress for the student. Plugging these tiny process leaks produces consistent improvements in the Enrollment Management process with little or no risk to the school.</p> <ul style="list-style-type: none">- Learn actionable, DIY ways your school can increase lead flow and improve recruiting, conversion, yield and retention rates WITHOUT spending a dime.- Learn how to increase enrollment revenue and trim costs with no- and low-cost best practices inspired from seemingly unrelated industries.- Learn how to open the choke points in your Enrollment Management processes through split tests that you can apply immediately at your school!	Broadlind Ballroom 2nd floor
11:00 AM - 12:00 PM	<p>Breakout Session #2 - Track: Compliance & Regulatory</p> <p>2020: A New Era of Data Privacy and Security</p> <div></div> <p>Brandi Taylor, Associate, Duane Morris LLP Michelle Hon Donovan, Associate, Duane Morris LLP</p> <p>Data privacy and security are top of mind for regulators and lawmakers alike. In this session, we provide an overview of:</p> <ol style="list-style-type: none">1) the expansion of the Gramm-Leach-Bliley Act (GLBA) information security requirements set forth in its Safeguards Rule and(2) the California Consumer Privacy Act (CCPA), which takes effect January 1, 2020. <p>One or both of these new legal requirements will affect nearly all institutions of higher education. In addition, over the past year, the U.S. Department of Education has taken significant adverse actions against schools that experienced a data breach and failed to implement adequate security measures. This session will focus on the potential risks of non-compliance and the practical operational changes needed in order to comply with these new legal requirements. This session will also provide tips to mitigate damages from class action litigation and sanctions by regulators in the event of a data breach.</p>	Pike 1 & 2 1st floor



THURSDAY, OCTOBER 10

11:00 AM - 12:00 PM	<p>Breakout Session #3 - Track: Education Trends & Technology</p> <p>Integrating eBooks into Your Program: How to get the most out of Digital Integration for your program's success.</p> <div></div> <p>Jami Walker, Director Private Sector Sales, Elsevier Loran Ferrell, Education Solutions Consultant. Elsevier</p>	Dawson 3rd floor
11:00 AM - 12:00 PM	<p>Breakout Session #4 - Track: School Management & Operations</p> <p>Managing the Move: Keeping School Operations and A School Sale Process on Track</p> <div></div> <p>Ron Holt, Partner, Rouse Frets White Goss Gentile Rhodes, LLC Scott Haid, Partner, Weworski & Associates LeeAnn Rohmann, President/CEO, High Desert Medical College</p> <p>This panel, consisting of an industry lawyer, CPA and school executive and drawing on actual experience, will discuss possible approaches for identifying buyers and target institutions; steps prudent sellers should take to prepare an institution to go to market; selling strategies and pricing factors; due diligence demands and confidentiality; management of school operations during the deal process; pursuit of regulatory approvals; and the overall deal process timetable.</p>	Pike 3 1st floor
12:00 PM - 1:00 PM	<p>Luncheon & Speed Dating with Exhibitors and Sponsors</p> <p>Hosted by Lisa Olmedo from Gragg Advertising and Dana van Laeys from National Center for Competency Testing.</p> <p>Featuring twenty brave souls (aka CAPPS Allied Members aka Speedsters) who will dazzle you with their speed, grace, and talent. Seriously though...here's how it works: Each of our Speedsters will have 5 minutes to talk with you and your lunch tablemates. At the end of 5 minutes, a bell will ring and the Speedsters will rotate to the next table. You'll get to hear from 8-9 different CAPPS Allied Members during the one-hour lunch!</p>	SIP Lounge & Patio 1st floor
1:00 PM - 1:45 PM	<p>Dessert & Coffee with Exhibitors</p> <p>It's time to explore the Exhibit Hall! Our 39 exhibitors are ready to answer your questions and chat about your school's needs.</p> <p>Play the CAPPS Cash Shopping Game! Have you been collecting CAPPS Cash as you visit exhibitors? Bring your CAPPS Cash to the Registration Center to shop for Gift Cards. The Gift Cards have been generously donated by our exhibitors.</p> <p>Don't forget to stop and see the students from American Career College and Success Education Colleges. They will be taking vital signs, demonstrating stretching exercises combined with soft tissue mobilization, offering chair massages, providing glasses cleaning and minor repairs, and giving Visual Acuity tests, color tests, and stereotests.</p> <p>Have you had your eye on one (or two or three) of the items available in our Silent Auction? Check the items out in-person, just outside the Bixby Ballroom. Online bidding ends at 3:00 PM today!</p>	Bixby Ballroom and Farrel's Lounge 2nd floor




THURSDAY, OCTOBER 10

1:45 PM - 3:15 PM	<p>General Session - Accreditor Panel & Awards</p> <p>CAPPS 2019 School of the Year Award presented to Sacramento Ultrasound Institute</p> <p>CAPPS 2019 Employer of the Year Award presented to Sutter Health</p> <p>CAPPS 2019 Memorial Scholarship Video Presentation</p> <p>The Accreditor Panel</p>  <p>Michelle Edwards, President, Accrediting Council for Independent Colleges and Schools (ACICS) Judy Hendrickson, Interim Executive Director, Accrediting Council for Continuing Education & Training (ACCET) Dr. Leah Matthews, Executive Director, Distance Education Accrediting Commission (DEAC) Dr. Anthony Mirando, Executive Director, National Accrediting Commission of Career Arts & Sciences (NACCAS) India Tips, Executive Director Accrediting Bureau of Health Education Schools (ABHES)</p>	Pike Ballroom 1st floor
3:15 PM - 3:45 PM	<p>Break with Exhibitors sponsored by California Technical Academy</p> <p>During this break, we challenge you to NOT check your phone for emails or texts. Instead, talk with real live people who are super interesting and great conversationalists - our exhibitors!</p> <p>Awaken your taste buds with Taquitos, Chips & Salsa, and Churros with Chocolate Sauce.</p> <p>Keep on collecting that CAPPS Cash and then go shopping at the Registration Center for exhibitor-donated Gift Cards.</p> <p>Visit the students from American Career College and Success Education Colleges to get your vital signs checked, do some stretching exercises, and get your vision tested.</p> <p>Remember, online bidding for the Silent Auction ended at 3:00 PM. But live bidding begins at 5:00 PM!</p>	Bixby Ballroom and Farrel's Lounge 2nd floor
3:45 PM - 4:45 PM	<p>Breakout Session #5 - Track: Admissions, Marketing, & Social Media</p> <p>What's Holding You Back from Automating Student Engagement?</p>  <p>Shubh Mishra, Head of Enrollment Solutions, LeadSquared David Vice, President & CEO, Asher College and IntelliTec College</p> <p>When the world is moving towards automation and AI, what is stopping career schools from embracing student engagement and admissions automation? Automation is not sending weekly emails, it is not posting social media messages automatically and it is not chatbots. It is much more than that. It is a work of art, weaving beautiful student journeys at each step of the enrollment process which, most of the times, is the difference between a drop-off and an enrollment In this session, we will share some of our stories, experiments, and findings of working with educational institutions. We will discuss the most common automation mistakes, practical tips and tricks to increase student engagement and the future of automation in career schools.</p>	Dawson 3rd floor




THURSDAY, OCTOBER 10





3:45 PM - 4:45 PM	<p>Breakout Session #6 - Track: Education Trends & Technology</p> <p>Video Content to Tell Your School's Story: Engage higher quality prospective students and legislators with video via your social media channels.</p>  <p>Glenn Kalison, Founder & Chief Content Officer, Studio Enterprise</p> <p>In this session, you will learn how to put together a simple institutional plan that will allow you to capture the rich content opportunities that present themselves naturally every day in the schoolhouse.</p> <p>All stakeholders on your campus are the daily gatekeepers and by empowering them to participate in a video content plan, you will inspire your community, create relevant marketing assets, and fill your social channels with fresh visuals that will paint an accurate picture of the value your school brings.</p>	Pike 3 1st floor
3:45 PM - 4:45 PM	<p>Breakout Session #7 - Track: Compliance & Regulatory</p> <p>Is that Student Eligible? Attorney Workshop on High School Validity and Career Pathway Programs</p>  <p>Stanley Freeman, Principal, Powers Pyles Sutter & Verville PC Nicolas Michiels, Principal, Powers Pyles Sutter & Verville PC</p> <p>When can a college properly conclude that a particular high school diploma is valid, and when must the credential be rejected? For decades, institutions and regulators have struggled to come up with an answer to this basic student admissions and eligibility question and to devise policies to guide the analysis. In recent years, the emergent role of distance learning in secondary and post-secondary education has made the question all the more difficult to answer.</p> <p>In this session, two experienced education attorneys who have been tackling high school diploma problems with their college clients for years will discuss the regulatory standards and practical considerations that come into play when colleges are assessing the validity of high school diplomas.</p> <p>We'll discuss how college admissions offices handle the problem and will share war stories about actions that have been taken against high school diploma mills and against colleges that accept their credentials. The session also will provide an update regarding the Department's oversight of Career Pathway Programs</p>	Pike 1 & 2 1st floor




THURSDAY, OCTOBER 10

3:45 PM - 4:45 PM	<p>Breakout Session #8 - Track: Compliance & Regulatory</p> <p>Light on the Horizon: Perspectives on Coming Regulatory Changes in 2020</p> <div></div> <p>Peter Leyton, Attorney/Shareholder, Gombos/Leyton Rick Wood, President/CEO, Select Education Group Stephen Cherma, Attorney/Shareholder, Gombos/Leyton</p> <p>President/CEO of Select Education Group, Rick Wood, and experienced regulatory lawyers, Peter Leyton and Stephen Chema of Gombos I Leyton, PC, will break down a flurry of Department of Education rulemaking activity and related developments in Washington this year.</p> <p>This wide ranging discussion will get you up to speed on topics, e.g., gainful employment, student assistance general provisions, borrower defense to repayment and others that could bring profound change to higher education.</p> <p>Come learn and ask questions about the potential opportunities and potential pitfalls that lie ahead.</p>	Broadlind Ballroom 2nd floor
5:00 PM - 7:00 PM	<p>The Duane Morris Wine Tasting Reception with Exhibitors</p> <p>Okay, here's your Reception Game Plan:</p> <p>Visit and talk with exhibitors. They are here for YOU. And they have so much to offer.</p> <p>Enjoy an amazing glass of wine (or two or three), courtesy of Keith Zakarin and Duane Morris</p> <p>Remember to eat! The wines pair well with...everything really.</p> <p>Don't get outbid! The Silent Auction has entered the Live Bidding phase. The winning bids will be announced towards the end of the reception.</p> <p>Oh, and get your vision tested by students from Success Education Colleges!</p>	Bixby Ballroom and Farrel's Lounge 2nd floor
7:30 PM - 10:00 PM	<p>11th Annual ICEPAC Leadership Dinner</p> <p>Attendance at this annual fundraising dinner is by RSVP only, with a minimum donation of \$1000 for the 1st guest, \$750 2nd guest, \$500 3rd guest and beyond.</p> <p>Proceeds from the dinner benefit the Independent Coalition of Educators Political Action Committee (ICEPAC).</p> <p>You may RSVP at the Registration Center, or by seeing one of our dinner hosts - Lynelle Lynch, David Vice, or Robert Johnson.</p>	L'Opera Ristorante 101 Pine Ave (across the street from the Renaissance hotel)

FRIDAY

8:00 AM - 12:00 PM	CAPPS Registration Center	Outside of Pike Ballroom
8:30 AM - 10:00 AM	<p>General Session - Breakfast Keynote & Awards sponsored by Gurnick Academy of Medical Arts and International Education Corporation</p> <p>CAPPS Business Meeting with Rick Wood, President, Selection Education and Robert Johnson, Executive Director, CAPPS</p> <p>CAPPS Legislative Update with Matt Back, President, Matt Back Government Relations and Robert Johnson, Executive Director CAPPS</p> <p>CAPPS 2019 Memorial Scholarship Video Presentation</p> <div><p>Keynote Speaker Steve Gunderson President Career Education Colleges & Universities (CECU)</p></div> <div><p>2019 Norma Ford Financial Aid Professional of the Year Award presented to Eva Arvanitopoulos Senior Financial Aid Advisor Concorde Career College</p></div>	Pike Ballroom 1st floor
10:00 AM - 11:00 AM	<p>Breakout #9 - Track: Compliance & Regulatory</p> <p>Is Your Institution Ready for a Compliance Check?</p> <div></div> <p>Sally Samuels, Director of Compliance, FAME Becky Herrera, Financial Aid Director, Bellus Academy</p> <p>The session is designed to assist the school owner or director in determining if their institution is in compliance and ensure that there are no major issues that would cause any program review or audit findings.</p> <p>The importance of a correct and up to date ECAR, timely COD reporting, NSLDS Enrollment Reporting, correct and timely R2T4s are just a few of the areas of concern. One of the most critical items is incorrect student account cards which affect 90/10, credit balances, and R2T4s.</p> <p>You will take away a checklist of compliance items, learn how to detect problems that may lead to a compliance issue, and the steps needed to avoid problems in the future.</p>	Broadlind Ballroom 2nd floor

FRIDAY, OCTOBER 11		
10:00 AM - 11:00 AM	<div>Breakout #10 - Track: Compliance & Regulatory</div> <div>Making the “D” Not Stand for “Difficult” – Addressing (and preventing) the Tough ADA Questions</div> <div></div> <div>Bryce Young, Associate, Duane Morris LLP</div> <div>This advanced seminar will tackle the most notable, thorny, and downright difficult accommodation issues facing post-secondary education institutions, including accommodations at clinical sites, website accessibility standards, drug tests, and expensive accommodations. We will analyze how to address these issues once they arise, as well as explore ways of positioning your institution to head them off before they become problems. We will end with an open, free-flowing discussion of issues you want to discuss—questions are not only encouraged, they will be mandatory!</div>	Pike 3 1st floor
10:00 AM - 11:00 AM	<div>Breakout #11 - Track: Compliance & Regulatory</div> <div>Mastering the Compliance Audit Guide</div> <div></div> <div>Valerie Mendelsohn, Vice President, Compliance & Risk Management, West Coast University Mark Priebe, Director Non-Federal Audit Team, U.S. Dept. of Ed., Office of Inspector General</div> <div>This session will provide a practical overview of the Compliance Audit Guide and the upcoming changes, as well as a discussion on Gainful Employment rescission and how to remain in compliance. We will also cover auditing firm selection and how to prepare in advance so as to improve the experience for you and the auditor. The Director of the Audit Team with the USDOE OIG and the school representative will provide important insights and practical advice on lessons learned using the Compliance Audit Guide during previous audits.</div>	Pike 1& 2 1st floor
10:00 AM - 11:00 AM	<div>Breakout #12 - Track: School Management & Operations</div> <div>From Boss to Leader: 3 Keys to Successful Leadership through Effective Communication</div> <div></div> <div>Gelena Gorelik, Director of Online Education, Gurnick Academy of Medical Arts</div> <div>Any role in education is a Leadership role: from CEO to program director, clinical coordinator or didactic instructor. But what does it take to be a great leader of the school, program, or classroom? We will discuss the three keys to successful leadership through effective communication by understanding what motivates our students and our employees. We will discover and apply the rules of the four main communication prototypes that can be used in any interpersonal interaction. We will address the True Leader’s “Triple-E” as the ultimate key to team building and leadership among your faculty, your staff, and your students that will promote your school’s growth, success, and prosperity.</div>	Dawson 3rd floor

FRIDAY, OCTOBER 11		
11:00 AM - 11:15 AM	Break sponsored by FAME	Outside the Pike Ballroom
11:15 AM - 1:00 PM	<div>Final General Session</div> <div>CAPPS 2019 Memorial Scholarship Video Presentation</div> <div>The Legal Update Keith Zakarin, Partner and Chair of the Education Practice, Duane Morris LLP Edward Cramp, Managing Partner, Duane Morris LLP</div> <div></div> <div>CAPPS 2019 Outgoing President Award presented to Rick Wood</div> <div></div> <div>Closing Remarks</div>	Pike 1& 2 1st floor

OCTOBER 7-9, 2020

CAPPS 36TH ANNUAL CONFERENCE
HYATT REGENCY LA JOLLA



CAPPS STAR HALL OF FAME 2009-2018

Supporters of CAPPS over a long period of time.

Tireless in their efforts to promote our sector.

Absolute in their dedication to education & students.

Role models for our sector's leaders.

2015



Anthony Pitale



Keith Zakarin

2016



Dr. Sabrina Kay

2017



Rick Wood

2018



Debbie Ogilvie

2012



Elizabeth & Robert Schaefer

2013



John Zimmerman

2014



Greg Nathanson



David Pyle

2010



William Clohan



Marsha Fuerst



Michael Perry



Roy Hurd



Roger Williams

2009



Colleen Buffington



Norma Ford



Dean Johnston



Dick Nathanson



Gary Yasuda



CAPPS 2019 STAR HALL OF FAME INDUCTEE JIM BUFFINGTON PRESIDENT, CNI COLLEGE

Jim and Colleen Buffington began their journey into the private postsecondary educational sector in 1982. They acquired a small Cosmetology College that expanded into three separate campuses in Orange County over the next several years. In 1994 they founded CNI College, and so began their focus on education in Allied Health programs. Jim and his family work daily overseeing CNI College and focusing on improving all aspects of academic curriculum and level of educational excellence.

Jim has served as a commissioner for ABHES, where he served on the Financial Review Committee. Jim has been a member of CAPPS since early 80's and has served as past president, board and committee member.

In 2019, CNI College is celebrating their 25th year anniversary in their new state of the art expanded campus in Santa Ana.

Staying focused is his DNA - "one student at a time and developing leading edge education".

WHO IS JIM BUFFINGTON?

Jim is a **dedicated** family man

He is an **incredible** husband, a **loving** father of four children and grandfather of six.

Jim has **integrity**; he is a **visionary** and a **friend**.

He is **authentic**, **loyal**, and very **generous**.

His **wisdom** is one of the many great qualities that have led him to success.

Jim's **humbleness** and **humility** comes natural to him.



MEMORIAL SCHOLARSHIPS

Fargol Jahan

GURNICK ACADEMY OF MEDICAL ARTS

Recipient of the 2019 Sue Fleming Memorial Scholarship for Allied Health



“I assume that a fair amount of the students nominated for this scholarship are going to mention how they have known since they were children that they wanted to grow up to become a contributing part of the medical field. The fact of the matter is that I had no idea that this is where I would end up (at one point

in my life I was even researching the requirements to be an FBI agent). My grand realization that I wanted to become a radiation therapist came to me just a couple short years ago.”

On March 31, 2017 Fargol's father was diagnosed with stage IV throat cancer.

In the months of treatment that followed, Fargol noticed the kindness and sincerity displayed by the radiation therapists. Their commitment to her father's care helped lead him into remission. This experience is behind Fargol's decision to attend Gurnick, and to be a part of the radiologic technology program.

Through volunteering in the Oncology Department at Rady Children's Hospital, Fargol's interest and desire to become a radiation therapist grew. She was determined to make a difference in the children's lives, even for just a moment.

Fargol says that this scholarship will mean not only gaining additional financial assistance for her schooling but will also mean gaining invaluable time with her family.

Samira Ruiz

STANBRIDGE UNIVERSITY

Recipient of the 2019 Norma Ford Memorial Scholarship for Nursing



“Due to childhood illnesses, I was regularly going to the hospital. There was a nurse who made jokes and made me laugh or got me extra cookies and a juice box. As I got older, I had children, minor surgeries, and unexpected hospitalizations. After any admission, there's always a nurse that stands out. I

want to be as amazing as the great nurses I came across and avoid making the same mistakes of others and be the best nurse I can be.”

After completing her ADN, Samira plans to continue her education by pursuing a Bachelor of Science in Nursing, and eventually dual

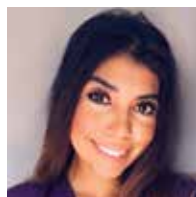
Masters degrees in Nursing and Business Administration – all while gaining clinical experience working as a nurse. Her passion is emergency and critical care nursing. She looks forward to becoming specialized in those fields and receive her CCRN and CEN certification. Eventually, Samira would like to move into an health care administration.

Samira is the mother to two small children and is expecting a third. She commutes 80 miles to and from school. This scholarship will relieve some of the financial stress and allow Samira to focus more on her studies, so she can keep striving toward her dream.

Cristina Lopez

CNI COLLEGE

Recipient of the 2019 Marsha Fuerst Memorial Scholarship for Women in Medical Assisting



“As time goes on you learn more and more about your patient and you build this relationship with them, you get to know them on a personal level, and they remember you as someone who was there. No matter if it was a smile, an ear for them to listen to, a laugh to their jokes or even just a helping hand. Establishing

that bond with your patient during an easy or even hard time in their life is what makes this field of study so honorable and unforgettable to me.”

Cristina is a single mother of a 3-year old boy who has autism. The journey has been “scary but beautiful”. It has also come with serious financial burdens. She would love to finish the Medical Assistant program and jump right into the RN program at CNI, but that depends on her financial situation. She plans on working until she can save enough to go back to school. Cristina's career plans include becoming an RN, specializing in Trauma.

“With this scholarship I don't see JUST money, because it isn't about the money to me. It's about my dreams, my future, my son's future, its honestly my life, it's the hug I need to just feel relieved, it's the break I need to catch my breath, it's me knowing I'm one step closer to making my son proud and giving him the life he deserves. Once I can hear my son tell me, “MOMMY YOU DID IT” every struggle on this journey will be beyond worthwhile.”

Walter “Jai” White

NATIONAL HOLISTIC INSTITUTE

Recipient of the 2019 Bonnie Manley Memorial Scholarship for Massage Therapy, Cosmetology, & Makeup Artistry



“I am a veteran that honorably serviced in the United States Air Force for a total of 15 years. Serving my country has left an impact on me and now within the civilian realm I want to continue serving in a different aspect. I want to assist others in their individual wholeness where I am capable.”

Jai is a disabled veteran who, from his own injuries, became intrigued by how the human body operates.

He wants to educate others on healthy living and the benefits of frequent and consistent massage sessions and self-care practices. His goal is to establish a Wellness Center and Academy, on a campus equipped with nature trails and serene settings to allow individuals to have the peace that introduces the healing processes. Inspired from serving and teaching in the military, the Wellness Academy will provide education for healthcare support.

From a financial standpoint, this scholarship will allow Jai to utilize his education effectively in starting his businesses, which will help communities by providing sufficient health education and the benefits of massage therapy.

Ivanna Meza Nuno

UEI COLLEGE

Recipient of the 2019 Mike Mikhail Memorial Scholarship for Recent Immigrants & First-Generation Americans



“At the age of 9 my mom decided that she wanted to offer us a better life. Coming to a new country was not easy at all. But deep down I knew this was for the best and I never gave up. I was going to achieve every dream of mine.”

Ivanna comes from a family that never gives up. She and her mom would make tamales with the help of her aunt and grandma, and then sell the tamales in the street and outside supermarkets. She lived in a house with 10 family members, working towards their dreams. Ivanna, her mom, and her sister saved up enough for to move into their own little home. They continued to sell tamales. One day, after many prayers and a lot of very hard work, they were able to lease a building and open their own restaurant.

Even though her family are restaurant owners, she is forging her own path in life and is responsible for her own education.

This scholarship will help Ivanna finish her Medical Assistant Program. She is planning to continue her Medical Assistant career while at the same time begin taking classes at a community college with the goal of becoming a Registered Nurse.

Thank you
to these
organizations
that have
made
significant
donations to
the Memorial
Scholarship
Fund!

Educational Advisors

Enrollment Resources

Mikhail Family Partnership

Success Education Colleges

West Coast University/
American Career College



CAPPS 2019 SCHOOL OF THE YEAR **SACRAMENTO ULTRASOUND INSTITUTE**

This year our Legislative Conference coincidentally occurred while the “horrible 7” package of bills were being considered at an Assembly Hearing. We chartered buses to take everyone to the Capitol to testify against the bills.

We asked schools around the Sacramento area to send students to testify. Sacramento Ultrasound brought nearly 100 students to the hearing. It was amazing to see those students line up in the hallway (because the hearing room was packed) and march into a hearing full of lobbyists that were lined up to testify for the bill against our sector (plus Bob Shireman and his associates).

Sam Yarmagyan and his team had briefed the students on the very complicated issues in the bill. The one thing that the authors of the bill, including the Chair of the Committee, did not expect, were actual students saying positive things about their education and their Institution.

The students did not change the bill authors minds, but they did send a message: “we are here, and we will fight for our right to choose our educational path”.

All the Institutions and the students who testified deserve recognition. But the one school that delivered a mass message was Sacramento Ultrasound Institute.

2019 EMPLOYER OF THE YEAR **SUTTER HEALTH**

Each School of the Year is asked to select an Employer of the Year as recognition that our sector could not exist without strong employer ties. Sacramento Ultrasound Institute has selected Sutter Health as their Employer of the Year

We cannot do what we do as an Association without support we receive from our Allied Members. Whether its being active on the Allied Member Committee, donating to our ICEPAC, offering webinars, or conducting workshops, our Allied Members do it all and still provide the needed services that help our schools prosper.

Peter Leyton has devoted over thirty-five years to the practice of higher education law, and is a frequent speaker and writer on higher education issues affecting the career sector.

Peter has been a long-time CAPPS Allied Member who has presented numerous times at both our Legislative and Annual Conferences. He has supported our PAC for many years and has always been a staunch supporter of CAPPS.



CAPPS 2019 ALLIED PARTNER OF THE YEAR **GOMBOS LEYTON**

2019 NORMA FORD FINANCIAL AID PROFESSIONAL OF THE YEAR **EVA ARVANITOPOULOS**

Eva Arvanitopoulos is a Senior Financial Aid Advisor at Concorde Career College in San Diego.

Eva's caring for her students goes far beyond delivering good customer service for their Financial Aid needs. Her Campus President, Rachel Saffel, routinely receives compliments from new, current, and graduating students about Eva's exemplary treatment of them and their family members. It's not unusual to see students hug Eva after their appointments.

Eva has worked in the education industry for more than 20 years in various financial positions with many different responsibilities.

She was born and raised in Ethiopia, is fluent in six languages (Armenian, Amharic, French, Italian, Spanish and English), and from an early age had an altruistic nature and the desire to help young people.

Eva finds guiding students through the financial aid process to be highly rewarding, and thoroughly enjoys being part of a student's success story.



ABOUT “THE NORMA”



“The Norma,” as the award is affectionately called, was created in honor of Norma Ford, CAPPS long-time Financial Aid trainer and CAPPS Board Member. Norma passed away in 2010.

Norma was a dedicated and brilliant Financial Aid professional, who never failed to take the time to assist others and help them understand the intricacies required in working with students, schools, and others to successfully manage the financial aid process

SPEAKERS



MICAELA ALPERS

President, Education Division
Career TEAM

Micaela brings a background in higher education, coaching, and career development to the organization. Micaela strongly believes that education is a gateway to empowerment, confidence, and most of all - choice! As a result, what excites her the most about her role is sharing Career Team's 20 years of Workforce Development experience with partner institutions and, ultimately, with graduates. Prior to CTL, she served as National Director of Sales for McGraw Hill Education. Micaela completed the Accomplishment Coaching leadership and coaches training program in 2013 and she is also a certified trainer in the Aha! Process, Bridges Out Of Poverty program.



MATT BACK

President
Matt Back Government Relations

Matt Back has worked in California politics for nearly 20 years, with experience both in and out of State Government. In this time, he gained extensive knowledge of the legislative and regulatory process, while developing strong contacts throughout state government. This experience, coupled with a strong reputation and work ethic, has helped the firm achieve success for its clients in California's complex legislative and regulatory arena.



WILLIAM BROWN

Director
Brownson Technical School

Bill Brown officially started working in his parents' appliance store at the age of 13. Bill ran service calls, delivered and installed the equipment they sold, and also worked the sales floor. When the family relocated to California he worked for a vocational school his father, Don, ran in exchange for attending school learning refrigeration and air conditioning. Bill has served on the board of directors of the California Association of Private Postsecondary Schools and on several Program Advisory Committees for other schools.



STEPHEN CHEMA

Attorney/Shareholder
GombosLeyton

Steve works in the Higher Education and Immigration groups. Since 2005, Steve has advised career colleges and institutions of higher education on a wide array of compliance issues involving federal student aid, accreditation, state authorization, and consumer protection matters. Steve has represented clients in administrative matters before the Department of Education's Office of Hearings and Appeals and Office of Civil Rights, as well as before national and regional accrediting commissions, state authorizing agencies, and professional licensing boards. He works closely with clients to develop and implement internal policies and procedures to improve compliance with applicable laws and defends them from enforcement actions.



TRES CLEVELAND

Shareholder
Maynard, Cooper & Gale PC

Tres is a Shareholder and serves as Chair of the Education practice at Maynard Cooper. He is also a member of several practices in the firm's Litigation section. Tres defends and advises career focused educational institutions and universities across the country in student and employment class action; Federal False Claims Act suits; ADA, Title IX and employee discrimination allegations; student fraud and educational malpractice claims; state attorney general enforcement actions and other regulatory reviews; accreditation violations; arbitration enforcement; vendor contract disputes; real estate litigation; federal and state program reviews; and, personal injury cases.



EDWARD CRAMP

Managing Partner
Duane Morris LLP

Edward M. Cramp represents institutions of higher education around the United States in accreditation, regulatory, litigation, and transactional matters. He also serves as the managing partner of the firm's San Diego office. Mr. Cramp is active in the private postsecondary education community. He regularly speaks at conferences and events throughout the country on a variety of issues. Mr. Cramp served as a judge advocate in the United States Navy, where he was appointed to the rank of Lieutenant Commander. During his time in the naval service, he defended numerous matters before courts-martial and administrative boards. He also represented the interests of the United States in claims brought against and on behalf of the Navy. Mr. Cramp is a strong advocate of diversity and inclusion in the workplace and LGBTQ rights. He serves on the steering committee of the firm's Diversity & Inclusion program. He regularly represents members of the LGBTQ community in civil rights matters on a pro bono basis and is active in the local LGBTQ community.



ERIC DAVIS-FERNALD

Director, Safety and Security
American Career College & West Coast University

Eric David-Fernald is an expert in security, safety, facilities management, human resources and law enforcement practices.

Under Davis-Fernald's leadership the ACC/WCU campuses reduced risk through improved effectiveness of emergency plans and response with specific focus on enhanced drills and training of emergency responders. Each campus also established comprehensive physical and virtual barriers to school shootings and workplace violence.

Prior to this role he was the Head of Security for Nestle USA. Under Davis-Fernald's leadership, the Company's first workplace violence mitigation program focusing on awareness, human resources intervention, and threat assessment team response was implemented.

A highly respected professional in his field, numerous global companies have relied on Davis-Fernald's adept vision to assess and recommend successful strategies for eliminating threats and vulnerabilities while discreetly protecting employees, partners and guests.



SCOTT DEBOER

Chief Operations Officer
Santa Barbara Business College

As Chief Operations Officer and Chief Academic Officer at SBBCollege/California Aeronautical University since August of 2013, Scott has had the opportunity and privilege of working with faculty and staff to ensure a high level of operational and academic performance as well as overall institutional effectiveness. Scott has more than 18 years of experience in a variety of roles within the for-profit educational sector. Scott also currently serves on the Board of Directors for the Accrediting Council for Independent Colleges and Schools. He has been married to his wife for nearly 21 years and has three active children under the age of 13.



MICHELLE EDWARDS

President & CEO
Accrediting Council for Independent Colleges and Schools (ACICS)

Michelle Edwards is President and CEO of the Accrediting Council for Independent Colleges and Schools (ACICS), which works to advance educational excellence at independent, nonpublic career schools, colleges, and organizations in the United States and abroad. Prior to assuming the leadership position at ACICS in July 2017, she served on the Council's Board of Directors, including as Chair. Edwards has been engaged in proprietary education since 2008, including as Chief Academic and Compliance Officer, member of the Board of Directors, and Corporate Secretary for Delta School of Business & Technology (Delta Tech).



LORAN FERRELL

Education Solutions Consultant
Elsevier

Lorna Ferrell is an Education Solutions Consultant for Elsevier. Lorna has been supporting California for-profit institutions in this role since 2016. She received her MBA from Pepperdine University and undergraduate degree from CSULB. After receiving the Rep of the Year Award for 2018, Lorna was named as a Sales Ambassador for Field Sales at Elsevier for 2019.

When she is not working, Lorna is training for Ironman Events across the country. If you need a workout partner during the conference you know who to call...

She is excited to attend the 35th Annual CAPPs conference to encourage the membership to drive forward!



STANLEY A. FREEMAN

Principal
Powers Pyles Sutter & Verville PC

Stanley A. Freeman joined Powers Pyles Sutter & Verville in 1994. He is the former president of the firm and founder of the firm's education practice. Stanley 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 concerns. He has represented numerous schools before the U.S. Department of Education and before other federal agencies, state educational oversight agencies, and accreditors on compliance matters, financial responsibility concerns, legislative issues, and investigative matters. He has also litigated cases in the state and federal courts. Stanley has authored numerous articles on federal student financial aid issues for higher education publications and frequently speaks to gatherings of college officials and student aid administrators.



GELENA GORELIK

Director of Online Education
Gurnick Academy of Medical Arts

With twenty years of teaching experience and substantial clinical background, Gelena Gorelik brings her knowledge and expertise in coaching and education to people of all ages and cultural backgrounds. Her innovative and engaging methods have helped hundreds succeed in their personal, professional, and academic endeavors. Besides being a successful educator, Ms. Gelena is a Certified Strategic Intervention Coach, a Registered Dietitian, a book author, and a Reiki Practitioner. She has been a speaker at multiple National and State Conferences for Health Education Schools. She is a member of Academy of Nutrition and Dietetics (formerly known as the American Dietetic Association). Her prior professional engagements included teaching at San Jose State University, San Jose City College, De Anza College, as well as practicing medical nutrition therapy at San Jose Medical Center and Enloe Medical Center.



STEVE GUNDERSON

President & CEO

Career Education Colleges and Universities (CECU)

Steve Gunderson is President & CEO of Career Education Colleges and Universities (CECU). Steve Gunderson's entire career has held the issues of education and workforce investment as priorities for both the nation and his professional work. He has served three terms in the Wisconsin State Legislature, 16 years in the U.S. Congress, and was a recognized leader on agriculture, education, employment policy, health care and human rights issues. Following his career in public service, he was named the senior consultant and managing director of the Washington office of The Greystone Group, a strategic management and communications consulting firm. His portfolio centered around research, writing, speaking and consulting on the jobs revolution in America. He was the lead author of a book on this subject, *The Jobs Revolution: Changing How America Works* and published "The New Middle Class: Creating Wealth, Wages and Opportunity in the 21st Century." He has become a strong voice for postsecondary career education, writing and speaking on this topic across the nation.



SCOTT HAID

Partner

Weworski & Associates

Scott Haid is the Partner in charge of the Firm's Financial Statement Audit Department. He performs financial statement audits, defined contribution audits and consulting services for the firm. He provides quality auditing services in an efficient and timely manner. He has experience in accounting, financial reporting, auditing and due diligence procedures. Scott is also instrumental in providing clients with guidance during the acquisition/sale process.

Scott earned his degree in accounting from San Diego State University and is a Certified Public Accountant with current membership in the American Institute of Certified Public Accountants.



PETE HEGSETH

Senior Political Analyst

Fox News

Whether it's the battlefield, the media, the Ivy League, or national politics -- Pete Hegseth is a passionate fighter for America and the freedoms we love. Pete is a decorated warfighter, Princeton and Harvard graduate, a veterans and military advocate, a highly-acclaimed author, and now a FOX NEWS host and political analyst -- but above all, he is a patriot.

Hegseth is the co-host of FOX & FRIENDS WEEKEND and also frequently guest hosts for FOX & FRIENDS during the week. He is also a FOX NEWS Senior Political Analyst, providing analysis and commentary across all FOX NEWS and FOX BUSINESS programming.

In May of 2016, Hegseth's first book--IN THE ARENA--was published by Threshold Editions of Simon & Schuster. The book, which channels a famous Teddy Roosevelt speech, makes an impassioned argument for gritty citizenship at home and American strength abroad.

Hegseth has deployed three times since 9/11, most recently returning from Afghanistan where he was the senior counterinsurgency instructor at the Counterinsurgency Training Center in Kabul from 2011-2012. Hegseth previously served in Iraq with the 3rd Brigade of the 101st Airborne Division for their 2005-2006 deployment, serving as an Infantry Platoon Leader in Baghdad in 2005, and as a Civil-Military Operations officer in Samarra in 2006. He also served in Guantanamo Bay for a year guarding detainees. Hegseth holds two Bronze Stars and a Combat Infantryman's Badge for his time in Iraq and Afghanistan.

Hegseth previously served as the Chief Executive Officer for Concerned Veterans for America (CVA) from 2012-2015, the largest conservative veterans and military families organization in America. Prior to joining CVA, Hegseth was Executive Director for Vets for Freedom from 2007-2011, an organization committed to victory on the battlefield.



JUDY HENDRICKSON

Interim Executive Director

Accrediting Council for Continuing Education & Training (ACCET)

Judy Hendrickson has worked in higher education for nearly 40 years, including with an accrediting agency, state approval agency, and private postsecondary institution. She also served as the President of NASASPS, the national association of state agencies. Recently, she was appointed Interim Executive Director of ACCET, following the retirement of Dr. Bill Larkin in August 2019. Prior to this appointment, Judy served as ACCET's Deputy Executive Director and Associate Executive Director of ACCET for twelve years.

BECKY HERRERA

Financial Aid Director

Bellus Academy

I have 19+ years of experience in higher education ranging from single to multi-campus management. I started my career as a Federal Work Study student with Nova Institute and moved my way up to becoming a Financial Aid Representative once I graduated from the Medical Insurance Billing course. I have been with Bellus Academy since February of this year and manage the Financial Aid department for the three California schools and one Kansas school. My passion is sharing my knowledge and experience with other Financial Aid professionals.



RON HOLT

Partner

Rouse Frets White Goss Gentile Rhodes, LLC

Ron brings 38 years of experience in a broad range of commercial and general litigation matters in various industries regionally and across the country. He has a national practice representing institutions of higher learning in litigation, regulatory matters and business transactions, including program reviews, administrative proceedings, student claims, state and federal court litigation, changes of ownership, and accrediting and state licensing agency disputes. He is a past member of the Federal Affairs Committee of the Association of Private Sector Career Colleges & Universities (APSCU) and a past member and past chair of the Litigation Committee of CCA, APSCU's predecessor. Ron served a two-year clerkship with the late United States District Judge Russell G. Clark before entering private practice. He has served as lead counsel and successfully prosecuted and defended substantial claims in commercial, banking, antitrust, environmental, employment, insurance and higher education litigation matters, including complex commercial cases.



MICHELLE HON DONOVAN

Partner

Duane Morris LLP

Michelle Hon Donovan is a partner in the San Diego Office specializing in intellectual property and technology law. Ms. Donovan regularly counsels clients in the complex areas of privacy and information security, including security preparedness, regulatory compliance and investigations, and data breach response. She also counsels clients on the rapidly changing field of data privacy, including the California Consumer Privacy Act (CCPA). She has developed a particular area of expertise in the privacy and information security issues specific to higher education.



ROBERT W. JOHNSON

Executive Director

CAPPS

Robert Johnson has been the Executive Director of the California Association of Private Postsecondary Schools (CAPPS) since 1998. Robert's responsibilities include working closely with his Board of Directors and membership in representing the Association and the Private Postsecondary Education Sector to Policy Makers and the Public. He has worked with Governors, State and Local Legislators, Boards, Commissions, as well as State regulatory bodies such as the Department of Consumer Affairs (DCA) on matters relating to the Private Postsecondary Education Sector.

He administers the Independent Coalition of Educators Political Action Committee (ICEPAC) and the CAPPS 501C3 Foundation. Robert is responsible for implementing sector capacity building programs, and spends much of his time advising member schools on business, regulatory, accrediting, and legal matters that may affect their institutional readiness.

Before assuming his position as Executive Director of CAPPS, Robert managed public sector economic development and job training programs in California, including extensive work on Military Base closures. He also worked with Federal and State officials in crafting National Job Training Legislation.



GLENN KALISON

Founder, Chief Content Officer

Studio Enterprise

Glenn Kalison is Founder of Studio Enterprise, a vertically integrated education services company focusing on student centric models of education and training as a platform to impact the creative economy.

Kalison, a professional actor, producer and recognized expert in the fields of performing and media arts education, has been a guest contributor to Backstage and has been cited as an industry authority by CNN and the Wall Street Journal.

Kalison has appeared in such films as *The Good Shepherd* directed by Robert De Niro and *Mystery Team* with Donald Glover and Aubrey Plaza, and TV shows including "Elementary," "Lights Out," "Law and Order," "Law & Order: CI," "Law & Order: SVU." He also has an extensive theatrical resume including "The Language Archive," produced by the Tony®-winning Roundabout Theater Company.



PETER LEYTON
Attorney/Shareholder
GombosLeyton

Peter Leyton counsels and represents institutions of higher education from all sectors of higher education (public, private non-profit and proprietary) including foreign institutions, U.S. and foreign investors, education companies and educational associations on a broad range of higher education law matters.

Peter focuses, in particular, on: institutional eligibility, participation and compliance in the federal student financial aid programs (Title IV); foreign institutional participation and compliance with Title IV; federal program reviews and IG audits and investigations; accreditation; licensure; and transactional and related matters.

Peter has devoted over thirty-five years to the practice of higher education law. In 1994, he co-founded the firm and began its higher education practice.



CHRIS LINFORD
Chief Executive Officer
Oozle Media

Chris Linford, a name only spoken of in hushed, reverent tones, is the devilishly handsome, overly talented, and very humble CEO of Oozle Media. It's been said that when a beauty school hires Oozle to help them with their website, social media, SEO, and pay-per-click, they've just killed two stones with one bird. Schools who work with Oozle Media have had levels of satisfaction (at times) that can only be compared to the feelings one would have after hearing the announcement of the abolishment of Gainful Employment, and Borrowers Defense when working with Oozle Media. One more worthy thing to note about Chris is that although he hails from Utah, has four children, he does only have one wife whom he loves very much, and has been proudly married to for 13 years!



DR. MICHAEL MARION, JR.
Bureau Chief
Bureau for Private Postsecondary Education (BPPE)

Prior to Dr. Michael Marion, Jr. arrival to state government, he was the Associate Vice Provost and adjunct professor at Drexel University. He was most recently appointed by the Governor of California Jerry Brown to be the new Bureau Chief of the California Department of Consumer Affairs' Bureau of Private and Postsecondary Education. During Dr. Marion's time with Drexel University he was also appointed by the Governor to the California Student Aid Commission. He is also a facilitator for the American Leadership Forum, Mountain Valley Chapter. As a senior administrator in higher education and government, Dr. Marion's responsibilities and expertise span a wide-spectrum of areas in education and leadership across an array of professional settings. Not only has Dr. Marion established himself as a leader in higher education, serving students in private and public colleges and universities, but also in the community. Dr. Marion promotes a strong commitment to civic engagement and recruitment and retention initiatives within the region, and has sat on many, committees, boards and commissions throughout his professional career.



DR. LEAH K. MATTHEWS
Executive Director
Distance Education Accrediting Commission (DEAC)

Dr. Leah Matthews began serving as the DEAC Executive Director on April 1, 2013. Dr. Matthews comes to DEAC from her previous position as Vice President for Recognition Services at the Council for Higher Education Accreditation (CHEA), the national coordinating organization for higher education accrediting organizations. In that role, she managed the CHEA recognition process for 60 accreditors that provide regional, national and programmatic accreditation. Prior to working with CHEA, Dr. Matthews served nearly 12 years on the staff of the Accrediting Commission for Career Schools and Colleges. Prior to joining ACCSC, Dr. Matthews worked for five years as a civilian based at the U.S. Army Japan Headquarters in Zama, Japan where she directed family support services and education programs for children and youth. Dr. Matthews also taught for several years in the Baltimore City Schools system.

Dr. Matthews frequently speaks on the topic of accreditation and distance education. She served as a non-federal negotiator for the U.S. Department of Education's 2014 and 2019 Rulemaking Sessions on multiple areas that included distance education state authorization. Dr. Matthews is currently serving on the executive council of the WICHE Cooperative for Educational Technologies (WCET), as a board member of the National Council for State Authorization Reciprocity Agreements (NC-SARA), as a board member of the Presidents' Forum and as vice president of the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) board of directors.

Dr. Matthews earned a Bachelor of Arts in Music and Education from Westminster College, New Wilmington, PA; a Master of Public Administration from the University of Oklahoma and a PhD in Higher Education from George Mason University, Fairfax, Virginia



GREGG MEIKLEJOHN
Co-founder & Chief Executive Officer
Enrollment Resources

As a strategic marketer with nearly 30 years of experience, Enrollment Resources CEO and co-founder Gregg Meiklejohn is an expert in market research and branding businesses through online and traditional public relations tactics. He is also Enrollment Resources' Scenario Planner, analyzing and calling industry trends before they emerge into public view.

Gregg developed the award-winning program Knowledge Communities, which has consistently given clients massive returns at pennies on the dollar (when compared to advertising). He can frequently be found giving workshops, recording podcasts and teaching boot camps at conferences across North America.



VALERIE MENDELSON
Vice President of Compliance and Risk Management
West Coast University/American Career College

As the Vice President of Compliance and Risk Management and Title IX Coordinator for American Career College and West Coast University, Valerie Mendelsohn has had an opportunity to build the first enterprise-wide compliance and risk management department for these multi-faceted and multi-location institutions since joining the organization in May of 2013. Valerie is an experienced senior executive, with more than 15 years of combined for-profit and traditional education experience. Prior to joining American Career College and West Coast University, Valerie spent more than 7 years with Career Education Corporation, working extensively with all of the regionally accredited institutions within CEC's portfolio and helping Colorado Technical University obtain a 10-year reaccreditation from the Higher Learning Commission. Valerie currently serves as an Executive Board Members for California Association of Private Postsecondary Schools.



NICOLAS E.M. MICHIELS
Principal
Powers Pyles Sutter & Verville PC

As an Associate in Powers' Education Group, Nick Michiels guides clients through the postsecondary triad so that the institutions can focus on fulfilling their missions. Nick represents postsecondary schools in audit and program review proceedings before the United States Department of Education and its administrative tribunal, the Office of Hearings and Appeals. He also has experience responding to adverse actions taken by accrediting and state licensing agencies. Nick seeks to preserve important institutional relationships with regulatory agencies while advancing the school's viewpoint. Nick helps postsecondary institutions remain current in a rapidly evolving environment by monitoring legislative, regulatory, judicial, interpretive, and other developments on a variety of education issues. With this background, he assists schools with institutional policymaking, transactional matters, responding to subpoenas, and conducting internal investigations. Nick is knowledgeable about the higher education industry and the realities facing schools.

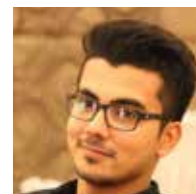


DR. ANTHONY MIRANDO
Executive Director
National Accrediting Commission of Career Arts & Sciences (NACCAS)

Dr. Mirando has been the Executive Director of the National Accrediting Commission of Career Arts & Sciences, Inc. (NACCAS) since March, 2008. Over his tenure, Dr. Mirando has successfully maintained a focus on providing excellence in accreditation to NACCAS' 1300+ member institutions, through streamlining processes and systems, providing educational resources (such as webinars, pocket seminars, workshops and one-on-one consultations), maintaining a solid handle on legislative and regulatory matters impacting the industry, and increasing NACCAS' impact by expanding its scope of offerings and thus directly impacting the quality of student educational programs. He has over 34 years of proven and effective performance and management techniques across an array of industries, including 9 years in association management, 15 years

in post-secondary accreditation, 4 years as an executive coach and 4 years in post-secondary education as a college instructor/facilitator.

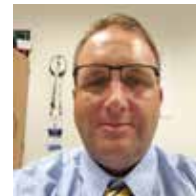
As an Executive Coach, Dr. Mirando trained CEOs, CFOs, and other Senior Executives to realize their professional potential and maximize their efficiency by helping them work through and solve critical road-blocks. As an Instructor, Dr. Mirando orchestrated the development of course materials, and provided students with insight on using contemporary training techniques in his course work. He served as the Chairman of the District of Columbia Board of Chiropractic for eight years, and in the 2009-10 and more recently in 2018, he was selected as the Primary Non-Federal Negotiator representing all the national accrediting agencies at the Department of Education Negotiated Rulemaking Committee hearings on "Program Integrity" and "Gainful Employment" in Washington, D.C.



SHUBH MISHRA
Head of Enrollment Solutions
LeadSquared Inc.

Shubh is an Enrollment Solutions Head for LeadSquared. For the last 5 years, he has extensively advised and helped career schools, colleges, and universities to grow their enrollments and build a better brand using automation and smart tech. He has been a part of LeadSquared family for the past 5 years; he has executed growth strategies and generated more than 100% revenue growth across all regions of North America, Europe, and Asia.

You can frequently find him in conferences, workshops, and multiple events across North America to assist and grow the career education community.



MARK PRIEBE
Director Non-Federal Audit Team
U.S. Department of Education, Office of Inspector General

Mark Priebe is the Director of the Non-Federal Audit Team at the U.S. Department of Education Office of Inspector General. Mark started in this role January 2017. He loves all things related to single audit and uniform guidance, and his favorite part of his job is traveling to meet different Certified Public Accountants who audit education grantees. Mark is originally from Michigan, where he attended Madonna University in Livonia to obtain his BS and MBA in accounting. He moved with his wife and son to Fredericksburg, Virginia, in 2009 and began his Federal career. Previously Mark worked for the Federal Energy Regulatory Commission and the Department of Housing and Urban Development. He is the varsity golf coach for the Fredericksburg Christian Eagles, volunteers at school and church whenever possible, and is an avid golfer who loves hitting the links. He also caddies at golf tournaments—for his 13-year-old son.

LEEZA RIFREDI

Deputy Bureau Chief

Bureau for Private Postsecondary Education (BPPE)

Ms. Leeza Rifredi, Deputy Bureau Chief has worked for the Bureau for Private Postsecondary Education and its predecessor agency since 1995, in the last 13 years Ms. Rifredi has worked in all aspects of the Bureau and most recently managed the Licensing Unit prior to becoming the Deputy Bureau Chief.

**LEEANN ROHMANN**

President/CEO

Legacy Education

Legacy Education owns and operates nationally accredited High Desert Medical College and Central Coast College. LeeAnn Rohmann founded Legacy Education to support her strong belief in higher education as the basis for building a legacy for students and their families. She is passionate about providing the best training in the strongest industries like healthcare. LeeAnn began her career in higher education more than 25 years ago and has spent every day since working to provide education opportunities.

**ANGELYNE ROMAN**

Owner

American Beauty College

The beauty industry has been a part of Angelyne's life since she was born. From a very young age she knew that she loved being pampered at her mom's beauty school by all the students. Having her hair and nails done was a must! Through the years, she learned that this industry was about making others feel good. Her favorite aspect of this career is experiencing students growth, transformations, and the confidence they build during their educational journey. With her sister, Jennifer Roman and guidance and knowledge from her mother, Juana Roman, they currently own and operate American Beauty College in West Covina, CA.

**SALLY SAMUELS**

Director of Compliance

FAME

Sally is one of the country's leading authorities on Federal financial aid administration with more than 39 years of "in the trenches" experience. As a respected Industry leader, she is frequently called upon to speak at School, Accrediting, Regional and State conferences as well as to act as school liaison during program reviews and compliance audits. Having processed, reviewed and taught financial aid for over 39 years Sally's experience includes representation at over 300 program reviews and certification visits for post-secondary institutions. In addition, Sally brings real life experiences, observations and illustrations to her audience, adding a touch of humor to regulatory compliance. Her 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.

**ROGER SWARTZWELDER**

Shareholder

Maynard, Cooper & Gale PC

Roger Swartzwelder is a Shareholder and member of the Firm's Education Practice Group. He represents institutions of higher education in a wide array of regulatory, accreditation, and operational issues.

Prior to joining the Firm, Roger served nearly 14 years as general counsel and chief compliance officer for a multi-state system of colleges. Roger previously was in private practice at Dow, Lohnes in Washington specializing in higher education matters. He also worked at a nationally recognized accrediting agency for more than 13 years, including more than eight years as Associate Executive Director and Associate Executive Director/In-House Counsel.

**BRANDI TAYLOR**

Associate

Duane Morris LLP

Brandi A. Taylor counsels businesses in the complex areas of privacy and cybersecurity, including cybersecurity preparedness, regulatory compliance and investigations, and data breach response. She also counsels clients on the rapidly changing field of data privacy, including the California Consumer Privacy Act (CCPA).

Prior to joining Duane Morris, Brandi was Senior Regulatory Counsel at a large, predominately online institution of higher education in Florida. Before that she lived and worked in Washington, D.C. representing private and publicly-traded companies in regulatory and compliance matters.

**INDIA TIPS**

Executive Director

Accrediting Bureau of Health Education Schools (ABHES)

India Tips currently serves as the Executive Director of the Accrediting Bureau of Health Education Schools (ABHES). She is responsible for overseeing the daily operations and all accreditation activities, including the review and implementation of Commission-directed actions. She serves as the liaison to state and federal regulatory bodies, including the U.S. Department of Education, national and other accrediting agencies, and credentialing bodies in the health field.

Ms. Tips joined ABHES in November 1995. In her 23-year tenure, her experience spans the full spectrum of accreditation, membership services, and operations. She developed the educational content and curricula for the required trainings for initial and renewal applicants where she has been the lead presenter for nearly 15 years. She has participated in and supported efforts for more than five petitions for re-recognition by the U.S. Department of Education. She has been instrumental in the management and successful execution of 16 conferences serving more than 400 attendees and exhibitors annually, and has performed hundreds of accreditation visits to institutions seeking initial and renewal ABHES accreditation

**DAVID VICE**

President & CEO

Asher College & IntelliTec College

David Vice started his business career in 1983. He worked 10 years for IBM in sales, marketing, and management capacities. After leaving IBM he started a software company and successfully exited five years later. In 1998 David founded Asher College. Asher has three campus locations in three states. David has served on the CECU board for the past three years and also served as Chair. David is a past President of the CAPPS Board of Directors where he served for seven years in various capacities. David is a past ACCET Commissioner where he served for seven years. He earned his Bachelor's degree from the University of Wisconsin-Madison. He has been married for 26 years to a woman above his status and has two sons, ages 20 and 24.

**JAMI WALKER**

Director Private Secotr Sales

Elsevier

Jami Walker is the Director of Private Sector sales with a long Elsevier history. For the past 17 years her roles have included publisher of nursing and medical academic journals to director of marketing. For the past four years she has led various sales organization divisions working closely with institutions across the country. Her passion is working with allied health program leadership, faculty and students to achieve outcomes success.

**RICK WOOD**

President & CEO

Select Education Group

Rick Wood has led Select Education Group as President/CEO since January 2018. His professional career spans nearly four decades and includes roles as Senior Vice President/CCO; Vice President of Branching and Real Estate; Director of Operations; Campus President; Director of Education; and Associate Corporate Director of Faculty Training. With over 39 years of experience in private post-secondary education, Rick holds a Bachelor's degree in Management and Organizational Development, serves as an Institutional Commissioner with ACCET, and is currently member of the CAPPS Board of Directors serving a second term as President of the Association. Rick's "student first" commitment drives his philosophy of education and allows Select Education Group colleges to produce job ready graduates for careers in disciplines like Culinary Arts, Vocational Nursing, Welding and Physical Therapist Assistant.

**BRYCE YOUNG**

Associate

Duane Morris LLP

Bryce Young is a trial and appellate attorney focusing on postsecondary education law. He serves as trusted advisor as well as outside litigation counsel to numerous universities and colleges across the country. Mr. Young frequently advises on disability accommodation issues, student privacy concerns, and various contractual and employment disputes. He routinely speaks at conferences and publishes articles on these topics as well, with a special emphasis on the nuances of the reasonable accommodation process for students with disabilities. As outside litigation counsel, Mr. Young represents his clients in all aspects and stages of litigation, including individual student lawsuits, class action lawsuits, False Claims Act lawsuits, arbitration process, appellate briefing to various federal and state appellate courts, state agency administrative actions, government investigations, breach of contract litigation, and national policy strategy. Prior to joining Duane Morris LLP, Mr. Young was a litigation attorney in the Minneapolis office of another AmLaw 100 law firm, representing numerous Fortune 50, 100, and 500 clients. Mr. Young began his legal career as an attorney for the Minnesota Supreme Court.

**JOAN YOURSTONE**

Vice President Career Services

International Education Corporation

As a career education executive, Joan has spent many years in the education sector helping students change their lives. As the VP of Career Services at IEC, Joan oversees 30 campus locations and thousands of graduates who have built careers they can be proud of. Prior to IEC, Joan has almost 20 years of experience in Education, Regional Operations and Career Services for large, multi-site career education organizations, including B&H Education and Corinthian Colleges, Inc. Joan earned her baccalaureate degree from the University of California, Santa Barbara in Psychology, and is currently based out of Irvine, CA at the corporate support offices for International Education Corporation.

**KEITH ZAKARIN**

Partner, Chair of the Education Practice Group

Duane Morris LLP

Keith Zakarin is the chair of Duane Morris' Education Practice Group and is a member of the firm's Partners Board. Mr. Zakarin exclusively represents private postsecondary schools and colleges. His representation of these schools nationwide includes such diverse areas of law as student and employee litigation, regulatory and administrative counseling and litigation, mergers and acquisitions, accreditation counseling and advocacy, employment counseling and risk management. Mr. Zakarin is not just an attorney representing colleges; he also owned and operated an accredited private college for thirteen years. Mr. Zakarin is a 1986 graduate of the University of California, Berkeley, Boalt Hall School of Law, and a summa cum laude graduate of the University of California at San Diego.

EXHIBITORS

Accrediting Bureau of Health Education Schools (ABHES)

Booth #6

www.abhes.org

For over 40 years, the Accrediting Bureau of Health Education Schools (ABHES) has been recognized by the U.S. Secretary of Education as a specialized, national accrediting body determined to be a reliable authority as to the quality of training offered by the educational institutions and programs it accredits. Its approved and recognized scope includes degree and non-degree granting private, postsecondary institutions offering educational programs predominantly in allied health and the programmatic accreditation of public and private medical assistant, medical laboratory technology, and surgical technology programs.

Almich & Associates

Booth #5

www.almichcpa.com

Almich & Associates is a Certified Public Accounting and Business Services firm headquartered in Lake Forest, California and focused on the specific financial and compliance needs of organizations involved in postsecondary education. Founded in 1992, the Firm currently provides services to both for-profit and non-profit institutions in more than 25 states nationwide. Firm services include annual financial statement and SFA compliance audits, Single Audits, special attestations as required by the U.S. Department of Education and other regulatory bodies, merger and acquisition diligence and advisement, tax structuring, planning and compliance, and sector marketing and operational benchmarking.

American Medical Certification Association

Booth #8

www.amcaexams.com

American Medical Certification Association (AMCA) is headquartered in Fairfield, New Jersey. AMCA was established with the vision of enhancing the allied healthcare industry by providing national certification exams that validate the knowledge and expertise of professionals in this field. Certification by definition means, “to attest as being true or as represented as meeting a standard.” It is through a set of standards that the American Medical Certification Association has developed each of its exams.

ApexChat

Booth #39

www.apexchat.com

ApexChat has been providing Live Chat Software and Chat Agents businesses since 2008. They boost website conversion with standard 24/7 coverage. ApexChat offers no long term commitment with pay-for-performance pricing.

Today ApexChat agents are chatting on over 8,000 websites. The company prides itself on outstanding customer service. They offer Live Chat service in both English and Spanish. ApexChat places emphasis on innovation. ApexChat is also optimized for mobile devices. Their Facebook Messenger integration is another example of their innovative spirit. They also offer white-label opportunities for marketing agencies.

CampusLogin & Great Exposure

Booth #4

www.campuslogin.com

Working with close to 1000 schools over the past 20 years has given Great Exposure unique insights and expertise in creating highly effective marketing campaigns and enrollment strategies. Our flagship lead management software - CampusLogin, active in hundreds of college campuses, is simply the most powerful integrated marketing and enrollment engine designed specifically for private career colleges. Our website redesigns are guaranteed to outperform your current site, our digital marketing campaigns convert at industry highs with low cost per acquisition, and CampusLogin will empower your people to enroll more students. Let's talk about how we can partner with you to achieve your goals.

Career Conext

Booth #33

careerconext.com

CareerConext is software built for the specifically career college space. We are not a SIS, however, we do make the one you have better. We offer software that enhances your Student Services, Career Services and Registrar. Conext automates many accreditation reports, saving hundreds of hours per year in creating reports! Conext is broken into three offerings. Perform, Bridge & Employ.

Conext Perform – takes the data from your SIS and produces visual reporting, identifies opportunities & spotlights problem areas.

Conext Bridge – enhances your current business processes by removing paper, reducing repetitive tasks and deploying esignatures on unlimited forms. Enables your career services team to create job alerts for graduates with one click. Bridge's text chat bots gather information like current employers and graduate satisfaction surveys through automated texting. Every activity is tracked in Conext and creating Accreditation Reports happens instantly!

Conext Employ – provides a cloud based job posting services for your employers, extern sites and other organizations who are interested in hiring your students.

Career TEAM

Booth #32

careerteam.com

Career TEAM exists to accelerate the human condition. The Career EDGE platform provides content and tools that enhance the student experience from admission to job placement resulting in increased retention, graduation, and placement rates. Our solutions provide faculty and career services staff with scalable resources that improve professional development and employer partnerships.

Case Sabatini, CPAs and Auditors

Booth #13

www.CaseSabatini.com

Our experienced auditors have over 20 years of service to Career Colleges. Case Sabatini provides Financial Statement and Federal Student Aid Compliance Audits, Acquisition Diligence for Buyers and Sellers, DOE Composite Ratio Planning, DOE Program Review Responses and Appeals, 90/10 Rate Analysis and Consultation, Change of Ownership and Business Succession Planning. Case Sabatini has over 40 years of service in the areas of Tax Planning & Preparation for Non-Profits, C Corps, S Corps, LLCs, Partnerships and Individuals, Wealth Management, Estate Planning and Personal Investment Management. Long-time members of CAPPs, CECU, and AACs.

CBRE

Booth #3

CBRE.com

The CBRE Private Sector Colleges and Universities (PSCU) practice group draws on the talented professionals and resources of the world's largest commercial real estate services provider. PSCU supports educational institutions in making informed, strategic real estate decisions based on a range of tools and resources, including in-house mapping and research services, labor and econometric analysis, LEED certification capabilities and numerous other resources found only in commercial real estate's most robust and diverse services platform. CBRE was named a Fortune 500 company, a BusinessWeek 50 “best-in-class” company, and an EPA “Energy Star Partner of the Year.”

Champion College Services, Inc

Booth #36

https://championcollegeservices.com

CHAMPION COLLEGE SERVICES INC., has been providing default prevention services to student loan borrowers across the United States since 1989, and we have touched the lives of more than 3 million borrowers during that time. Our mission is to partner with your institution to reduce your Cohort Default Rate, increase Repayment Rates, and mentor and motivate your students to successfully repay their student loans. Should your students ever face difficulties repaying their loans we will be the solution to help them navigate those difficulties to get them back in good standing. Our included financial literacy program will help to prepare your students to make the best borrowing choices while also providing them resume help. Champions full turn-key default management and financial literacy program will help make your institution and students a success!

CourseKey

Booth #22

coursekey.com

CourseKey is a software platform that enables your institution to improve compliance, efficiency, and retention by creating paperfree learning environments in brick-and-mortar classrooms, labs, clinicals, and externships. By leveraging existing student mobile devices, CourseKey offers automated location-based attendance, interactive assessment and evaluation, visual enterprise-wide dashboards, and Integration.

Cyanna Education Services

Booth #35

www.cyanna.com

Whether your school is starting out or fully established, Cyanna can help you navigate regulations, improve operations, design courses, train teachers, and make the enrollment process easier and smarter. Our EDlumina Admissions software creates the strong foundation that enables you to easily and effectively manage your student lifecycle data.

D&B Consulting + Accounting, Inc.

Booth #29

www.wedonumbers.com

Are you applying for accreditation? Title IV? Don't let improperly formatted financial statements slow you down! Choose an auditor who knows the industry. Choose D&B.

We are the higher education experts; it's all we do, giving us the unique advantage to help your school navigate the ever-changing regulations at both the state and federal level. Whether it be financial statement audit and review services, compliance audits, 90/10 compliance or BPPE compliance, we are there to partner with you along the way.

Edwards Strategies

Booth #30

edwardsstrategies.com

We are a higher education company that focuses on enrollment strategies and consulting services. Our team has decades of experience in higher education and we understand that each university, and student population, is unique. We pride ourselves on developing individualized strategies for each of our partners.

Elsevier

Booth #1

Elsevier.com

Elsevier Education empowers higher learning institutions and educators with exceptional content, learning technology, and assessment tools that help transform today's students into tomorrow's healthcare professionals.

Enrollment Resources

Booth #16

<https://enrollmentresources.com>

At Enrollment Resources, we create conversion rate breakthroughs for our clients. We provide the tools they need to increase student enrollment and revenue without having to spend more on marketing or hire additional staff.

Through Conversion Rate Optimization (CRO) and rigorous A/B testing, our team of higher education subject-matter experts delivers the best possible results for our clients. The results are effective marketing campaigns, productive admissions staff, happier students, and a stronger bottom line.

We offer services in four areas: Google Ads® Management, WebsiteEDU, Virtual Adviser and EMScorecard™.

F A Davis Company

Booth #9

<https://www.fadavis.com>

F. A. Davis is an independent, family-owned publisher of innovative products and services for the Nursing and Health Science professions. Headquartered in Philadelphia, the city of its founding in 1879, the company is dedicated to developing teaching and learning solutions that meet the needs of nursing and health science students, educators, and practitioners. The breadth and depth of our digital, print, and online resources across disciplines and specialties increase student retention, improve pass rates, and launch successful careers.

FAME

Booth #11

www.fameinc.com

FAME has been a trusted partner to the higher education industry since 1978. For over 40 years, FAME has been dedicated to meeting the diverse needs of post-secondary educational institutions; both those participating in Federal Financial Aid programs and those seeking quality, affordable Student Information Systems.This proven track record provides assurances that FAME has the knowledge and has made a vested commitment to provide high quality products and services for many years to come. FAME currently provides service to more than 1200 schools in the United States & Canada.

Financial Aid Services & Genesis

Booth #25

www.financialaidservices.com

Financial Aid Services, Inc. (FAS) is a professional outsourced service providing schools with a team of “personable” experts in Title IV to fully process, and/or consult, train, and assist career schools to streamline and cut costs in delivering financial aid to students. FAS also offers Genesis, integrated School Administrative Software, that manages the school’s student.

Global Financial Aid Services

Booth #19

www.globalfas.com

From clock hour to PhD, public universities and community colleges to career schools and private institutions Global has a tremendous amount of experience in financial aid and can process for any program. Partnering with us enables you to tap into our efficiencies, compliance protection, customer service, and expertise in financial aid administration.

At Global, our value is our service, and our focus is you.

Goodheart-Willcox Publisher

Booth #10

www.g-w.com

Experts in Career and Technical Education, Goodheart-Willcox delivers authoritative content for teaching and learning success. Learn more about new digital learning solutions, textbooks, and instructor resources at our booth or visit www.g-w.com. Together, We Build Careers!

Gragg Advertising

Booth #31

www.graggadv.com

GRAGG ADVERTISING is a full service, integrated marketing EDU agency with expertise in all media channels and how each media channel works with others to give you the greatest results. We have expertise in creative and brand development, traditional media, PPI, PPC, Social, SEO, Web development, referral strategies, admissions training and a host of proprietary products and services. All in-house. No outsourcing. Our unique integrated strategy with proven direct response tactics delivers quantifiable results. “With Gragg Advertising it is...Expectations Exceeded!” For more information contact Lisa Olmedo, VP of Client Relations at 816-931-0050 or lolmedo@graggadv.com.

Hurst Review Services

Booth #12

hurstreview.com

Hurst Review Services’ proven approach to NCLEX® preparation combines the best of all worlds by reviewing must know core content, developing critical thinking and application skills, incorporating NCLEX® specific testing strategies, and practicing high level NCLEX® style questions. Hurst’s course is facilitated at schools of nursing nationwide or online. www.hurstreview.com

LeadSquared

Booth #2

www.leadquared.com

On an average, 3 out of 4 opportunities in career schools are missed due of lack of timely follows, inconsistent student engagement & manual task overload. LeadSquared fills this gap with combined admissions & marketing automation, which helps schools engage and convert the remaining two.

On top of standard features like admission CRM & email builder, LeadSquared powers marketing and enrollment teams with features like student journey builder, landing page editor, admission automation & custom reporting.

It’s advanced, it’s affordable, it’s automated.

Library and Information Resources Network

Booth #38

<https://www.lirn.net>

LIRN is a nonprofit library service and content provider working to strengthen libraries for successful learning—so students can thrive in their academic careers and beyond.

We offer our members unrivaled value for resources, a team of caring library experts, and future-focused technology services.

MDT Marketing, Inc.

Booth #37

www.mdtmarketing.com

MDT Marketing is a digital advertising, marketing technology, and production agency established in 1995. At our core, we are a direct response agency, delivering performance marketing solutions that are guided directly by our clients’ bottom line goals. We’re a passionate team of strategic marketing consultants, digital advertising specialists, and technology systems gurus with over 5 decades of marketing experience combined whose singular focus is to exceed your expectations.

National Center for Competency Testing (NCCT)

Booth #20

www.ncctinc.com

NCCT, National Center for Competency Testing is an allied health certifying agency that works in partnership with quality academic programs. Our certifications provide credentials that help in job placement and meet many state certification requirements.The certifications that we offer are Medical Assisting, Insurance and Coding, Medical Office Assistant, ECG Technician, Phlebotomy Technician, Patient Care Technician, and Certified Postsecondary Instructor. NCCT certification programs hold accreditation by the National Commission for Certifying Agencies (NCCA). To learn more, visit www.ncctinc.com or contact us at 800-875-4404.

National Healthcareer Association, NHA

Booth #24

www.nhanow.com

National Healthcareer Association, NHA, recognizes the highly competitive nature of the academic environment. There is, and will continue to be, stiff competition in attracting qualified student candidates, retaining students through program completion, and placing students in jobs.

NHA is working with schools to deliver analytics on student performance, bringing more predictability to student success. In doing so, schools potentially can enhance their programs through better study tools, better professionals, and better outcomes.

NHA exam study materials prep your students with interactive preparation, multimedia learning tools and focused remediation. Our dynamic online tools improve faculty efficiency and time management, and offer reporting with valuable insights into student and class performance.

NHA certification exams are NCCA accredited and are updated regularly, ensuring your students have the most current and job-relevant knowledge and skills. NHA exam reporting provides useful comparisons of your class results to other school, state and national benchmarks.

Oozle Media

Booth #28

<https://www.oozlemedia.com>

We’re not your momma’s marketing company! The leads we drive to schools through SEO, PPC, social media and website conversion rate optimization and development are not like a bowl of candy on the table that has hardened together. Our leads are more like warm chocolate chip cookies fresh out of the oven. Our free audits are as good as your momma’s hugs when you’re feeling down. We will tell exactly what we’d do differently, and project the additional leads that will follow.

Orbund LLC

Booth #34

Orbund.com

Orbund provides easy to use and powerful web-based student information systems. Orbund solutions are being used by a variety of higher education and career education providers. Our products’ biggest strengths are flexibility, scalability and exceptional support.

Partners Financial Services, Inc.**Booth #27****www.partners-mo.com**

Partners Financial Services, Inc. holds a unique position in the billing and collection of student accounts receivable. Before we became Partners, our executive team handled all aspects of finance and student receivables for one of the largest transportation school groups in the country. We were incorporated in 1993 as Partners Financial Services, and student receivables has remained our passion and our primary market since that time. We have purchased school loans, assisted schools in setting up in house credit portfolios, and collected on drop students and defaulted repurchased contracts.

PFS has lived your business, we understand your hurdles with student receivables and offer our experiences, understanding, and passion to your schools. Contact: Sean M. Martin – Mobile 314-681-5156.

SAP Concur**Booth #18****https://www.concur.com**

SAP Concur drives a relentless pursuit of what's possible into everyday travel, expense, and invoice processes –continuously develop-ing new tools to automate and integrate them, so your people get more done and you get more control. With SAP Concur, you'll move beyond yesterday's tedious tasks to keep your business running at its best every day

TFC Tuition Financing**Booth #7****TFCTuition.com**

For nearly 50 years, TFC Tuition Financing has provided tuition-financing alternatives. Our programs enable schools to increase cash flow and enrollments while eliminating the difficult tasks of tuition collection, servicing and reporting. NO CREDIT CHECKS, NO ORIGINATION FEES & NO START-UP FEES. TFC Tuition Financing provides all the materials necessary to implement our tuition financing programs at no cost to the school. Our mission is to provide long-term quality service to our clients. The government required TILA disclosures are available on our website for no additional cost to our client schools.

Tuition Options**Booth #23****www.tuitionoptions.com**

As a licensed student loan servicer in California, Tuition Options helps schools enroll and retain more students via affordable and flexible institutional loan programs. We have over 39 years of experience implementing and servicing institutional loan programs for schools nationwide and are proud of our long-standing presence in California. Through effective and student-friendly servicing strategies and insightful reporting tools, our school partners have realized improved AR recovery and increased student retention rates. Visit us at the annual CAPPS conference or online at TuitionOptions.com to learn more!

van Rijn & Associates, CPAs**Booth #21****https://www.vanrijncpas.com**

Specializing in auditing services for private postsecondary schools, van Rijn & Associates is a full-service Certified Public Accounting firm. Comprehensive services include financial and SFA compliance audits, 90/10 and composite score planning, tax preparation, QuickBooks advising, management consulting, development of internal control procedures and other regulatory, financial, and tax support services. If you are looking for a practice that includes a CPA Partner who understands your challenges, works directly with you and your staff and will care for your needs with dedication, responsiveness and timely delivery of projects, then please let us know how we can be of service to you.

Verity IQ**Booth #14****www.verityiq.com**

Leading CRM solution for higher-education.

ViKtory Student**Booth #26****http://www.viktorystudent.com**

ViKtory Student is a gamification platform created and designed by experts in the Higher Education space, with a focus on managing, motivating, and engaging students on an easy to implement mobile application. Many of the essential student behaviors are "gamified" to drive positive outcomes.

Weworski & Associates**Booth #17****www.weworski.com**

Weworski & Associates is a certified public accounting firm based in San Diego, California.

W&A was formed in 1992 with a primary attention to the needs of the post-secondary educational arena. We have since developed further expertise in many additional areas including charter schools, construction, bio-technology, benefit plans and income tax services.

Wright International Student Services**Booth #15****www.studentservices.org**

600 schools like yours have turned to us for their default management needs. The average rate for these schools is 9.7%. It is important to note that these schools average rate for these same schools would be above 30% had they not used the WISS Default Reduction Service. In over 20 years of service we have never had a school sanctioned for a high default rate. Contact us if you are unhappy with your schools cohort default rate.

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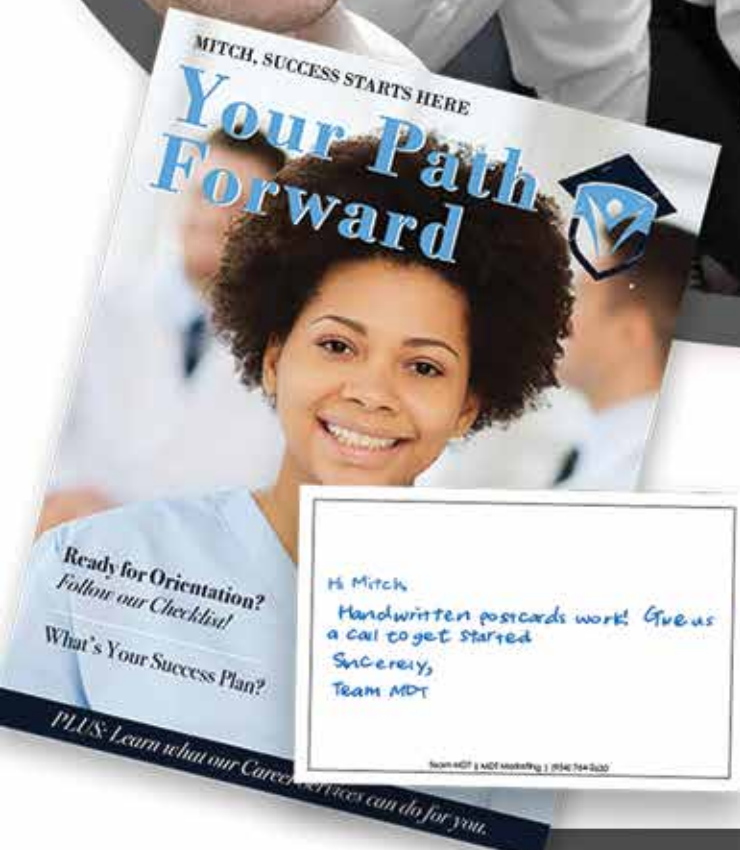


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