



NYSFAAA

# Connection

Conference Edition

New York State Financial Aid Administrators Association | [www.nysfaaa.org](http://www.nysfaaa.org)  
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## NYSFAAA President's Message

By *Dan Tramuta, NYSFAAA President, SUNY Fredonia*

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I'd like to start out my first *President's Letter* for our newsletter by expressing my sincere thanks and appreciation to Curt Gaume for the outstanding job that he did serving our association as President for the past two years. Curt has been both a good friend and excellent mentor to me over the past year in my initial role as President Elect and I will continue to exploit his wisdom and guidance over the next year in his executive officer role as Immediate Past President.

Please see *President's Message* on page 2

## NYSFAAA Scholarship Fundraising Success!

By *Debra Evans, Adelphi University*

At this year's conference we once again awarded 5 NYSFAAA Scholarships. Many worthy nominees were submitted by NYSFAAA members, making the choices very difficult for the committee. This year's Conference Scholarship Fundraiser was a bit different than in the past. Instead of the Silent Auction with bidding on the baskets we had a Raffle, with participants choosing which basket they wanted to try to win. And we had NYSFAAA tee shirts for sale - again. There were 22 baskets donated by the regions and individuals, and business was brisk! Boy was that Yankee basket a popular stop on the circuit, with people depositing their raffle tickets right up to the last minute.

When the dust cleared, we raised a total of \$ 1,700 for NYSFAAA Scholarship, which just proves what we have always said - NYSFAAA people are the best! Your Scholarship Committee thanks you for your continued support.

Just a reminder - we are still accepting donations for the Scholarship fund - the contact information may be found on the NYSFAAA website under *On-line Forms* in the NYSFAAA Scholarship section. Just click on [2010 Scholarship Donation Form](#).

We look forward to seeing everyone in 2011 at the Turning Stone Casino, where we again have our basket raffle, so make sure you save some money for raffle tickets!

**President's Message** from page 1

For those of you who were able to attend our annual NYSFAAA conference in Buffalo, "Celebrating Commitment to Student Success-NYSFAAA 42," I think you'll agree that as conference participants we were treated to an excellent three-day program developed by Region 1. The tabulation of survey results were extremely positive relative to the overall conference that was delivered. Many thanks go out to Kevin Ryan and Leigh Bove who provided excellent leadership as the co-chairs of the conference. Troy Martin, Lisa Treman, and Rachel Barker, the Program Co-Chairs, assembled an excellent program with a wide range of subject areas and topics that were well received. All of the committee chairs and committee volunteers provided us with a wonderful 42<sup>nd</sup> annual conference and I want to personally thank them for their hard work and dedication. Conference planning for NYSFAAA 43 next year at The Turning Stone is well underway with a focus of continuing to explore ways in delivering an excellent professional training program while also attempting to keep overall conference costs to the membership as reasonable as possible.

In a collaborative effort with HESC, NYSFAAA is again delivering another year of school counselor workshops as an early awareness outreach activity. Beginning with the North Country on November 3, NYSFAAA and HESC conducted the "**2010 HESC College Access and Financial Aid Training for School Counselors**" at eight locations around New York State. This series of half-day workshops for school counselors provided information about available federal and state financial aid programs, including recent developments, and emphasized information useful in assisting students at risk of not attending college. The events continue through January 11, 2011. Every site has been well attended and approximately 650 school counselors took the opportunity to network, learn and share with their colleagues in the community. Plans are underway for full day school counselor workshops to be held in March in Buffalo, Rochester, Albany, Syracuse, and Long Island. NYSFAAA will participate in these workshops as well. Expect more details in January. Thanks to all who made these workshops a success.

Both regional and statewide training opportunities continue to be a priority for the general membership throughout 2010-11. Please save Friday January 7<sup>th</sup>, 2011 for the NYSFAAA Statewide Training that Fred Sellers from the USDE has agreed to do in reference to new "**Program Integrity**" regulations. In addition, the NASFAA's Cost of Attendance training module has been delivered to each individual region and to date over 75% of our regions have already or will be participating in this training opportunity.

While the last six weeks have proven to be quite hectic for me as NYSFAAA President I feel blessed to have the opportunity to work collaboratively with our outstanding officers, executive council, regional chairs, and those of you who routinely step forward to volunteer. As NYSFAAA explores new initiatives over the next year tied to a new cohort of New York Gear-Up, a need for increased outreach to our federal and state political leaders, increased financial aid awareness and training opportunities, etc., we'll need strong volunteerism from the general membership in order to successfully deliver these initiatives. Don't be afraid to take that first small step because our students and families need you right now, more than ever before.

**EASFAA Financial Aid Day November 20, 2011**

November 20, 2010 was the first-ever EASFAA Financial Aid Day and what a day it was! NYSFAAA Conference 42 was in full swing and we were encouraged to take a moment to congratulate ourselves on the wonderful work we do. Thanks to our fabulous speakers that day, I found it to be one of the most exciting and memorable conferences I have ever attended.

We began the day with words of wisdom and inspiration from our NASFAA President, Justin Draeger. Justin called for the newest among us to step up and the most experienced among us to "strengthen the bench" so that our industry will retain its commitment to our students. He was charming, intelligent and left us with the knowledge that our NASFAA leadership is in good hands.

At lunch, we were toasted, congratulated and thanked by the words of Neville Brown, EASFAA's current President and creator of Financial Aid Day. Neville's words were sincere as he invited us to reflect on the good things we do and the students who are able to succeed because of our help.

At the closing banquet, we heard the words of our outgoing President, Curt Gaume, as he thanked so many of NYSFAAA's stalwarts and noted his approval of the fine work of some of our newest leaders.

Finally, we listened to the call for volunteerism from our new NYSFAAA President Dan Tramuta. Dan was strong and motivating in his comments, and his words were taken to heart by many. And so, Financial Aid Day 2010 became a day of camaraderie and motivation. I can't help but feel that even those of us who have been in the Financial Aid business for a long time walked away feeling proud of the work we do and wanting to do more. I know I did!

Michele Rizzo  
Canisius College  
Region 1

**Mark your calendars for the 43<sup>rd</sup> Annual NYSFAAA Conference  
Turning Stone Casino & Resort in Verona, NY  
October 17-20, 2011  
Hosted by NYSFAAA Region 2**

**Check [www.NYSFAAA.org](http://www.NYSFAAA.org) regularly for a schedule  
trainings & events in your region.**

## My NYSFAAA Conference Experience

*Submitted by Lakhbir Singh, Athem institute*

I have not attended a NYSFAAA conference for a few years and I really enjoyed getting reacquainted with other NYSFAAA members recently at the yearly conference in Buffalo NY. It was a really good experience starting from the well planned Educational sessions to the activities planned in the evening. The Split servicing and post 9/11 GI Bill presentations were very helpful along with others. It was a well planned conference and you could see the bond that the FA professionals have with each other. I made new friends and learned a lot from the conference, I'm looking forward to the NYSFAAA Meetings and conferences in the future.

## Why is Financial Literacy Important on Your Campus?

*Submitted by: Anne Barton, AFC, NSLP*

I had the privilege of presenting on this topic to about 50 of my NYSFAAA colleagues at the Buffalo conference. I was excited to share national statistics that reveal the necessity of providing financial literacy education to our college students. I know I was speaking to the choir - those in attendance were already convinced that financial literacy education is needed on their campuses. They wanted to know how to go about getting started. So after the statistics I provided some guidance on how to get things started on campus. Having sufficient resources is always a problem on campus and we talked about how to start if you have NO resources and how to improve your offerings as budgets allow.

A copy of my power point presentation has been placed on the website for those who were unable to make it to the conference. Feel free to contact me if you have questions or need assistance in how to get things going on your campus.

### To contribute to The NYSFAAA Connection, please contact

[Laura Worley](#), Editor or [Vince Scalise](#), Assistant Editor

Below is the schedule for the NYSFAAA Webletter. If you have an article to submit please do so by the deadline date indicated.

Edition	Articles due	Posted to site on or about
Winter	January 25	February 1
Spring/Summer	May 25	July 1
Fall	September 25	October 1

## Helpful Tips on the Lobbying Process

*Submitted By Michele Rizzo, Canisus College, Region 1 Chairperson*

After hosting the 2010 Statewide Conference in October, the members of Region 1 were certainly deserving of a few months of rest from NYSFAAA activities. Unfortunately, that was not to be!

At our November 4<sup>th</sup> Regional meeting, we were fortunate to engage Kevin Muldowney, aide to NYS Senator Catharine Young, District 57, as our speaker. Mr. Muldowney gave us an insider's view of the political workings of Albany and the current uncertainty resulting from recent elections. He also provided us with a list of tips for beginning the lobbying process:

- Be nice to the receptionist or clerk. Be friendly when you call, or better yet, if you know a local official, have them call on your behalf to make an introduction.
- Try to make an appointment at the **district office** between September and December, when the representative is more likely to be free. Everyone wants to meet January to May, but it is best to avoid this busy time. Always be sure to call ahead.
- Go in to the meeting with an agenda of 3-5 talking points (issues). Be prepared!
- Remember that you are the "expert". Meeting with a representative is similar to doing a presentation. Take a fact sheet that you can leave behind.
- Albany is "not big on petitions". Letters and e-mails are a better alternative. Calls are also OK, but it may be more difficult to get through.
- Follow up, and when possible, show success stories.

(Tips compiled by Aimee Murch, Region 1 Secretary)

### ***NYSFAAA Members on the Move***

Syracuse University has a new Financial Aid Counselor, Kevin Shults! He was promoted from within the aid office.

Charles Scheetz is the new Assistant Director of Financial Aid at Keuka College. Charles comes to Keuka from Ursinus College in Pennsylvania. Welcome to NYSFAAA Charles!

Lisa Hoskey (currently at SUNY IT) is the new Director of Student Financial Services at Ithaca College!

SUNY Upstate Medical University welcomes Kevin Sabio as the new Financial Aid Advisor!













