

## **SASFAA Board Meeting Conference Call September 18, 2013**

### **CALL TO ORDER**

**President Barree called the meeting to order at 3:01 p.m.**

**Voting Members Present:** Zita Barree, Nathan Basford, Jeff Dennis, Sharon Oliver, Amy Moser, Rachel Cavanaugh, Jeff Gerkin, Ashley Reich, Cathy Crawley, Katie Conrad, Katie Harrison, Wayne Kruger, Greg Windham

**Board members absent:** Kevin Ammons, Tabatha McAllister

**Non-Voting Members Present:** Amy Berrier, Terri Parchment, Brett Barefoot, Mike O'Grady, Angie Black, Marian Dill, Tracy Misner

**Non-Voting Members Absent:** Philip Hawkins, Jane Moore and Sarah Dowd

**The chair declared a quorum.**

President Barree indicated there are two items to discuss since the August board meeting that need to be addressed before the next board meeting in November.

The Conference Chair stated a day rate was not discussed during the August board meeting. Considering the number of schools in the area, the Conference Committee would like to charge \$150 for the day rate on Monday and Tuesday for the local members in Jacksonville, Florida. There were approximately ten (10) members who utilized the day rate at the annual conference in Atlanta, Georgia in 2013. The Past-President inquired about a late fee charge for the annual conference which was not discussed by the conference committee. The Conference and Site Selection Chairs indicated that a late fee was not charged on last year. The Conference Chair shared that there will be late registrants due to budgets. There is space available for two pre-conference options, New Aid Officers Workshop and the other pre-conference event has not been identified. The Past-President stated for accounting purposes and tracking payments, it is helpful to set different amounts for events. Based on the hotel contract, the number of participants must be reported three business days prior to the annual conference for meal numbers at which time the number of registrants should be solidified.

**Action: Jeff Dennis moved that we adopt a one day rate for Monday and Tuesday of \$150.00. The motion was seconded by Greg Windham. The motion was unanimously approved.**

A discussion was held regarding including Wednesday as a day rate option on the day the federal update will be held. The Conference Committee did not recommend a day rate for Wednesday.





External Marketers Booth \$500

- Exhibitors that do not have financial aid, post-secondary education, or higher education at the core of their mission
- All External Marketers must be approved by the vendor/sponsor chair, who has the authority to determine if the organization meets the criteria for this category
- The SASFAA Board reserves the right to refuse an External Marketer's request to exhibit at the conference
- External Marketers are not permitted to be SASFAA members
- External Marketers may not attend conference functions without paying an additional fee, which will be determined by the board
- Booth location will be at the discretion of the vendor/sponsor chair, with priority consideration being given to exhibitors with financial aid, post secondary education, or higher education at the core of their mission
- External Marketers are responsible for any costs associated with vending
- Exceptions to this policy must be approved by the vendor/sponsor chair and president

[ ] Non-Exhibit Conference Support \$2500

- Each non-exhibiting supporter will receive 2 complimentary conference registrations. All other representatives of conference supporters who wish to attend the conference must register for and pay conference registration fees in order to attend conference activities.
- Recognition of conference supporters will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Supporters will be given the opportunity to opt out of this at their own discretion.

[ ] On-line Conference Support Recognition \$500.00

Listed alphabetically on conference on-line registration Web page with hyperlink to supporter's website. Must be an Exhibitor or Non-Exhibit Conference Supporter to qualify for this recognition.

**Non-Conference Training Activities**

[ ] New Aid Officers Workshop \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

[ ] Mid-Level Workshop \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

**Advertising Opportunities**

[ ] New Aid Officer Workshop Ad \$500 Half Page

- Ads will be black and white and content is provided by advertiser
- Placement of ads will be at the discretion of the Vice President

- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed

[ ] Banner Ad for Web site and SASFAA Nine News \$2000 for Year (March 2013 to February 2014)

- Ads will be in color and content is provided by advertiser
- Placement of ads will be at the discretion of the Electronic Services Chair
- SASFAA Nine News Posts can include professional, education-based content on products, services, or trainings offered by a contributor. Posts may not be longer than 500 words and may include appropriate graphics, such as logos and links. Content and editorial discretion to approve SASFAA Nine News submissions shall be vested in the SASFAA Communications and Outreach Chair. Additional SASFAA Nine News Postings within the March, 2013, to February, 2014, year are available for \$200 per posting.

Please send digital ad copy and web link to:

**Amanda Sharp, Chair**  
Associate Director - Student Financial Services  
University of North Alabama  
One Harrison Plaza UNA BOX 5014  
Florence, AL 35632  
Phone: (256) 765-5795  
Fax: (256) 765-4920  
Email: [vasharp@una.edu](mailto:vasharp@una.edu)



Conference Exhibit Booth      \$2500

- Booth, location determined by vendor/sponsor chair, with notable exception outlined below in high visibility booth location policy.
- Each exhibitor will receive 2 complimentary conference registrations. All other representatives of exhibitors must register for and pay conference registration fees in order to exhibit and attend conference activities.
- Recognition of conference exhibitors will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Exhibitors will be given the opportunity to opt out of this at their own discretion.

Priority Location                      \$500

- Must be a conference exhibitor
- Entitles exhibitor to pre-select a booth location based on drayage company blue line layout
- High visibility booth locations will be honored by dollar amount contributed and then in order of date that web-based sponsor form is completed.

Extra Exhibit Booth                  \$500

- Must be a conference exhibitor
- Entitles exhibitor to a second booth contiguous to original booth,
- Additional booths may be purchased at the same rate as the second booth
- Double booths may be limited due to space availability
- Double booths will be honored in order of date that web-based sponsor form is completed.

External Marketers Booth          \$500

- Exhibitors that do not have financial aid, post-secondary education, or higher education at the core of their mission
- All External Marketers must be approved by the vendor/sponsor chair, who has the authority to determine if the organization meets the criteria for this category
- The SASFAA Board reserves the right to refuse an External Marketer's request to exhibit at the conference
- External Marketers are not permitted to be SASFAA members
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- External Marketers are responsible for any costs associated with vending
- Exceptions to this policy must be approved by the vendor/sponsor chair and president

[ ] Non-Exhibit Conference Support      \$2500

- Each non-exhibiting supporter will receive 2 complimentary conference registrations. All other representatives of conference supporters who wish to attend the conference must register for and pay conference registration fees in order to attend conference activities.

- Recognition of conference supporters will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Supporters will be given the opportunity to opt out of this at their own discretion.

[ ] On-line Conference Support Recognition \$500.00

Listed alphabetically on conference on-line registration Web page with hyperlink to supporter's website. Must be an Exhibitor or Non-Exhibit Conference Supporter to qualify for this recognition.

### **Non-Conference Training Activities**

[ ] New Aid Officers Workshop \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

[ ] Other Scheduled Professional Development Activities \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

### **Advertising Opportunities**

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- Placement of ads will be at the discretion of the Vice President
- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed

[ ] Banner Ad for Web site and SASFAA Nine News \$2000 for Year (March of one year to February of the next year)

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Please send digital ad copy and web link to the Communications and Outreach Chair.

**Action: Cathy Crawley made a motion to accept the presented changes to the Policies and Procedures manual for sponsorship including striking the words "Exhibitor fees and" from**



**the Notes section for first time exhibitors with the 25% discount. The motion was seconded by Wayne Kruger. The motion was unanimously approved.**

The meeting was adjourned at 3:24 p.m.