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 Cavenaugh, 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 preconference 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.

Additionally, a day rate was not offered on last year for Wednesday and there were not any issues.

President Barree provided an overview of the changes to the sponsorship section of the Policies and Procedures manual. Sponsorship information in the Policies and Procedures was specific to the 2012-13 year. The Policies and Procedures should not be updated every year for the sponsorship section. Corrections were made to pages 5-8 of the original document shared with the Board prior to the conference call to eliminate a specific year, remove Mid-Level Workshop and replace it with Other Scheduled Professional Development Activities, banner ads were changed to reflect March to February (removed the year) and referenced the Chair without a specific board member name.

The Treasurer requested clarification of the 25% discount offered to new members. A first time Exhibitor receives a discount for the Exhibitor or one of the three packages. The discount does not apply to add-ons.

Proposed Sponsorship P & P Changes

Current Language (pages 39 – 42)

SASFAA Exhibitor/Sponsorship Options for 2012-2013

SASFAA Training Activities and Advertising Opportunities

Note: First-time exhibitors at the 2013 Conference shall receive a discount of 25% off the below Exhibitor Fees and Training Packages. Contact the Sponsorship Chair for more information.

Training Packages

Package A \$6000

Two Conference Exhibit Booths (includes 4 complimentary conference registrations)

Priority Booth Location (by date)

On-line Conference Support Recognition

Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

1/2 Page Ad in NAO Workshop Program

New Aid Officers Recognition

Mid-Level Workshop Recognition

By purchasing this package, you will save \$2500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package B \$5000

Conference Exhibit Booth (includes 2 complimentary conference registrations)

Priority Booth Location (by date)

On-line Conference Support Recognition

Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

1/2 Ad in NAO Workshop Program

New Aid Officers Recognition

By purchasing this package, you will save \$2000 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package C \$3500

Conference Exhibit Booth (includes 2 complimentary conference registrations)

On-line Conference Support Recognition

Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

By purchasing this package, you will save \$1500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Our annual training conference will be held February 10-13, 2013, at the Crowne Plaza Hotel Atlanta Perimeter at Ravinia in Atlanta, Georgia. Information regarding room reservations may be found at the conference section of our Web site. Information about set-up times, shipping and drayage will be sent to the primary contact listed.

The annual training conference is open to all persons located within the SASFAA region or those doing business in the SASFAA region. The training conference is intended to provide topical discussions and training for financial aid professionals and those persons serving financial aid professionals.

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
- 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
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- 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 a	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
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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**

Proposed Language (pages 39 – 42)

SASFAA Sponsorship Options

SASFAA Training Activities and Advertising Opportunities

Note: First-time exhibitors at the Annual Conference shall receive a discount of 25% off the below Training Packages. Contact the Sponsorship Chair for more information.

Training Packages

Package A \$6000

Two Conference Exhibit Booths (includes 4 complimentary conference registrations)

Priority Booth Location (by date)

On-line Conference Support Recognition

Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

1/2 Page Ad in NAO Workshop Program

New Aid Officers Recognition

Other Scheduled Professional Development Activities

By purchasing this package, you will save \$2500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package B \$5000

Conference Exhibit Booth (includes 2 complimentary conference registrations)
Priority Booth Location (by date)
On-line Conference Support Recognition
Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year
1/2 Ad in NAO Workshop Program
New Aid Officers Recognition

By purchasing this package, you will save \$2000 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package C \$3500

Conference Exhibit Booth (includes 2 complimentary conference registrations)
On-line Conference Support Recognition
Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

By purchasing this package, you will save \$1500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

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

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- 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

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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

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• 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		
[] 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 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.