

MAFAA Corporate Support Committee – Meeting Minutes
October 29, 2008 - Rasmussen College – Brooklyn Park

In attendance: Pam Engebretson, Scott Glime, Gayle Yamry, Carol Swenson, Donna Jager, Carol Dockendorf **Absent:** Melissa Dingmann, Diane Borchardt

Status of Pledges – As of this date, 15 pledges totaling \$29,700 are obligated for the 2008-2009 year with \$24,200 already received and three outstanding pledges. Donna will send reminders of payments due if monies not received one week prior to the conference.

Scott Glime will check with Jo Woodward (edamerica) and Carol Swenson with Jill Hanna (Wachovia) about possible sponsorship. Donna Jager is working with Minnesota Rehabilitation Services/Vocational Rehabilitation as a potential donor. Carol Swenson will also contact Discover Loans (name given after MASFAA Conference as possibly interested in pledging).

Goal set by Executive Council this year was \$37,000. Donna feels we will reach \$30,000 due primarily due to the turmoil in the student loan industry. 2009-2010 could prove to be even more interesting with the loss of exhibitor revenue with no Fall MAFAA Conference that year due to October MASFAA Conference being held in Minneapolis.

Committee Membership – representation from each of the MAFAA sectors is included on the Corporate Support Committee this year which meets with the Executive Council's directive.

Fall Conference – 14 vendors will be exhibiting - CitiBank has opted not to send anyone to the conference, although fee already paid.

Donna Jager will send booth assignments approximately ten days before Fall Conference.

Letter already sent by Donna Jager on October 28 giving booth hours, shipping information, and requesting any special equipment needs.

Logo sheet including all 15 conference donors was sent to Jayne Dinse to be printed as the back page of the Fall Conference booklet. Large poster of all donor logos will also be printed for display at Fall Conference. Scott Glime will redo the Exhibitor Site Map and send to Donna by October 30 for inclusion in the conference booklet.

Gayle Yamry will take vendor/booth photos on Wednesday of the conference for Scott Glime to include in a PowerPoint presentation to be shown during Thursday and Friday morning breakfast functions. The focus of the slide show will be to provide additional vendor recognition. Scott has Conference Planning Committee meeting on 10/30/08 and will check that this effort will not conflict with any C.P. plans and on the cost/availability of required computer equipment.

Booth setup begins at 9:00 a.m. on Wednesday, November 19. Pam Engebretson will make signage marking table assignments for each of the vendors. Donna Jager will be responsible for setting those out early on Wednesday morning.

Booth assignments (determined by random drawing) are as follows:

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|----------------|------------------------|
| 1. SLFC | 9. Great Lakes |
| 2. SELF Loans | 10. EdFund |
| 3. T.H.E. | 11. Associated Bank |
| 4. Wells Fargo | 12. ELM |
| 5. Bremer Bank | 13. EAC |
| 6. US Bank | 14. Firstmark Services |
| 7. USA Funds | 15. Extra Spot |
| 8. Nelnet | |

The committee has been asked to donate an item for the Charity Silent Auction. Carol Dockendorf will put together an Italian Dinner Theme Basket with committee members sharing the cost.

Donna Jager will take care of cards and small thank you gifts for our vendors.

Training/Advertising Recognition – Donna Jager will check with Professional Development on recognition at their events for the two vendors who have allocated funds for Training. First event (FINAID 101) will be held November 12.

In the past, a PowerPoint slide was shown before the start of the P.D. events. Since Donna has the logos, she will work with Professional Development to get a slide to them. Also, ask that these two vendors be recognized in the opening comments for all P.D. training.

With advertising, we have four pledges which Carol Swenson monitors through the MAFAA newsletter.

Committee Name Change – This will require a by-law change. Pam Engebretson will contact other states in the next couple of months to gather information on what they are calling their corporate support committees. We have time to work on this project as a vote on any bylaw changes would not take place until spring.

Other Activities – At MAFAA Planning Retreat, directive given to report back to the Executive Council on what works and does not work for the Corporate Support Committee in its present structure. Diane Borchardt (Associate Member Representative) has been assigned this project and will be asked to get feedback from the associate members on their thoughts/ideas on changing and/or improving the process.

Plans are to recontact those vendors who have not contributed this year to see if interested in Spring Conference, Training, or Advertising.

Future Meetings - Plans are to conduct a second meeting in the latter part of March, again in the Metro area.