



**IT  
STARTS  
WITH US**

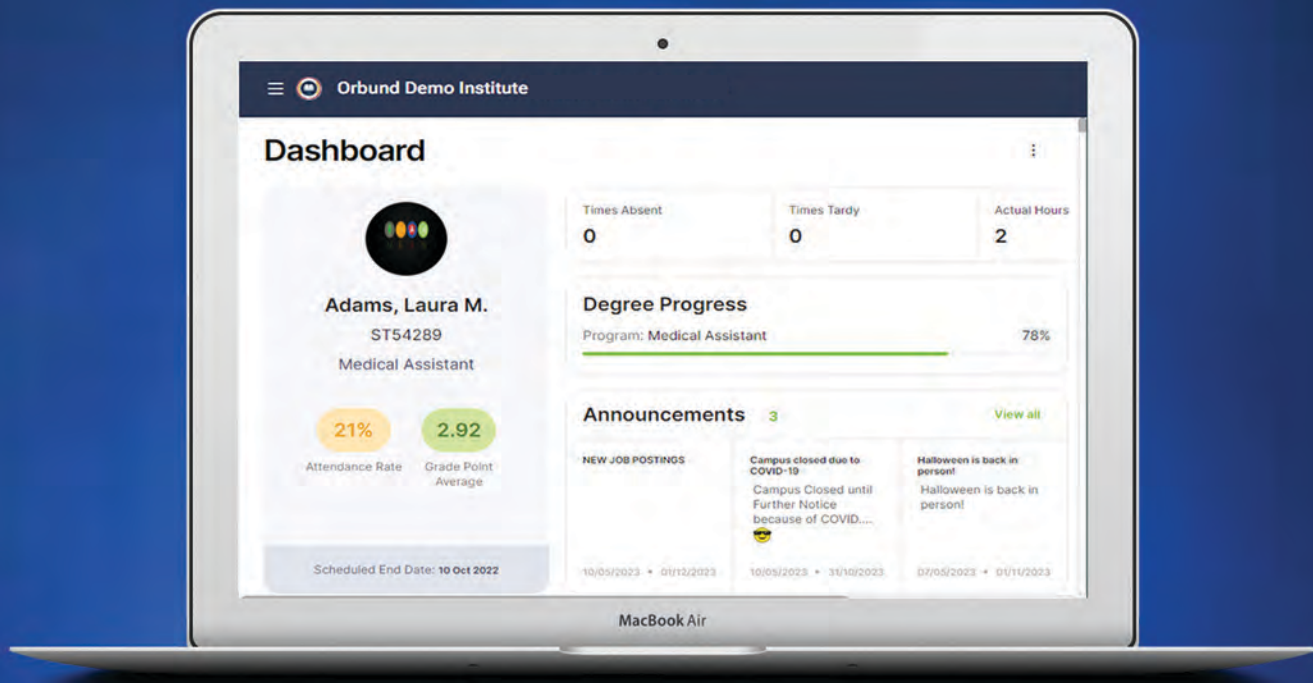
California Association of Private Postsecondary Schools

**39TH** ANNUAL  
CONFERENCE

OCTOBER 2-4, 2023 | LA JOLLA, CA



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**OCTOBER 2 - 4, 2023**

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**REGISTRATION CENTER** Pick up your conference badge and tote bag at the CAPPS Registration Center. Event staff will be available to answer your questions and offer assistance during the following hours:

**MONDAY, OCTOBER 2 | 11:00 AM - 7:00 PM**

**TUESDAY, OCTOBER 3 | 7:30 AM - 7:00 PM**

**WEDNESDAY, OCTOBER 4 | 8:00 AM - 1:00 PM**

**CELL PHONE ETIQUETTE** Please keep your phone on silent during presentations. No videotaping of conference sessions without written permission is allowed.

**BADGES & RIBBONS** Your badge serves as your official conference pass and must be worn to all functions. You may be denied admission if you do not have a badge. Badges are non-transferable. Colored ribbons attached to badges will identify specific involvement, such as exhibitors, presenters, board members, etc.

**SHARE YOUR FAVORITE CONFERENCE  
MOMENTS TO SOCIAL MEDIA**

**#CAPPSAC2023**



# 2023 CAPPS BOARD OF DIRECTORS

## PRESIDENT



## VICE PRESIDENT



## SECRETARY



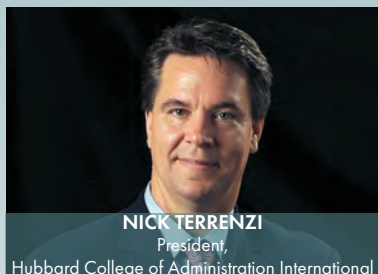
## TREASURER



## PAST PRESIDENT



## 2023 CAPPS BOARD MEMBERS



## GENERAL COUNSEL



## EXECUTIVE DIRECTOR



## LEGISLATIVE ADVOCATE



A Very Special Thank You  
to Educational Advisors Inc.  
(EAI) and CAPPS Staff  
for their expertise and  
dedication in planning an  
outstanding conference!



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# THE PRESIDENT'S WELCOME

On behalf of the Board of Directors of the California Association of Private Postsecondary Schools (CAPPS), I would like to welcome you to the CAPPS 39th Annual Conference. We are so glad that you could join us when fall is in the air and our State and Congress are at their busiest.

Our Conference theme this year is: "It Starts With Us". We selected this theme to highlight how critically important it is that whether as a sector of Higher Education or an Institution or an individual we must contribute to finding successful ways and means to preserve and promote Private Postsecondary Schools in our State and Nation.

We are witnessing a groundbreaking moment in Higher Education. With the decline of K-12 Education and the affordability and utility of attending four year public and private non-profit Institutions under open scrutiny by parents and students like never before, our sector is poised to take this moment and make a permanent case for career training options to be considered as a serious alternative to spending up to six years or more and tens of thousands of dollars per year to achieve a degree that does not ensure success in the labor market or interest by employers.

We are seeing more and more employers openly discarding degree requirements in their companies in preference of specific skill sets that are of practical and immediate use in their business. Those skill sets are the hallmark of career training institutions that teach students to be equipped to start productive work lives immediately upon graduation. Combined with state-of-the-industry internship and externship opportunities that our schools seek out for students to ensure on the job success, California and America are seeing that there is another way to climb the ladder of success.

Our detractors see this as well and as protectors of public education they are eager to ensure that the message of career training remains shrouded in false narratives and political attacks. They know that change is scary as they cling to century old traditions and educational behaviors that no longer fit.

It starts with us to demonstrate through our Institutions, students, and supporters that our opponents tired and unsupported attacks on us are the product of a failed philosophy that only government can educate and the private sector cannot perform a public good.

It starts with us spending time and resources to demonstrate our value and promote our successes. It starts with us standing up for our sector and students and it starts with us today to make a better tomorrow for all of us.

I would like to extend a special welcome to our Sponsors who donate so generously to our Scholarships, Political Action Committee and Conference activities. You literally make the Association what it is. Please know that we are very grateful.

We have worked hard to create three days of outstanding presentations, fun events such as golf, pickleball fun and a silent auction with awesome items. Our General Sessions and workshops will provide the most current and relevant information needed to make correct decisions and avoid the liabilities always lurking in our sector.

Thank you for attending our Annual Conference, please take time to visit with CAPPS Board Members. We always appreciate your feedback. Enjoy our exhibitors who always make a stop by their booth a knowledgeable and fun time.



*Sally Mikhail-Bemis*

Sally Mikhail-Bemis  
EVP, COO, Mikhail Education Group  
2023 CAPPS PRESIDENT



# Silent Auction



**///ONLINE///**

Bidding Opened on  
Monday, September 25  
10 AM PDT

Online Bidding Closes on  
Tuesday, October 3 | 3PM PDT

**BID NOW!**



**SCAN QR**

**//// LIVE ////**

Bidding Opens on  
Monday, October 2  
5 PM PDT

Bidding Closes on  
Tuesday, October 3  
6:40PM PDT



The auction will transition to a live event during  
the Board of Directors Welcome Reception!

## WINNING BIDS & PICK-UP

Winning bids will be announced during the Duane Morris Wine Tasting Reception on Tuesday, October 3, 2023. Items will be available for pickup on Wednesday, October 4 from 8:30 AM to 12:00 PM in the Registration Area – Lower-Level Lobby.

Winning bidders must pay for their item(s) prior to pick up. Shipping is the winner's responsibility. Shipping services may be arranged at the hotel's front desk. Donation receipts will be mailed to winning bidders.

**THANK YOU FOR HELPING US MEET  
OUR FUNDRAISING GOAL OF**

**\$25,000.00**



# Champagne Toast

JOIN US AS WE TOAST THE START OF  
THE 39TH ANNUAL CONFERENCE!

5PM MONDAY EVENING | THE TERRACE

**Sponsored by ORBUND**



INTRODUCING OUR  
SIGNATURE DRINK

RJ'S  
ULTIMATE  
MARGARITA



## Wine Tasting Reception

ENJOY THE OPPORTUNITY TO SAMPLE  
A VARIETY OF WINES WHILE MINGLING  
WITH THIS YEAR'S EXHIBITORS.

5:00 PM - 7:00 PM

TUESDAY EVENING | REGENCY BALLROOM

**Sponsored by  
Duane Morris**

monday  
OCTOBER

2

REGISTRATION CENTER  
OPEN | 11AM-7 PM  
Lower Level Lobby

SILENT AUCTION  
HOURS | 5 PM-7 PM  
Lower Level Lobby

/// PRE-CONFERENCE ACTIVITIES ///

8 AM-12:30 PM | **CAPPS Memorial Scholarship Fund GOLF TOURNAMENT**  
TORREY PINES GOLF COURSE | Sponsored By Matt Back Government Relations

10-11:00 AM | **CAPPS Memorial Scholarship Fund PICKLEBALL**  
DEL MAR MEETING ROOM - LOWER LEVEL | Sponsored By Educational Advisors

/// PRE-CONFERENCE WORKSHOPS ///

2-3:00 PM | **PRE-CON WORKSHOPS**

**PRE-CONFERENCE WORKSHOP #1 | COMPLIANCE & REGULATORY**

DEL MAR MEETING ROOM - LOWER LEVEL

**Simplifying the New Consumer Information Requirements**

Presenters | Sally Samuels, FAME; Erin Vargas, Bellus Academy

The Consolidated Appropriations Act of 2021, enacted major changes to the Consolidated Appropriations Act of 2021 enacted changes to the FAFSA and other requirements which impacted Financial Aid Terminology, Cost of Attendance, and Professional Judgement guidance.

This session will provide the attendees with simplified guidance on FA practices, including a check list of applicable processes impacted by the current and future requirements.

**PRE-CONFERENCE WORKSHOP #2 | SCHOOL MANAGEMENT & OPERATIONS**

REGENCY B MEETING ROOM - LOWER LEVEL

**Post-Pandemic Pandamonium!**

Strategies to keep student loans from being your worst nightmare!

Presenter | Mary Lyn Hammer, Champion Col-EDGE Solutions

Experts are predicting delinquent rates of at least 70-80% with rapidly escalating default rates. Borrowers are confused, angry, and frustrated, plus they have found other ways to spend their student loan payments. Call hold times with federal servicers are already more than 2 hours. Servicers are running with minimal staff if they have managed to survive. Many factors show a clear path to disaster unless your school has a quality default management program with a proven history of success.

Ms. Hammer has over 35 years of experience in student loan default prevention and will share proactive strategies and effective financial literacy content that will reduce delinquent rates, minimize default rates, maximize repayment rates, and protect your school's financial stability and your peace of mind.

**PRE-CONFERENCE WORKSHOP #3 | COMPLIANCE & REGULATORY**

REGENCY C MEETING ROOM - LOWER LEVEL

**New FTC Cybersecurity Requirements**

What Will Your Auditor Be Looking For?

Presenter | Jessica High and Michelle Donovan, Duane Morris; Ryan Malouf, Almich & Associates

The FTC's revised Safeguards Rule strengthened data security requirements for financial institutions, including all Title IV institutions of higher education. The Rule went into effect in June 2023 and was incorporated into the 2023 Audit Guide. Beginning in 2024, auditors are required to assess an institution's compliance with the Safeguards Rule. Join the Duane Morris Education Team and Almich & Associates for an overview of the cybersecurity requirements and testing schools must have in place as well as an auditor's take on how the compliance audit will assess an institution's compliance with these requirements. We will also discuss how the FTC and the U.S. Department of Education will be enforcing compliance and how a finding of non-compliance may affect an institution's overall administrative capability regarding Title IV funds.

3:00 PM | **BREAK | LOBBY**

*“Education is the most powerful weapon which  
you can use to change the world.” – Nelson Mandela*



# /// PRE-CONFERENCE GENERAL SESSION ///

LA JOLLA BALLROOM | Sponsored By TFC Tuition

## 3:15-4:30 PM | CAPPS 2023 BUSINESS MEETING

Led by CAPPS President Sally Mikhail Bemis

### LEGISLATIVE UPDATE

Robert Johnson – Executive Director, CAPPS

Matt Back – President, Matt Back Government Relations

### CYBER SECURITY:

#### TODAY'S HIGH-VALUE TARGETS - HIGHER EDUCATION INSTITUTIONS

Presenters:

Debi Enright – Executive, Director, Information Security, American Career College

Louis Archbold – Managing Principal, Rapid Response Retainer, Verizon Threat Research Advisory Center

Cybersecurity attack trends are on the rise in the higher education industry. Universities have a unique vulnerability because they maintain highly valuable data in the form of research intelligence, patient medical records, and student personally identifiable information (PII). Learn how quickly the number of successful ransomware and other malware attacks has increased within this industry for the past five years. We will discuss what a cybersecure landscape should look like and how to develop a pragmatic cybersecurity strategy quickly and effectively.

# /// CHAMPAGNE TOAST ///

THE TERRACE | Sponsored By TFC Tuition

## 4:40-5:00 PM | CHAMPAGNE TOAST

HOSTED BY: CAPPS President Sally Mikhail Bemis

### CAPPS 2023 ALLIED MEMBER OF THE YEAR AWARD

Presented to: CBRE

Accepted by: Jeff Woolf, Senior Vice President

### CAPPS MEMORIAL SCHOLARSHIP FUND GOLF AWARDS

Presented by: Sally Mikhail Bemis

### CAPPS MEMORIAL SCHOLARSHIP FUND PICKLEBALL

Presented by: Sally Mikhail Bemis

# /// WELCOME RECEPTION ///

REGENCY BALLROOM | Sponsored By Advance 360 Education

## 5-7:00 PM | CAPPS BOARD OF DIRECTORS WELCOME RECEPTION WITH EXHIBITORS

**MEET:** Our Fantastic Exhibitors

**PLAY:** CAPPS Cash Shopping Game

**Browse & Bid:** Memorial Scholarship Silent Auction

**Purchase:** 90/10 Raffle Tickets

**SIP:** Our Event's Signature Drink | RJ'S ULTIMATE MARGARITA

# LEGACY EDUCATION



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COLLEGE  
OF HEALTH**  
a Legacy Education Institution

**High Desert**  
**Medical College**  
a Legacy Education Institution

**CENTRAL COAST  
COLLEGE**  
a Legacy Education Institution



# MISTER A's

## 15TH ANNUAL ICEPAC LEADERSHIP DINNER

TUESDAY, OCTOBER 3 | 7:30PM



### A NEW LEGACY

Experience our fresh take on the classic: Mister A's restaurant and lounge has reopened after extensive renovations and design updates. Perched atop San Diego, the iconic space enjoys a modern look while remaining true to its roots. Mister A's now features an expanded bar, elevated lounge seating on the rooftop patio, and original designs and decor. Long-time Executive Chef Stephane Voitzwinkler has revamped menus with dishes that will quickly become new favorites.



### CHEF STEPHANE VOITZWINKLER

Executive Chef Stephane Voitzwinkler considers himself lucky: lucky in that he has been able to pursue his passion for the culinary arts with such ease. At age 14 he enrolled in the ÉcoleHôtelière de Guebwiller and later apprenticed at Au Bon Coin restaurant and began his education in the professional world of cooking in earnest.

Chef Voitzwinkler brings a variety of influences to his menu at Mister A's. He cites the many kitchens he's worked in as major sources of inspiration: "I've been fortunate to work at well-known places and with well-known chefs...Every place I've worked at has influenced me. I learn everything I can in every place I work." His Alsatian upbringing infuses his cuisine with this region's unique mixture of cultures: while French ingredients and techniques dominate, the Alsatian German influence makes itself evident in Mister A's dishes like spaetzle, choucroute and house made sausage. His emphasis on fresh, local produce and simpler, more straightforward preparations is distinctly Californian, with lighter, more health-conscious dishes balancing out the more calorically indulgent French and German-inspired fare.



**...COST...**  
**\$1000/PERSON**  
**2ND GUEST: \$850**  
**3+ GUESTS: \$750**



**Hosted By:**  
**Robert Johnson**  
**Lynelle Lynch**  
**David Vice**

**Must be from the same organization. For parties of 5+, please speak with Tracey Langley at the registration table or by email: [tracey@cappsonline.org](mailto:tracey@cappsonline.org)**

**RSVP REQUIRED**

**VISIT THE REGISTRATION  
DESK OR SCAN THE QR**





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# Tuition



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3

**REGISTRATION CENTER  
HOURS | 7:30 AM-7 PM**  
Lower Level Lobby

**SILENT AUCTION  
HOURS | 3 PM-7 PM**  
Lower Level Lobby

## /// CONFERENCE | DAY TWO ///

**7:45-8:30 AM | Breakfast with Exhibitors**

REGENCY BALLROOM | Sponsored By Advance 360 Education

## /// OPENING GENERAL SESSION ///

LA JOLLA BALLROOM

**8:30-10:30 AM | PLEDGE OF ALLEGIANCE**

Led by: Sally Mikhail Bemis

**NATIONAL ANTHEM**

Performed By: Peggy Mira

**CAPPS BOARD OF DIRECTORS PRESIDENT'S WELCOME**

Given by: Sally Mikhail Bemis

**CAPPS 39TH ANNUAL CONFERENCE VISIONARY SPONSOR AWARD**

Presented to: Advance 360 Education

Accepting Award: Sarah Holmes, Senior Account Executive

**KEYNOTE ADDRESS PRESENTED BY RYAN JENKINS**

Sponsor By: Orbund

Introduction by: Kantz Malek, VP Client Success, Orbund

**CAPPS LIFETIME ACHIEVEMENT AWARD**

Presented to: Robert Johnson, Executive Director, CAPPS

Introduction by: David Vice, Asher College; Keith Zakarin, Duane Morris; and Rick Wood, IOT

**10:30-11:00 AM | Break with Exhibitors**

REGENCY BALLROOM | Sponsored By Orbund

PLAY: CAPPS Cash Shopping Game

BROWSE & BID: Memorial Scholarship Silent Auction

PURCHASE: 90/10 Raffle Tickets

## /// BREAKOUT SESSIONS ///

**11AM-12 PM |**

### **BREAKOUT #1 | ARTIFICIAL INTELLIGENCE**

REGENCY B MEETING ROOM – LOWER LEVEL | Sponsored By Educational Advisors

#### **AI and Its Implications for Higher Education**

Presenter | Dr. Leah Matthews, DEAC

Not long after ChatGPT was released to the public on November 30 of last year, college and university faculty noted an alarming trend; essays and written materials turned in by students that read as though they were composed by a machine, replete with fabricated quotes and citations that did not exist. The rise of generative AI chatbots has brought about much confusion and concern within the education community. Some fear that AI applications undermine learning and encourage cheating, others argue that students should learn how to be proficient in utilizing it. This session will provide a baseline overview of generative AI, considerations for faculty development activities, how to incorporate ChatGPT into learning, and surveillance tools to track the authenticity of student work.

### **BREAKOUT #2 | COMPLIANCE & REGULATORY**

REGENCY C MEETING ROOM - LOWER LEVEL | Sponsored By van Rijn & Associates

#### **Personal and Owner Entity Liability - What You Need to Know**

Presenters | Roger Swartzwelder, Maynard Nexsen; Dr. Geeta Brown, InterCoast College;  
Daniel Kusmin, Cobbs Allen

The U.S. Department of Education has announced new guidance outlining the terms and conditions under which it will require individuals to assume personal liability for financial losses incurred by the federal government and students and for monetary penalties authorized under the Title IV regulations. This new guidance follows the Department's March 2022 announcement that it will require ownership entities in some circumstances to assume liabilities for losses by signing the institution's Program Participation Agreement, which the Department recently proposed to make mandatory for all nonpublic institutions. The presenters will discuss these announcements and requirements, the risks they impose on institutional owners, directors and officers, and ways to manage or mitigate those risks, including operational changes and insurance solutions.



## BREAKOUT #3 | ADMISSIONS, MARKETING, & SOCIAL MEDIA

DEL MAR MEETING ROOM - LOWER LEVEL | Sponsored By Almich & Associates

### 6 Mistakes Hurting Your Gen Z Enrollment

Presenter | Jenn Lyles, Beauty Schools Marketing Group; Erin Vargas, Bellus Academy

Gen Z is the most depressed and anxious generation in history. Our strategies need to change if we want to grow our enrollment in the next few years. Learn the six things your team might be doing wrong and how simple tweaks in marketing and admissions will change the game. See how an award-winning multi-campus beauty school gets 86% of booked tours to show up!

You'll discover:

- Engaging texts
- Building rapport in a new way
- Answering hard questions
- Increasing show rates
- Nurturing in an authentic way

## BREAKOUT #4 | EDUCATION TRENDS & TECHNOLOGY

ENCINITAS MEETING ROOM - LOWER LEVEL | Sponsored By Elsevier

### Using Digital Tools to Provide Differentiated Instruction That Meets the Needs of All Learners

Presenters | Hollie Moots, Elsevier; Maggie Macias, Success Education Colleges

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## /// LUNCH ///

### 12:15-1:15PM | "Industry Insights" Lunch Date with Exhibitors

LA JOLLA BALLROOM | Sponsored By Orbund

Hosted By: Lisa Olmedo, Gragg Advertising and Dana Van Laeys, NCCT

Enjoy a delicious plated lunch while being entertained! One exhibitor will be seated at each lunch table. They will have five minutes to speak with the table. At the end of five minutes, a chime will ring and each exhibitor will rotate to a new table.

Advance 360 Education  
TFC Tuition Financing  
Ambassador Education  
FAME  
Campus Login & Great Exposure  
Flat World  
Beauty Schools Marketing

Financial Aid Services & Genesis Software  
Generation Marketing  
Campus Cloud Services  
Case Sabatini  
Elsevier  
van Rijn & Associates  
CourseKey

Global Financial Aid Services  
Higher Education Marketing  
ApexChat  
EDVISIO  
Enrollment Resources  
Global Education Technology

### 1:15-1:45PM | Coffee & Dessert with Exhibitors

REGENCY BALLROOM | Sponsored By Almich & Associates

PLAY: CAPPS Cash Shopping Game  
BROWSE & BID: Memorial Scholarship Silent Auction  
PURCHASE: 90/10 Raffle Tickets  
SHARE: Post Your Favorite Conference Moments on  
Social Media with #CAPPSAC2023

**"The future doesn't belong to the fainthearted;  
it belongs to the brave."** — Ronald Reagan

tuesday  
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3

**REGISTRATION CENTER  
HOURS | 7:30 AM-7 PM**  
Lower Level Lobby

**SILENT AUCTION  
HOURS | 3 PM-7 PM**  
Lower Level Lobby

/// CONFERENCE | DAY TWO ///

/// GENERAL SESSION #2 ///

LA JOLLA BALLROOM

**1:45-3:15 PM | AWARD PRESENTATIONS**  
Presented By: Sally Mikhail Bemis

**CAPPS 2023 SCHOOL OF THE YEAR AWARD**

Presented To: Concorde Career Colleges

Accepted By: Kevin Prehn, Chief Operating Officer, Concorde Career Colleges

**CAPPS 2023 EMPLOYER OF THE YEAR AWARD**

Presented To: Pacific Dental Services

Accepted By: Rose Olague, Director of Dental Assistant Programs and School Relations

**ACCREDITOR PANEL**

Moderated By: Sally Mikhail Bemis

**The Boiling Frog Theory of Accreditation**

**PANELISTS:**

Crystal Calarusse

Associate Executive Director of Program Development and Innovation, Accrediting Bureau of Health Education Schools (ABHES)

Michelle Edwards

President, Accrediting Council for Independent Colleges and Schools (ACICS)

Dr. Leah Matthews

Executive Director, Distance Education Accrediting Commission (DEAC)

Dr. Kirk Nooks

President, CEO, Council on Occupational Education (COE)

Peter Mikhail

Commission Vice Chair/Executive Committee/Commissioner (Institutional/Administrative), Accrediting Council for Continuing Education & Training (ACCET)

**3:15-3:45 PM | Break with Exhibitors**

REGENCY BALLROOM | Sponsored By NCCT

PLAY: CAPPS Cash Shopping Game

BROWSE & BID: Memorial Scholarship Silent Auction

PURCHASE: 90/10 Raffle Tickets

SHARE: Post Your Favorite Conference Moments on Social Media with #CAPPSAC2023

*“Though we may not have reached the heights we anticipated yesterday, today is a brand new day to begin a new climb.” – Chinonye J. Chidolue*

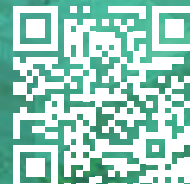


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**REGISTRATION CENTER  
HOURS | 7:30 AM-7 PM**  
Lower Level Lobby

**SILENT AUCTION  
HOURS | 3 PM-7 PM**  
Lower Level Lobby

## /// AFTERNOON BREAKOUT SESSIONS ///

**3:45-4:45 PM |**

### **BREAKOUT #5 | COMPLIANCE & REGULATORY**

REGENCY C MEETING ROOM – LOWER LEVEL

#### **Navigating the Maze of Title IX Compliance**

Presenters | Valerie Mendelsohn, Mendelsohn Solutions; Kate Lee Carey, Cooley LLP;  
Susan Paillet, American Career College; Brandon Sherman, Maynard Nexsen

As we continue to anticipate the final version of the Title IX regulations to be dropped this month, will your institution be ready within the brief window of implementation allotted by the DOE?

This session will get you up to date on the proposed regulations and will highlight best practices your school –whether a single campus operation or a large, multi-campus college system-- can use to ensure compliance with these increasingly complex regulations. You will hear from legal and Title IX experts, including school practitioners.

### **BREAKOUT #6 | COMPLIANCE & REGULATORY**

REGENCY B MEETING ROOM - LOWER LEVEL

#### **Compliance for the Rest of Us: A School-Friendly Guide to Implementing a Compliance System that Works**

Presenters | Edward Cramp, Duane Morris;  
Audrey Kaplan, West Coast University/American Career College

Ever-increasing regulatory scrutiny means that CAPPS schools have to be more vigilant than ever to ensure that operations are in compliance with state and federal law, as well as accreditation standards. Periodic self-studies and license renewal applications just aren't enough. A rigorous compliance program can help. But, there's no one-size-fits-all answer here. Schools have to adopt a system that works for their institution to identify and correct deficiencies before they come to the attention of regulators. Join West Coast University Vice President, Compliance & Risk Management Audrey Kaplan and Duane Morris Education Practice Co-Lean Ed Cramp as they discuss ways schools can develop compliance systems that work.

### **BREAKOUT #7 | ADMISSIONS, MARKETING, & SOCIAL MEDIA**

ENCINITAS MEETING ROOM - LOWER LEVEL | Sponsored By Advanced 360 Education

#### **Seizing the Opportunity: The Market Shift from Higher Education to Career Training in California**

Presenters | Joel Espinoza and Sarah Holmes, Advance 360 Education; Nicole Joseph, Legacy Education

This presentation explores the shift of students gravitating towards career training as opposed to traditional higher education in California. Drawing upon national data and regional California trends, we delve into the reasons behind this shift, provide insights into today's career education student prospect profile, and discuss how California private post-secondary schools can leverage this shift to their advantage in a highly competitive environment.

### **BREAKOUT #8 | ADMISSIONS, MARKETING, & SOCIAL MEDIA**

DEL MAR MEETING ROOM - LOWER LEVEL | Sponsored By Gurnick Academy of Medical Arts

#### **How to Leverage AI + Behavioral Science Principles to Improve Marketing & Admissions Performance**

Presenters | Shane Sparks, Enrollment Resources; Burke Malin, Gurnick Academy

In this session, Burke Malin (Gurnick Academy of Medical Arts) and Shane Sparks (Enrollment Resources) will share behavioral science principles and how they can apply to marketing and admissions. They will also discuss how they are using AI to gain insight into how to improve the prospect journey from inquiry to enrollment.

***“You cannot escape the responsibility  
of tomorrow by evading it today.”***

— Abraham Lincoln



## /// WINE TASTING RECEPTION ///

REGENCY BALLROOM | Sponsored By Duane Morris

### 5:00 PM | CAPPS WINE TASTING RECEPTION WITH EXHIBITORS

Enjoy a range of wines while mingling with this year's exhibitors.  
Courtesy of Duane Morris LLP

### 6:40 PM | SILENT AUCTION ENDS AND WINNERS ANNOUNCED

LAST CHANCE TO EARN SOME  
CAPPS CASH!

90/10 RAFFLE WINNER  
ANNOUNCED!

REDEEM CAPPS CASH  
FOR GIFT CARDS!

SILENT AUCTION  
WINNERS ANNOUNCED!

## /// ICEPAC DINNER ///

### 7:30 PM | ICEPAC LEADERSHIP DINNER AT MR. A'S

Hosted by Lynelle Lynch, David Vice, and Robert Johnson

Our annual fundraiser dinner raises funds to help the Independent Coalition of educators Political Action Committee (ICEPAC) to educate our state legislators about the positive effects of our schools on California's economy. It is truly the highlight of every conference.

*Attendance is RSVP only.*

COST: \$1000 per person, \$850 for 2nd guest, \$750 each for 3rd and 4th guest (must be from the same organization), for parties of 5 or more please contact Tracey Langley at [tracey@cappsonline.org](mailto:tracey@cappsonline.org) or see her at the registration table. RSVP required.

Meet at front of the lobby at 7:00 PM for bus  
transportation to Mr. A's.

**"Even if you fall on your face,  
you're still moving forward."**

-Victor Kiam



wednesday  
OCTOBER

4

REGISTRATION CENTER  
HOURS | 8 AM-1 PM

Lower Level Lobby

SILENT AUCTION  
PICK UP ITEMS

8:30 AM-12 PM

Lower Level Lobby

/// CONFERENCE | DAY THREE ///

/// BREAKFAST GENERAL SESSION ///

LA JOLLA BALLROOM

8:15-9:45 AM | BREAKFAST GENERAL SESSION

**KEYNOTE SPEAKER:**

Tom Netting, CEO, TEN Government Strategies

**BUREAU UPDATES:**

Debbie Cochrane, Bureau Chief, California's Bureau for  
Private Postsecondary Education

**NORMA FORD FINANCIAL AID PROFESSIONAL OF THE YEAR**

Presented to: Maria Duenas, Corporate Director of Financial Aid,  
Institute For Business & Technology / National Career Education

9:45-10:00 AM | Break

/// BREAKOUT SESSIONS ///

10-11:00 AM |

**BREAKOUT #9 | ARTIFICIAL INTELLIGENCE**

REGENCY B MEETING ROOM – LOWER LEVEL

**Experimenting with Chat GPT as an Audit Tool**

Presenter | Steve Watkins, Unitek | Sponsored By: Unitek College

This session will explore the surprising successes (and failures) of training an artificial intelligence Large Language Model (Chat GPT-4) to audit certain types of compliance documentation, using Program Advisory meeting minutes as the core example.

After attending this session, participants will be able to:

- Understand the capabilities & limitations of artificial intelligence Large Language Models (LLMs) such as Chat GPT-4 for certain types of compliance audit tasks.
- Create & test their own audit-training prompts for Chat GPT-4 and extend its use beyond what is presented in this session.
- Discuss, recommend, and test the use of Chat GPT-4 in various document auditing scenarios.

**BREAKOUT #10 | EMPLOYMENT, CAREER, & STUDENT SERVICES**

DEL MAR MEETING ROOM - LOWER LEVEL

**The Unintended Consequences of Poor Manners and Etiquette - Critical for Job Placement**

Presenter | Nick Terrenzi, Hubbard College of Administration

In the Post Pandemic business environment, the hottest topics are Hiring and Retaining employees AND Poor Customer Service blamed on "Post Pandemic Labor shortages". The businesses that have great service have become rare. Note they are also busy and in high demand. School Faculty and Administrators set the example. These high standards transfer to the students who then have a greater opportunity to be placed in a good job during and after their education. Great manners and etiquette lead to being hired, career growth and management positions. How can we get back to these basics and give our staff and students more opportunities?

**BREAKOUT #11 | SCHOOL MANAGEMENT & OPERATIONS**

REGENCY C MEETING ROOM - LOWER LEVEL

**The Speed of Trust: The One Thing That Changes Everything**

Presenter | Baylor Meza, COO, Success Education

In his book, The Speed of Trust, Stephen M. R. Covey explains how trust is critical for success in leadership and organizations. In this session, COO Baylor Meza of Success Education will discuss practical insights from The Speed of Trust on how trust functions in all transactions and relationships, and how to establish trust intentionally to avoid bureaucratic processes.

11-11:15 AM | Break



# /// FINAL GENERAL SESSION ///

LA JOLLA BALLROOM

11:15 AM-12:30 PM | FINAL GENERAL SESSION

## THE RANT:

Keith Zakarin and Edward M. Cramp, Duane Morris LLP

## CAPPS 2022 OUTGOING PRESIDENT AWARD

Presented to: Sally Mikhail Bemis

Presented by: LeeAnn Rohmann

## CLOSING REMARKS

CAPPS Board President Sally Mikhail Bemis

# /// GRAB N' GO LUNCH ///

BACK OF LA JOLLA BALLROOM

12:30 PM | Grab n' Go Lunch

# /// SAVE THE DATES ///

## CAPPS LEGISLATIVE POLICY CONFERENCE

April 15-16, 2024

Green Valley Ranch Resort  
Spa and Casino  
Henderson, NV

## 40th ANNUAL CONFERENCE

October 2 - 4, 2024

Hyatt Regency Indian  
Wells Resort & Spa  
Indian Wells, CA















**3.59 GPA | 75% ATTENDANCE**

## **RACHAEL FAITH BYRNE | Vocational Nurse**

Gurnick Academy of Medical Arts – San Mateo Campus

*CAPPS General Scholarship*

I live and breathe working in emergency medicine. I am absolutely in love with the work I do and although I have spent time as a certified clinical medical assistant, patient care technician/ nurse assistant, and now as an emergency department technician and educator, I crave so much more. There is never a dull day at work and even after years in my role, I am incredibly enthusiastic to show up every day and do my best work. It's never a daunting moment being in my unit, so much so that it really is like going to my second home. I want to continue to develop the skills and to perform life-saving interventions with confidence independently and have the knowledge, training, and licensure to work with autonomy. Nursing is an incredibly versatile field and there are always opportunities for further training and education I want to have the opportunity for lifelong learning and application. I enjoy high acuity and rough environments but also want to live a life of service and contribute to underserved regions and populations; nursing is an incredible way to do both, and I am made for this.

## **CHINONYE ONWUAKOR | Bachelor of Science in Nursing**

Stanbridge University

*Mike Mikhail Memorial Scholarship for Recent Immigrants and First Generation Americans*

Chinonye Onwuakor is a determined individual who overcame significant challenges to become a permanent U.S. resident and fulfill her dream of migrating from Nigeria to America. Currently working at a homeless shelter, Chinonye actively supports women and children escaping domestic violence, coordinating educational activities for families year-round. Her commitment to community service extends to volunteering with Stanbridge University at a community tree-planting event. Chinonye is currently pursuing a career in nursing, a lifelong ambition. She has maintained persistent academic achievement on the Dean's list, has a 3.87 GPA, and participates in group study activities with friends. This scholarship not only recognizes Chinonye's dedication and accomplishments but also provides much-needed financial relief to support her responsibilities as a mother and provider for her family. Thank you for considering Chinonye for this scholarship opportunity.



**3.87 GPA | 99% ATTENDANCE**

*“I am who I am today because of the choices I made yesterday.” -Eleanor Roosevelt*

# SCHOLARSHIP WINNERS



**3.74 GPA | 97% ATTENDANCE**

**KATHERINE PORTEOUS | Bachelor of Applied Science Addiction Studies**

InterCoast Colleges

*CAPPS General Scholarship*

I grew up in a dysfunctional environment and had to learn how to break the cycle for myself. Once I had children, I realized I needed to teach them how not to return to unhealthy behaviors and lifestyles and to value growth and education. It became pressed on my heart to help others who feel lost or unseen to receive meaningful help and education that could create change in them and break their dysfunctional cycles. Education empowers change.

**NICOLE CASANOVA | Vocational Nurse**

Gurnick Academy of Medical Arts – Modesto Campus

*Norma Ford Memorial Scholarship for Nursing*

College was never presented as an option since no one in my family finished high school. A co-worker told me about a vocational school for medical studies and I began attending classes for a Clinical Medical Assistant program. I found out I was pregnant mid-semester. I was nineteen years old. Although I found myself to be repeating a cycle like my mother's, I was determined to have a different outcome. I finished the program and my internship as an OB/GYN. I loved it. I knew I wanted to become a nurse.



**3.00 GPA | 74% ATTENDANCE**

**KENNI BRANTLEY | Medical Assistant**

North-West College Pomona

*Marsha Fuerst Memorial Scholarship*

Kenni has an excellent work ethic and a willingness to help others. She often helps students in the classroom with their lab skills with accurate direction. She has helped many students get to and from school by giving them rides, knowing attendance is a part of the grade. She helps them so they can make it a class. She also has a cheerful and happy disposition and will do anything that is asked. She gravitates to the new students and helps them understand the material and how the classroom flows. She is an excellent student academically. She does this because of her empathy towards her fellow peers. She is a light to those around her despite the many challenges she faces daily in her personal life as a single mother of two under the age of 4 years old. She often doesn't understand how strong she is and how much of an encouragement she is to those around her. She recently bought a car earlier this year with her income tax refund, but she was sold a lemon, so it broke down. She also was struggling to make school payments, so she asked to borrow her cousin's car so she could Door Dash or Uber to make extra cash. She hustled to make it happen.



**3.20 GPA | 90% ATTENDANCE**



# MARIA DUENAS

Mikhail Education Corporate Director of Financial Aid

Maria Duenas has dedicated her entire professional career to career schools and Financial Aid. After graduating from Heald College in 1987, Maria began her career in Financial Aid. MEC was fortunate to have hired Maria back in 1990. Over the years, she worked with different schools, returning to Mikhail Education Corporation in 2013.

Maria truly enjoys working with students, helping to develop and mentor staff. She works tirelessly to ensure that our Financial Aid Teams conduct themselves with the highest level of integrity.



## 2023 FINANCIAL AID PROFESSIONAL OF THE YEAR

THE  
NORMA  
AWARD



2023 FINANCIAL AID  
PROFESSIONAL OF THE YEAR

One fun fact about Maria is that she enjoys working on R2T4's! Yes, we have told her that is not a normal hobby, even for Financial Aid Professionals.

Over the years, Maria Duenas has not only been a valued and loved member of our team, but also as our family. Her hard work and dedication are second to none and she is truly deserving of this award.

*Congratulations Maria!*



# In Remembrance



**Robert Perry**

December 11, 1938 – June 25, 2023

Bob loved three things unequivocally: God, family, and nature. Sunday, June 25, on a morning walk near his Visalia home, surrounded by nature, he left this world.

Bob's life was a testament to a Portuguese and Pereira ancestry work ethic, ingenuity and family commitment aligned with American values and opportunity. He and his wife, Shirley, would build a loving family and a successful business with those ideals.

In 1977, Bob and Shirley risked everything they had to launch San Joaquin Valley College with three Medical Assisting program students and high hopes for success. Bob ran the business operation and Shirley handled the curriculum, instruction, and stability of the MA program. Teenagers Mike and Mark started out as school janitors before growing into pivotal positions of admissions and operations. Together, this family of four ignited an unimagined trajectory of success.

As soon as their efforts began to show a promising return, the family moved to Visalia where they bought a home and set roots that would one day deeply penetrate their new community. In 1995 with campuses in three cities, Bob and Shirley turned SJVC's reins over to sons Mike and Mark – the same year Shirley's health suffered a crisis. Bob was a member of SJVC, Inc. Board of Directors at the time of his death, continuing to influence the college's direction, scope and success. He was also a board member of the We Achieve Foundation.

Today San Joaquin Valley College is a private university of 18-campus in California. Their acquisition of Carrington College in 2018 added 17-campus (ten outside of CA) and furthers a corporation of growth that has provided medical, business, and technical education to almost a quarter million graduates that settled into new careers in seven western states. At this moment, nearly 12,000 students are realizing their education and career goals through the doors Bob and Shirley first opened.

Bob's family-shared legacy – both personal and professional – continues to touch many lives and will live on with each new generation of students, family, and community.



**Joanne Wenzel**

July 28, 1956 – January 29, 2023

Joanne Wenzel served as an ACCSC Commissioner from 2018 until November 2022. For 19 years, she worked in various capacities for the California State oversight agency for private postsecondary schools in California, most recently serving as the Bureau Chief, the California Bureau of Private Postsecondary Schools, a position from which she retired in 2017.

Joanne left a legacy of love and passion for family, friends, and friends who became family. She also left this special note to share with everyone fortunate enough to have been touched by her life.

*I don't know what to say – Not to be the spoiler but, no one knows what to say and honestly, I hope there are no words left to say so, any words will work. It's more about "showing up" with a reminder of how much our relationship mattered and cry together or laugh together.*

*I consider myself so very lucky or blessed but mostly grateful for my beautiful family – snarky, sarcastic, smart, funny, and so very important to me. I remember our reunions and how happy I was sharing times of the food, the bad and the silly stuff that seems to stick out best.*

*My community of friends has been a rock to me. I love people and I have cherished all of my community. I have friends that span from elementary school and high school, and beyond. You gave me the opportunity to share a piece of you and I hope I didn't let you down.*

*I am not perfect but you don't have to be perfect in order to be successful. I loved you all and I hope I touched your life in a positive way and that you live with kindness and forgiveness and not reasons to be resentful. Don't stop living a big, open, fulfilling, joyful, purposeful, life until you die. Ignore flaws and embrace the person. Do what you can to uplift the people in your life (am I getting preachy? sorry). Do not overlook the small, everyday things that can bring joy.*

*You are going to miss me and for that there are no words – in some way that gives me pleasure because it means I touched your life in a meaningful way and that means I have had a successful life. Now, get out there and live your life.*

*I will love you forever.*

Joanne Wenzel



# SOLVING ENROLLMENT MARKETING CHALLENGES

IN THE DYNAMIC ENVIRONMENT IN WHICH  
EDUCATIONAL INSTITUTIONS COMPETE

---

Driving enrollment in today's environment requires a dedicated partner that understands the complex, constantly evolving digital landscape in which you compete. Advance 360 Education is a data-focused digital marketing and technology company with proven outcomes in **increasing enrollment and maximizing our clients' return on investments.**



# ADVANCE\_360 EDUCATION

Innovation. Campaign Execution.  
Proven Results.



# aduna

Leverage the Power of Your Data  
to Acquire Your Best-Fit Students

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Advance 360 Education is proud to be the  
CAPPS Annual Conference ***Visionsary Sponsor***

**VISIT US AT BOOTH #1**



# THE CAPPS LIFETIME ACHIEVEMENT AWARD INAUGURAL RECIPIENT

ROBERT JOHNSON  
EXECUTIVE DIRECTOR, CAPPS

---

Robert Johnson has been a steadfast leader as the Executive Director of the California Association of Private Postsecondary Schools (CAPPS) since 1997.

He has worked tirelessly with his Board of Directors and membership to represent the Association and the Private Postsecondary Education Sector to Policy Makers and the Public. Johnson has collaborated with Governors, State and Local Legislators, Boards, Commissions, and State regulatory bodies such as the Department of Consumer Affairs (DCA) on matters related to the Private Postsecondary Education Sector, demonstrating his unwavering commitment to the betterment of education in California.

Robert's leadership of the Independent Coalition of Educators Political Action Committee (ICEPAC) and the CAPPS 501(c)3 Foundation inspires member schools to achieve regulatory, accrediting, and legal excellence while empowering them through capacity-building programs.

Congratulations Robert,  
and thank you for your incredible contributions  
to our schools, students, businesses, and sector.





# STAR HALL OF FAME

2016



DR. SABRINA KAY

2017



RICK WOOD

2018



DEBBIE OGILVIE

2019



JIM BUFFINGTON

2021



DAVID VICE

2012



ELIZABETH &  
ROBERT SCHAEFER

2013



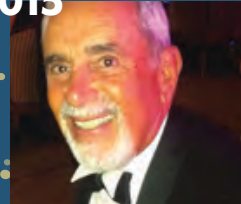
JOHN ZIMMERMAN

2014



GREG NATHANSON

2015



ANTHONY PITALE



KEITH ZAKARIN

2010



WILLIAM CLOHAN



MARSHA FUERST



MICHAEL PERRY

2011



RAY HURD



ROGER WILLIAMS

2009



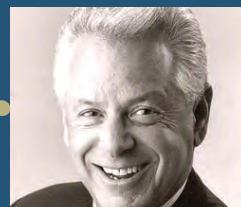
COLLEEN BUFFINGTON



NORMA FORD



DEAN JOHNSTON



DICK NATHANSON



GARY YASUDA

Supporters of CAPPS over an extended 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.

## 2009-2021



**CAPPS 2023 SCHOOL OF THE YEAR**

CONCORDE<sup>SM</sup> 

**CAPPS 2023 ALLIED PARTNER OF THE YEAR**

CBRE

**CAPPS 2023 EMPLOYER OF THE YEAR**



PACIFIC  
DENTAL SERVICES<sup>®</sup>

# /// KEYNOTE SPEAKERS ///



## RYAN JENKINS

TRAINER & CONSULTANT

[www.ryan-jenkins.com](http://www.ryan-jenkins.com)



Ryan Jenkins, CSP® (Certified Speaking Professional)™ is an internationally-recognized keynote speaker, virtual trainer, and a Wall Street Journal bestselling author on the topics of leadership, generational differences, workplace loneliness, and the future of work. For a decade Ryan has inspired and equipped audiences with the necessary insights and tools to succeed in the new era of work. He is an active columnist for Inc Magazine, Psychology Today, and Entrepreneur Magazine.

## TOM NETTING

CHIEF EXECUTIVE OFFICER

TEN GOVERNMENT STRATEGIES

Having spent all of his professional career devoted to higher education policy oversight and implementation, Tom Netting has an extensive knowledge of the laws and regulations governing all aspects of higher education. His considerable background and experience have afforded him the opportunity to view the development and implementation of federal higher education and workforce development policy in their entirety – including issues related to higher education and workforce development, health care, veteran affairs policies and the procurement of federal appropriations.



## DEBORAH COCHRANE

BUREAU CHIEF

CALIFORNIA'S BUREAU FOR PRIVATE POSTSECONDARY EDUCATION

Appointed by Governor Gavin Newsom in March 2021, Deborah Cochrane is the Bureau Chief of California's Bureau for Private Postsecondary Education, which protects students and consumers through the oversight of California's private postsecondary educational institutions. Prior to her appointment, Cochrane was the executive vice president of The Institute for College Access & Success, focused on pursuing student-centered public policies that promote affordability, accountability, and equity in higher education, where she led the organization's policy, research, and advocacy work on California and national issues.



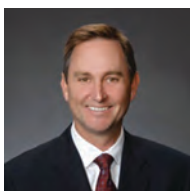


# // GENERAL SESSION // SPEAKERS



**LOUIS ARCHBOLD**, Managing Principal, Rapid Response Retainer | *Verizon Threat Research Advisory Center*

Lou Archbold has been a member of the Verizon VTRAC team and a Principal Consultant for the Verizon Rapid Response Retainer since 2012. He manages the Global Rapid Response Retainer team and is responsible for customer-facing incident response, computer forensics investigations coordination, breach simulation exercises and litigation support for customers worldwide. Lou has provided industry-leading services and support for both commercial and government organizations. Lou's position covers the Americas, Asia-Pacific, and EMEA. With over 40 years of experience in law enforcement, corporate/private security, corrections, probation and combating cyber-crime, Lou brings a global pragmatic perspective to organizations for the planning and execution of cybersecurity initiatives and incident response plans. Lou is a frequent course instructor and speaker on emerging incident trends and computer emergency response.



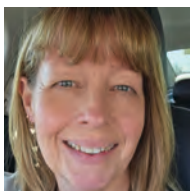
**MATT BACK**, President | *Matt Back Government Relationships*

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.



**EDWARD M. CRAMP**, Managing Partner | *Duane Morris*

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.



**DEBI ENRIGHT**, Executive Director, Information Security | *American Career College/West Coast University*

Debi Enright has over 30 years of successful management of global information services, data integrity, information security, application development, and vulnerability/risk assessments for diverse industrial, healthcare, government, and higher education entities. She has been building the cybersecurity footprint for higher education institutions for over 13 years. She has a satellite telecommunications background and is strong in identifying corporate information security risk and implementing subsequent remediation strategies for increased cybersecurity maturity. Debi is an accomplished leader in data and privacy compliance as well as institutional cybersecurity awareness.

**"Alone we can do so little;  
together we can do so much."**

- Helen Keller



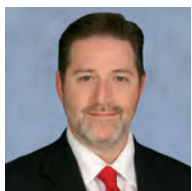
### **ROBERT JOHNSON, Executive Director | CAPPS**

Robert Johnson has been the Executive Director of the California Association of Private Postsecondary Schools (CAPPS) since 1997. 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 501(c)3 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. Robert has been an active member of the California State Bar Association since 1980.



### **SALLY MIKHAIL BEMIS, EVP, COO | Mikhail Education Corporation**

Sally has worked in a variety of marketing roles for National Career Education, Corinthian Colleges - the Titan Schools Division (WyoTech) and CDI Colleges in Canada, Gryphon Colleges, and began her own marketing firm 360 Degree Strategic Marketing in 2006. Upon the passing of her beloved father, Mike Mikhail in July 2010, Sally joined her brother, Peter in returning to the family school, operating Advanced Training Institute, in Las Vegas. In 2012, Mikhail Education went on to reacquire the Institute For Business & Technology schools, sold by their father in 2004. Sally truly has a passion for career education and currently serves as President of the California Association for Private Postsecondary Schools (CAPPS).



### **KEITH ZAKARIN, Partner, Chair of the Education Practice Group | Duane Morris**

Keith 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 also owned and operated an accredited private college for thirteen years.

## **/// NATIONAL ANTHEM SINGER ///**



### **PEGGY MIRA, Singer**

With a voice that sends those intangible chills running through your body, Peggy Mira captures the essence of every song she sings. Performing in the musical style of artists such as Natalie Cole, Diana Krall, and Eva Cassidy. She performs with a pianist, duo, or a trio.

*“Well done is better than well said.” — Benjamin Franklin*



# /// BREAKOUT SESSION /// SPEAKERS



**DR. GEETA BROWN, President** | *InterCoast Colleges*

Dr. Geeta Brown earned her Master's in Leadership and Doctorate in Education at the University of Southern California (USC). She brings the skills she learned in her leadership training at USC to her role as President and CEO of InterCoast Colleges, a group of five vocational colleges in California, where she leads a team of vice presidents and executives.



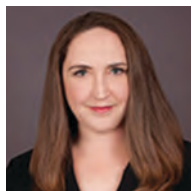
**KATE LEE CAREY, Special Counsel** | *Cooley LLP*

Since 2001, Katherine (Kate) Lee Carey has focused her practice on the legal, accreditation, administrative and regulatory aspects of education institutions and companies that provide services to the education industry. She provides guidance to clients on legal and regulatory changes, including impact analysis and strategic plans to facilitate compliance with complex regulatory requirements. Kate has extensive experience in the development and implementation of legislative and policy priorities at the federal and state levels, including accreditation and licensing matters, as well as developments in student financing options, such as Income Share Agreements (ISAs). She also works closely with regulators, including the U.S. Department of Education, the California Bureau for Private Postsecondary Education (BPPE), other state and professional licensing agencies, and accrediting organizations.



**EDWARD M. CRAMP, Managing Partner** | *Duane Morris*

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**MICHELLE DONOVAN, Partner** | *Duane Morris*

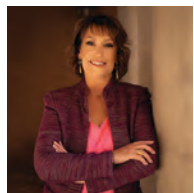
Michelle Hon Donovan is a commercial lawyer, specializing in intellectual property, privacy, data protection, technology transactions and other commercial contracts. Ms. Donovan's clients represent a wide range of industries, including pharmaceutical and biotechnology, high-end consumer electronics, software, automotive, music, cosmetics and personal care products, real estate development, education, staffing, food and beverage, cannabis, and social networking.



**JOEL ESPINOZA, Director of Digital Strategies** | *Advance 360 Education*

Joel Espinoza is the Director of Digital Strategies for Advance 360 Education.

***“You’ll never plow a field by turning it over in your mind.”***  
— Irish Proverb



**MARY LYN HAMMER, President & CEO | *Champion Empowerment Institute***

Ms. Mary Lyn Hammer's belief that education is the vehicle for making dreams come true has led her in a passionate fight that began in 1987, rectifying problems in the higher education industry to insure future participation for all students. She is the President and CEO for Champion Col-EDGE Solutions, Champion Empowerment Institute, and Champion for Success to support students' successes.

Ms. Hammer co-authored many federal higher education laws and regulations since 1988 including the original default prevention language in "Appendix D" that still exists in "Subpart M and Subpart N" of the Federal Register regarding student loan default management.

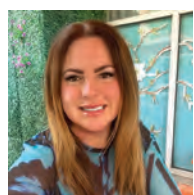
In 2016, Ms. Hammer published, *Injustice for All*, documenting the corruption and decline of our education system. This report details evidence turned over to Congress about data and reporting manipulation the U.S. Department of Education. Effective July 1, 2019, nearly 1,000 pages of gainful employment federal regulations were removed based on this evidence.

Her accomplishments include 35 years of presentations, awards, and Board positions with state, regional, and national higher education associations and organizations in addition to national and international business organizations. She actively supports programs for scholarships and awards to support equal access to quality higher education for all students.



**JESSICA HIGH, Associate | *Duane Morris***

Jessica High is an associate in the Trial Practice Group. She counsels private sector colleges and universities in their many specialized relationships, including matters of state and federal regulation, accreditation compliance and advocacy, and student and employee disputes and concerns. Ms. High brings an owner's perspective to the specialized work of counseling our education clients. Her family owns and operates a group of accredited private allied health colleges. Ms. High was a Campus Director and founder of their branch campus location. She spent over ten years in total employed by private sector colleges in their financial aid, admissions, accounting, student services, and human resources departments.



**SARAH HOLMES, Senior Account Executive | *Advance 360 Education***

Sarah Holmes has over 12 years of experience as a former Executive Director of Admissions & Marketing with one of the highest conversion rates in the industry. She uses her sales techniques and expertise to help schools grow their population. She's been consulting with vocational schools for the past five years and, most recently, joined Advance360 Education to help show schools that the power of more enrollments is the perfect mix of digital marketing and admissions.



**NICOLE JOSEPH, Vice President Marketing | *Legacy Education***

Nicole Joseph has over 20 years of management experience in creative direction and marketing communications. She is currently the Vice President of Marketing for Legacy Education.



# /// BREAKOUT SESSION /// SPEAKERS



**AUDREY KAPLAN**, Vice President Compliance | *West Coast University/American Career College*

Audrey Kaplan is an experienced attorney and executive with a demonstrated history of success in the higher education industry. She is currently serving as the Vice President of Compliance for West Coast University and American Career College.



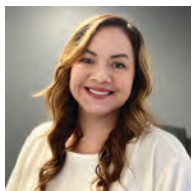
**DANIEL KUSMIN**, Senior Vice President | *Cobbs Allen*

Daniel works almost exclusively with for-profit higher education institutions; where he specializes in helping them manage their unique risk profile. He graduated with a Bachelor of Science Degree in Finance from the University of Kansas and holds his Associate in Risk Management (ARM) designation. Daniel was named to the 2018 class of Ingram's 20 in their Twenties.



**JENN LYLES**, Executive Director | *Beauty Schools Marketing Group*

Jenn Lyles is an award-winning marketing and communications professional with an expertise in vocational school marketing and lead generation. She's helped schools across the country dramatically grow their population with her millennial and Gen Z expertise. She currently serves as the Executive Director of Beauty Schools Marketing Group, where she helps beauty schools grow their population with qualified leads and admissions coaching.



**MAGGIE MACIAS**, Campus Director | *Success Education Colleges*

Maggie Macias is a seasoned professional in the field of education, with a remarkable journey spanning over 24 years. Her dynamic career trajectory began as a Medical Assistant Instructor, and she has continually demonstrated her commitment to empowering students pursuing vocational education, and advocating for non-traditional pathways that lead to meaningful careers.



**BURKE MALIN**, Chief Operation Officer | *Gurnick Academy*

Burke joined Gurnick Academy of Medical Arts as the COO in 2011. Burke has been an integral part of Gurnick's development and growth in recent years in the face of increased government regulation and the ever-changing healthcare environment. Burke has presented at the CAPPS (California Association of Private Postsecondary Schools), ABHES (Accrediting Bureau of Health Education Schools), and CECU annual conferences on regulatory, management, employee development, workforce development, and gainful employment topics. Burke has been a CAPPS board member for the past 2 years.



**RYAN MALOUF**, Audit Partner | *Almich & Associates*

Ryan Malouf graduated from the University of California, Santa Barbara in 2002 with a Bachelor's degree in Business Economics with an emphasis in Accounting. He joined Almich & Associates in January 2003 and became a licensed Certified Public Accountant in the State of California two years later. Since joining the firm, Ryan has worked to service clients in various industries including education, health care and nonprofit organizations, while also obtaining substantial experience in various purchase transactions including stock, net asset valuation and recapitalization accounting. In addition to his partner role on all firm retirement plan audits, Ryan serves as the designated partner under the firm's membership in the AICPA's Audit Quality Centers for Employee Benefit Plan's and Governmental Audits. Ryan is a member of the AICPA and California State Society of Certified Public Accountants.



#### **DR. LEAH MATTHEWS, Executive Director | 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. Prior to working with CHEA, Dr. Matthews served nearly 12 years on the staff of the Accrediting Commission for Career Schools and Colleges. 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 Rulemaking Sessions on multiple areas that included distance education state authorization. Dr. Matthews is currently serving an At-Large Member of the WICHE Cooperative for Educational Technologies (WCET) and served for six years from 2015-2021 as a board member of the National Council for State Authorization Reciprocity Agreements (NC-SARA).



#### **VALERIE MENDELSON | Mendelsohn Solutions**

Valerie Mendelsohn has more than twenty years of combined for-profit and traditional education experience. She is president and co-founder of Mendelsohn Solutions, a comprehensive compliance, risk management, accreditation and Title IX consulting firm. As former Vice President of Compliance and Risk Management for American Career College and West Coast University, Valerie built the first enterprise-wide compliance and risk management department for a large, multifaceted institution. Prior to her tenure with American Career College and West Coast University, Valerie spent more than 7 years with Career Education Corporation, working extensively with all regionally accredited institutions within CEC's portfolio and helping Colorado Technical University obtain a 10-year reaccreditation from the Higher Learning Commission. Valerie received her Bachelor of Arts from Lake Forest College and her Juris Doctor from the DePaul University College of Law. Valerie previously served as an Executive Board Member for the California Association of Private Postsecondary Schools.



#### **BEYLOR MEZA, Chief Operation Officer | Success Education Colleges**

Beylor Meza has been involved in campus operations since 2003. He has held positions in our industry in many capacities including Tutor, Instructor, Program Director, Director of Education, Executive Director, and Campus President. He is currently the Chief Operating Officer for Success Education Colleges where he helps support the daily operations of their seven campuses in California and Nevada.



#### **HOLLIE MOOTS, Manager of Nursing Education and Implementation | Elsevier**

As a nursing education specialist at Elsevier, Hollie provides faculty with active teaching strategies and best practices for digital products. She brings a diverse nursing background, with expertise in med/surg, women's health, school nursing, and pediatric mental & behavioral health. Hollie has teaching experience in lab, clinical, simulation on all education levels as well as didactic teaching experience both in person and online. She is an advocate for bringing clinical to the classroom to improve critical thinking and clinical judgement. She also has extensive knowledge in curriculum design as well as program evaluation and accreditation.

Hollie has a Doctor of Nursing Practice Degree in Educational Leadership as well as a master's degree in Nursing Education and a Bachelor of Science in Nursing. She is an NLN Certified Nurse Educator and a Certified Healthcare Simulation Educator through the Society for Simulation in Healthcare.



#### **SUSAN PAILET, Co-President | American Career College**

Currently serving as Co-President, Academics and Title IX Appellate Officer, Susan began her career with American Career College in 1994 as an admissions advisor and has worked in many capacities over the years, including Executive Director and Vice President. Susan's areas of expertise include bringing a distinctive leadership capability that results in organizational growth, graduate placement, employer relationships, and clinical education. She also possesses a keen understanding of hospital and healthcare needs as they relate to staffing, education, and compliance. In addition, Susan currently serves on the Governing Board of Greater El Monte Medical Center.



#### **SALLY SAMUELS, Director of Compliance | FAME**

Sally is one of the country's leading authorities on Federal financial aid administration with more than 42 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 42 years, Sally's experience includes representation at over 500 program reviews and certification visits for postsecondary institutions. In addition, Sally is a senior member of the FAME management team and currently serves as Director of Compliance for FAME. She is a former board member for the Private Career Colleges & Schools (PCCS) and has served on several committees for the American Association of Cosmetology Schools (AACS), as well as a member of NASFAA & SASFAA.



# /// BREAKOUT SESSION /// SPEAKERS



**BRANDON SHERMAN, Of Counsel** | *Maynard Nexsen*

Brandon is Of Counsel in Maynard Nexsen's Higher Education practice group. He advises institutions, accrediting agencies, and investors on legal and compliance challenges in education. His expertise includes federal student financial assistance programs, marketing practices, cybersecurity, accreditation, and nondiscrimination laws.



**SHANE SPARKS, Co-Founder & COO** | *Enrollment Resources*

Shane Sparks, President & CEO of Enrollment Resources, specializes in measurable marketing programs and leads the fulfillment team in creating measurable, effective campaigns. Formerly an award-winning creative director, Shane co-founded Enrollment Resources with Gregg Meiklejohn after losing faith in the impractical and widespread waste of the advertising industry. As COO at ER, he co-created ER's proprietary Enrollment Management Scorecard Process (EMScorecard™), a benchmarking business process that helps schools identify money lost or squandered in their Marketing and Admissions departments while also providing an actionable, realistic plan to recapture that lost revenue. He is also co-creator of ER's Virtual Advisor, a software suite of conversion tools that help schools increase lead-to-enrollments rates by 107% on average. Shane is a frequent speaker on enrollment management, strategic marketing, business process analysis, innovation, and team leadership, and has addressed hundreds of organizations and associations across North America.



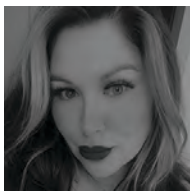
**ROGER SWARTZWELDER, Shareholder** | *Maynard Nexsen*

Roger Swartzwelder is a Shareholder at Maynard Nexsen and a member of the Firm's Education Practice Group working in the Washington, DC office. He represents institutions of higher education, investors, and accrediting agencies in a wide array of legal, regulatory, accreditation, operational and transactional matters. Prior to joining the Firm in 2019, 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.



**NICK TERRENZI, President** | *Hubbard College of Administration*

Nick Terrenzi is President and a member of the board of directors for HCA International. As President, he opened more than 45 new International locations in less than 6 years and currently manages a total network of 50 locations in 27 countries delivering in 16 languages. He is in demand worldwide as a speaker on International Management, project and process management, sales, speaking, and business administration. He has had more than 3,000 speaking engagements in 32 countries, from the U.S.A. to Russia, China, Taiwan, South East Asia, Kazakhstan, Canada, the UK, South Africa, Kenya, most of the European Union, South America, and many former Soviet Bloc countries. He and his wife co-authored the book "Closing is Not Your Problem" (Sales and Management).



**ERIN VARGAS, President and COO** | *Bellus Academy*

Erin Vargas has worked with Bellus Academy since 2018. Over a career spanning more than two decades, she has cultivated experience in the regulatory, compliance and financial aid sectors of secondary education.



**STEVE WATKINS, Vice President of Program Development & Regulatory Affairs** | *Unitek College*

Steve Watkins came to higher education after working as a Technical Recruiter during the Silicon Valley dot-com boom in the 1990's. At Unitek Learning he progressed through Staffing Manager to Career Services Director, Campus Director, VP of Operations, and finally VP of Program Development & Regulatory Affairs (since 2011). He is currently an ACCSC Certified Accreditation Professional, responsible for state licensing & accreditation for seven accredited campuses in California plus ten campuses in other states.



# /// ACCREDITATION PANEL ///



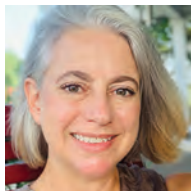
**CRYSTAL CALARUSSE**, Associate Executive Director of Program Development and Innovation | ABHES

Crystal Calarusse is the Associate Executive Director of Program Development and Innovation at the Accrediting Bureau of Health Education Schools (ABHES) and a PhD student in the School of Public Policy at the University of Maryland, College Park, specializing in regulation and quality assurance. Her professional career includes leadership positions in international and professional accreditation, including Chief Accreditation Officer of the Network of Schools of Public Policy, Affairs, and Administration (NASPAA) and the first Chief Executive Officer of the International Network of Quality Assurance Agencies in Higher Education (INQAAHE). She holds a Master of Public Policy from the University of Maryland, College Park.



**MICHELLE EDWARDS**, President | 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).



**DR. LEAH MATTHEWS**, Executive Director | 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. Prior to working with CHEA, Dr. Matthews served nearly 12 years on the staff of the Accrediting Commission for Career Schools and Colleges. 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 Rulemaking Sessions on multiple areas that included distance education state authorization. Dr. Matthews is currently serving an At-Large Member of the WICHE Cooperative for Educational Technologies (WCET) and served for six years from 2015-2021 as a board member of the National Council for State Authorization Reciprocity Agreements (NC-SARA).



**PETER MIKHAIL**  
Commission Vice Chair/Executive Committee/Commissioner (Institutional/Administrative) | ACCET

Peter Mikhail was born and raised in the industry. He is a second-generation school operator following his father, Mike Mikhail. He is a graduate of San Jose State University, holding a Bachelor's Degree in Business Administration with a concentration in Finance. Following the passing of their father in 2010, Peter and his sister, assumed the operation of Mikhail Education Corporation.



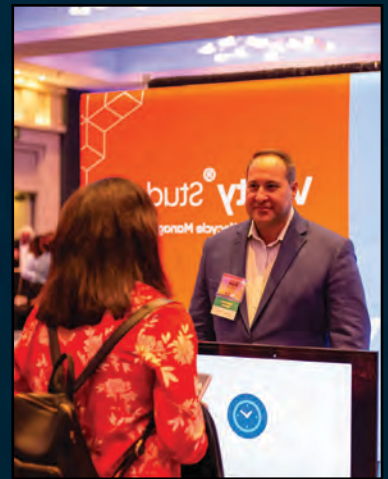
**DR. KIRK NOOKS**, President/CEO | COE

Dr. Kirk Nooks is the President and CEO of the Council on Occupational Education (COE). Dr. Nooks has over 25 years of public and private experience. His last ten years have included two stints as college president. His accreditation experience spans national and regional accreditors including the Higher Learning Commission, Middle States Commission on Higher Education, and the Southern Association of Colleges and Schools Commission on Colleges. Dr. Nooks holds a doctoral degree in higher education administration from George Washington University with an MBA in marketing and B.S. in industrial management from Mercer University.











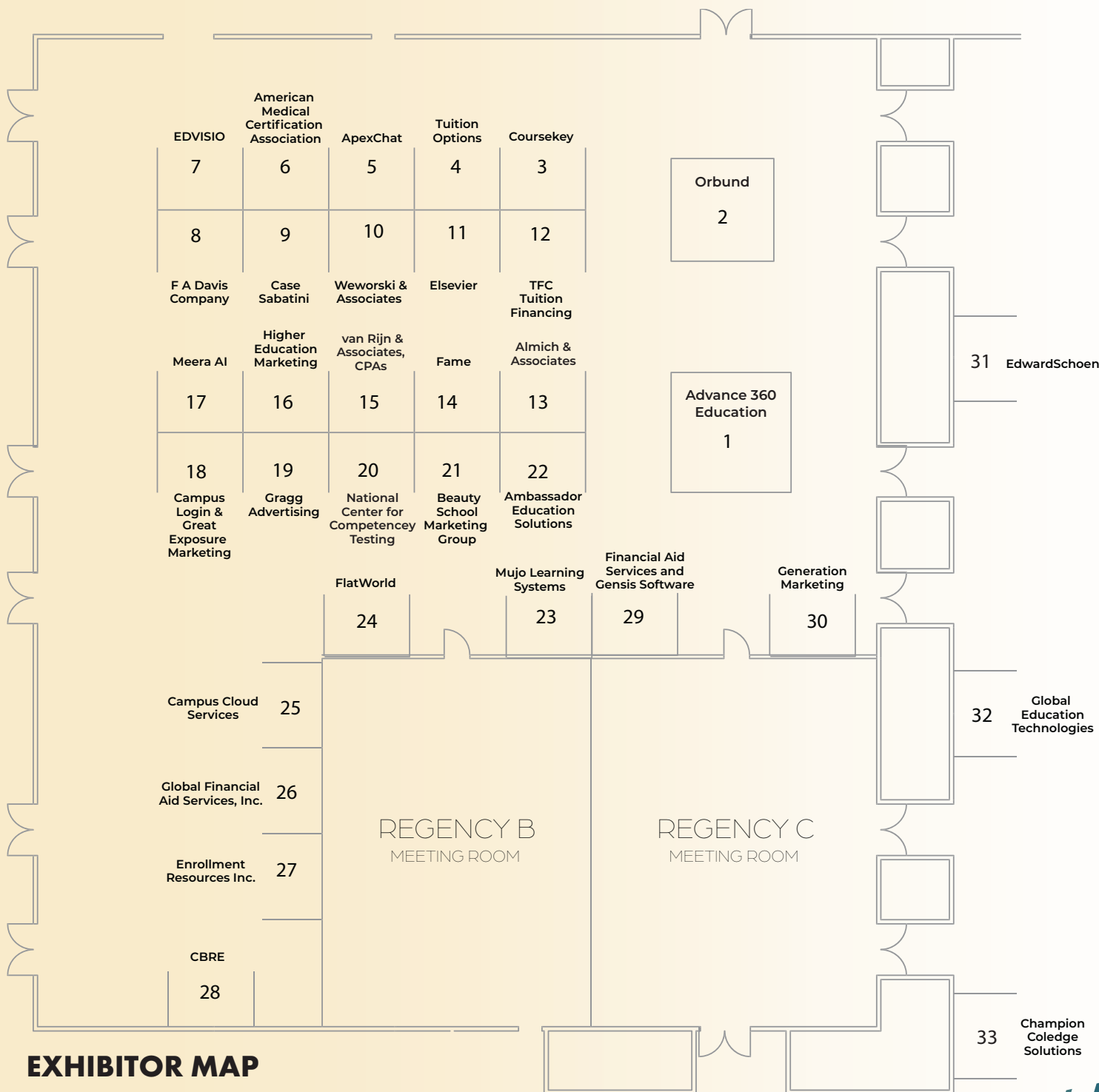
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**VISIT** *exhibitors*

**EARN** *capps cash*

**REDEEM** *gift cards*



STOP BY EACH OF OUR EXHIBITORS TO FIND OUT THE DIFFERENT WAYS TO YOU CAN EARN CAPPS CASH.

USE YOUR CAPPS CASH TO CHOOSE FROM A VARIETY OF GIFT CARDS MADE AVAILABLE FOR PURCHASE AT OUR CAPPS REGISTRATION CENTER THROUGHOUT THE DAY ON THURSDAY.

**///SCHOOLS ONLY///**  
**CAPPS CASH SHOPPING GAME**



**BOOTH****1**

Advance 360 Education is an education marketing agency helping higher education institutions solve enrollment marketing and business challenges in the dynamic environment in which they compete. Our proprietary first and third-party datasets, marketing technology stack, and deep experience in the educational sector help us to tackle the complex marketing and business problems educational institutions face.

Our cloud-based platform, Aduna, empowers schools with key insights and intelligence that elevate leadership decision-making and pivot strategies for sustainable growth. Aduna can help you harness your data to reach quality students, improve retention, and achieve competitive advantage through a deeper understanding of the complete lead lifecycle.

**BOOTH****2**

Orbund provides easy to use and powerful web-based education management systems. Orbund solutions are being used by a variety of higher education and career education providers. Our products' biggest strengths are flexibility, scalability, cost effectiveness and exceptional support. At Orbund we take compliance and reporting serious and we guarantee if there is an industry standard compliance report we do not have we will build it for you at no extra charge.

**BOOTH****3**

The CourseKey platform is the only end-to-end solution for career education organizations to drive measurable outcomes in any learning environment. Mix and match modules and connect data to your SIS and LMS to make better business decisions, ensure compliance, and deliver exceptional learning outcomes.

**BOOTH****4**

Tuition Options is a responsible lender and servicer providing best-in-class origination, servicing and financing solutions to school and student customers. Our originations and servicing platform is fully compliant with student loan regulations, and we provide student-friendly payment options to more than 600 campuses across the country.

**BOOTH****5**

ApexChat is proud to be the leading provider of live chat. We offer live chat software and chat agents that help online businesses turn valuable advertising clicks into customers. Most important, we let you chat with customers and give them real-time support, so you win twice: satisfying web visitors faster and turning them into a potential client for your business.

**BOOTH****6**

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.

Each certification exam is developed by a team of Subject Matter Experts who have years of experience in their chosen field. The exams are based on subject areas such as: Medical Terminology, Medical Law and Ethics, OSHA and Infection Control, Anatomy and Physiology and the subject matter related to that specific areas i.e., Medical Assistants, Phlebotomy, EKG or Mental Health.



- Create a tuition credit program unique to your student population.
- Adopt a single-source solution for program development and management.
- Launch a seamless online application customized to your program
- Ensure your documents are fully compliant, accurate, and delivered correctly throughout the process.
- Consult experts to develop and continuously update program terms and conditions ideal for your students.
- Remain informed of both current and upcoming regulatory changes — before they impact your processes.



F. A. Davis is an independent, family-owned publisher of educational solutions 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 provides a firm foundation on which to build the future.



**CASE | SABATINI** The Audit and Tax professionals of Case Sabatini have served Career Colleges nationwide for nearly a quarter century. Services include Annual Financial Statement and T4 Compliance Audits; DOE Composite Ratio consultation; Program Review appeals and attestations; Acquisition Diligence for Buyers and Sellers; Change of Ownership planning and Opening Balance Sheet Audits; Close-out Audits; 90/10 Rate analysis. Our Tax professionals stand ready to perform Tax Planning and Tax Preparation; Wealth Management, and Estate Planning services for you and your school. Please don't hesitate to contact us for a complimentary consultation.



Weworski & Associates is a certified public accounting firm formed specifically to meet the changing needs of our clients. The firm's senior members are former Partners, Managers and Senior Staff accountants of medium to large-sized CPA firms. This background provides us with the appropriate technical training and experience to provide our clients with a wide range of services.

We have over 200 clients that we serve throughout the United States. We provide services in the areas of Assurance, Advisory, Taxation and Special Projects. In fulfilling our principal objective – Providing Outstanding Client Service – all decisions are made to be consistent with professional standards based on the highest moral and ethical considerations. Our management team and professional staff are ready to travel throughout the United States to provide outstanding client service.

Our firm has built its reputation on the objectives of providing quality service to our clients, dedication towards assuring that each client receives personal and timely service, and a resolution to limit our practice to those clients we can properly serve. Since the quality of our work depends on our people, we seek to recruit the best candidates having the highest standards of ability and character. Weworski & Associates professionals are required to maintain continuing professional education requirements. Management personnel maintain qualifications to perform audits following Government Audit Standards.



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.





**TFC****Tuition****BOOTH 12**

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.

**ALMICH & ASSOCIATES****BOOTH 13**

Almich & Associates is a Certified Public Accounting and Business Services firm headquartered in Southern 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 operating in more than 25 states nationwide. Our Firm's 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. We believe that providing value to our clients is the only way to conduct business and accomplish that by making sure we know each client's business and by fulfilling its unique needs.

**fame****BOOTH 14**

FAME is dedicated to meeting the Federal financial aid processing and software needs of CAPPS members and career colleges throughout the country and Canada. We provide affordable, innovative school management software, a full range of federal financial aid services and consulting services for over 1,200 institutions nationwide.

**van Rijn &  
Associates, P.C.**  
Certified Public Accountants

**BOOTH 15**

We are a full-service accounting firm, dedicated to providing you with professional, personalized services. We have a solid reputation for being responsive and attentive to our clients' needs in a timely manner. We are honored to have an opportunity to support you with your accounting, auditing, financial, and tax needs, leaving you more time to do what you do best and assisting you with solutions to help the success of your business.

**BOOTH 16**

Higher Education Marketing is a full-service marketing agency specializing in serving only schools. HEM is in its 16th year with services including Google & Social Media ads for lead generation; SEO and website visibility; Content Marketing (social media, email & website) for lead generation; a Student Application Portal; a CRM for education; plus admissions process consulting services.

**MEERA.ai****BOOTH 17**

Meera is an AI text messaging platform that uses human-like messages to automate 80% of your admission team's busy work. That way, your admission team doesn't have to waste time following up and qualifying leads that are nearly impossible to reach by phone or email. Meera engages prospects automatically, nurtures them until they are ready to talk to sales, and then either schedules a meeting or transfers a call directly to a member of your team. The result is more qualified meetings with less effort and lower acquisition costs.

**BOOTH 18**

Our efforts empower post-secondary institutions through comprehensive solutions that drive growth, streamline operations, and enhance student outcomes. We specialize in advertising services, such as lead generation, website design and both search engine and social media campaign marketing. CampusLogin's proprietary, all-in-one software is unparalleled in helping schools efficiently manage leads, vendors, and students. Together, we revolutionize the education market and help pave the path to your school's success.

**BOOTH 19**

"GRAGG ADVERTISING is a full service, integrated marketing EDU agency with expertise in all media channels. Gragg implements attribution modeling for its clients. Attribution modeling is the understanding of 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!"

We offer free marketing evaluations and recommendations on any, and all marketing efforts. Also, if a member lets us know that they are a CAPPS member and they sign with us then we will waive set up fees for any service. Set up fees can run from \$350 to \$1500 depending on the service."

**BOOTH 20**

The National Center for Competency Testing (NCCT) is an allied health certifying agency that works in partnership with quality academic programs, employers, and workforce organizations. NCCT certifications provide industry-recognized credentials that meet state certification requirements, leading to relevant licensure and overall job placement. Academic institutes often implement certification scores as outcome measures for accreditation purposes. NCCT offers 7 NCCA-accredited allied health certifications in medical assisting, medical office, billing and coding, patient care technology, ECG technology, phlebotomy, and surgical technology. NCCT has tested over 500,000 allied health professionals nationwide since 1989 and continues to help bridge the gap between educators and employers.

**BOOTH 21**

Beauty Schools Marketing Group owns and operates BeautySchoolsDirectory.com, the most popular and comprehensive online student resource for information on beauty schools and beauty programs. In addition, we offer schools admissions consulting, monthly webinars, and other solutions that generate more student enrollments including exclusive leads through search and social campaigns.

**BOOTH 22**

For decades, Ambassador has made course materials simple, effective and affordable. From print and digital to OER, devices and more, Ambassador eases course materials adoption, management, delivery and access. Ambassador's Course Materials Platform, RODA, integrates with leading SIS, LMS, financial systems, eBook readers, publishers and digital content platforms. RODA connects students with affordable course materials, streamlines operations for schools and eases account management and reconciliation for publishers, all through one easy-to-use platform. Schools and publishers trust Ambassador to improve course materials accessibility, lower operational and financial risks, and deliver usage and cost transparency. For more information, please visit AmbassadorEd.com.

ALMICH & A  
certified Accounting



# EXHIBITORS





Textbook publisher focused on digital marketing curriculum

**BOOTH 23**

# FlatWorld



**BOOTH 24**

FlatWorld provides affordable, accessible and engaging textbook materials for General Education and Business courses.



**BOOTH 25**

Campus Cloud Services has been supporting postsecondary educational institutions and higher educational institutions since 2012. It is a cloud-based student information system that manages student data in one place, across admissions, academics, accounts and more. Current Clients have populations from 50 to 50,000 students.



## GLOBAL

FINANCIAL AID SERVICES



**BOOTH 26**

Since our founding in 1996 Global has provided financial aid outsourcing services to the Career College sector. Our Back Office services create a strategic partnership with clients that focuses on timeliness of processing, cash flow, and compliance with Title IV regulations. Our clients can focus on student service, while we take the majority of the compliance risk. Global also offers a complete suite of Title IV Consulting Services, including program review style audits, assistance with program review findings, policy and procedure assistance, and consulting for those colleges new to Title IV.

# Enrollment Resources



**BOOTH 27**

Enrollment Resources is a North American leader in student recruitment for proprietary and career schools. We believe that schools deserve better than just 'leads', so it's our mission to help our clients connect with more of the right prospects and drive those prospects down the funnel, boosting enrollment and lowering cost-per-start. We are the developers of Virtual Adviser, an advanced inbound prospect capture platform, leaders in internet advertising management, and experts in website optimization.

You deserve better than just leads.

# CBRE



**BOOTH 28**

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."



**BOOTH 29**

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 all of the school's student data from admissions to scheduling to academics to placement and ledgers in one database.

## GENERATIONMARKETING

MULTIFAMILY SOLUTIONS



**BOOTH 30**

Generation Marketing is a youthful, innovative and ultra-modern company that uses a cutting-edge approach to generate high quality leads. We use the most sophisticated methods to help you connect live and in real time with your leads.

## GLOBAL

EDUCATION TECHNOLOGIES



**BOOTH 31**

Our solution is designed specifically to fit the unique needs of today's colleges and universities. As the name implies, Student First SIS has been developed with a student centric vision enabling not only a new and fresh experience, but also one that students can personalize right down to the language they wish to engage in. We're partnering with institutions looking to revolutionize the student and administrator experience with modern and affordable technology.

## ES



EdwardsSchoen

**BOOTH 32**

EdwardsSchoen is an education marketing company that focuses on enrollment strategies and consulting services. With decades of experience in higher education and dozens more in direct response marketing, the group understands that each university and student population is unique. ES prides themselves on developing individualized strategies for each of their partners, offering insights and solutions throughout the entire enrollment life cycle.



**BOOTH 33**

Champion Col-EDGE Solutions, on behalf of our school clients, upholds its mission to be a mentor for developing healthy life skills for our student customers that create and maintain financial freedom, self-esteem, and self-worth. Since our founder developed the concept of mentoring and guiding students through the repayment process in the 80s we have recognized prevention is the key to controlling CDRs. We offer trusted resources for our schools' students and subscribers of websites powered by Champion that increase financial literacy and build life skills.

# EXHIBITORS



# Congratulations

To CAPPS Executive Director  
**Robert Johnson** on Your  
**LIFETIME ACHIEVEMENT AWARD**



# Unitek COLLEGE



## INDUSTRY RECOGNIZED ALLIED HEALTH CERTIFICATIONS

MEDICAL ASSISTANT  
PHLEBOTOMY TECHNICIAN  
ECG TECHNICIAN  
INSURANCE & CODING SPECIALIST  
MEDICAL OFFICE ASSISTANT  
PATIENT CARE TECHNICIAN  
SURGICAL TECHNOLOGY



MULTISKILLED MEDICAL CERTIFICATIONS INSTITUTE  
11020 KING STREET, SUITE 400  
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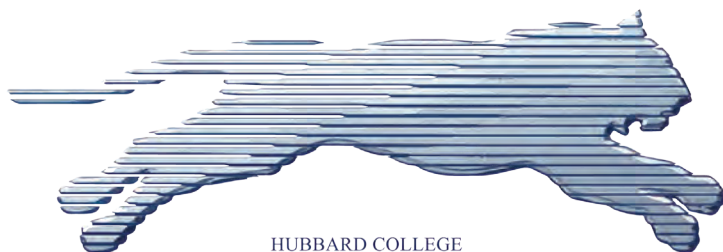
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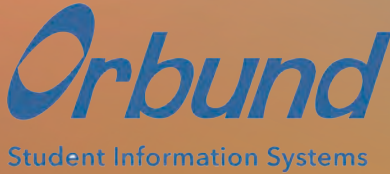
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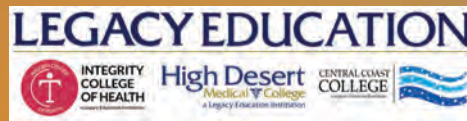
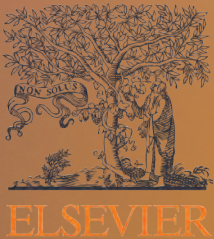
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