



## Fall 2025 NJASFAA Conference Program

\*\*\*Subject to change\*\*\*

Wednesday, November 5th	Presenter	Time	Location
Registration Open		8:30 AM - 4:00 PM	Sky View Front Desk
Vendor Area Open		10:00 AM - 6:00 PM	
Sky View			
<b>Pre-Conference Session:</b>			
NASFAA Core Credentials:			
<ul style="list-style-type: none"><li>Packaging &amp; Awards</li></ul>	Catherine M. Boscher-Murphy CBM Enterprises, Inc. President and Owner	9:00 AM - 12:00 PM	Think Tank 1
<ul style="list-style-type: none"><li>Cash Management</li></ul>	Alex Guiral, FAAC® Associate Vice President, Berkeley College NJASFAA Past President		Think Tank 2

**Concurrent Session:**

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| <ul style="list-style-type: none"><li>HESAA – All Things HESAA</li><li>Educational Opportunity Fund</li></ul> | HESAA<br>OSHE | 10:30 AM - 11:45 PM | Think Tank 3<br>Think Tank 4 |
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<b>Break</b>		12:00 PM - 12:30 PM	Sky View Lounge
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Opening & Welcoming Remarks NJASFAA President	Kathy Prieto Director of Financial Aid, Felician University NJASFAA President	12:30 PM - 12:35 PM	Ocean ABCD
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<b>General Session 1-</b> Office of Secretary Higher Education Update	Vance Stephens Josefina Ewins OSHE	12:45 PM - 1:45 PM	Ocean ABCD
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**Concurrent 1**

1a The Critical Role of Lender Lists in the New Lending Era	Jennifer Sommerman Head of Campus Development – Northeast College Ave		Think Tank 1
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1b From Orientation to Graduation: Building Student Confidence Through Smart Financing Choices	Eduardo Gonzalez, Jr. Assistant Region Head, East Region Sallie Mae	2:00 PM - 3:15 PM	Think Tank 2
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1c Let Them: Reclaiming Peace by Letting Go	Edward M. Hill Vice President Collegiate Relationship Manager, Citizens		Think Tank 3
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**Concurrent 2**

2a The Biden/Trump Transition: Assessing the Impact on Higher Education	Nicolas E.M. Michiels, Esq. Principal Attorney Powers Pyles Sutter & Verville PC	3:30 PM - 4:45 PM	Think Tank 1
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2b	Unlocking the Full Power of Your Net Price Calculator	Alexandra Lindsay Director of Marketing, Meadow		Think Tank 2
2c	Cultivating the Next Generation of Leaders	Kate Brabandt Client Engagement Manager, College Aid Services		Think Tank 3
Vendor Showcase & Networking Mixer: Connecting with Industry Partners (drink tickets)			5:00 PM - 6:00 PM	Sky View Lounge
<b>6:00 PM – Dinner on Your Own</b>  <i>Optional Adventure (sign up coming soon): Explore local dining options with our sponsors!</i>				
<b>Thursday, November 6th</b>		<b>Presenter</b>	<b>Time</b>	<b>Location</b>
Registration Open			8:15 AM - 12:00 PM	Sky View Front Desk
Vendor Area Open			8:30 AM - 5:00 PM	Sky View Lounge
Breakfast			7:30 AM - 8:30 AM	Ocean ABC
<b>Concurrent 3</b>			8:45AM-10:00AM	
3a	"I'm Just a Bill, and I'm Sitting Here on Capitol Hill": How a Bill Really Becomes a Law"	Nalia Medina Assistant Director of Government Relations NASFAA		Think Tank 1
			8:45 AM - 10:00 AM	
3b	Communicating With Gen Z	Julie Lawton Regional Manager Monogram Personalized Student Loans		Think Tank 2
3C	From SAP to Success: A Clear, Student-Centered Approach	Rachel Mecca, FAAC® Assistant Director of Financial Aid Montclair State University		Think Tank 3

<b>General Session</b>			
<b>Inside the Beltway Update</b>	Nalia Medina Assistant Director of Government Relations NASFAA	10:15 AM - 11:30 AM	Ocean ABCD
Break Light Refreshments		11:30 AM - 11:45 AM	Sky View Lounge
<b>Concurrent 4</b>			
4a Professional Judgment	Catherine M. Boscher-Murphy CBM Enterprises, Inc. President and Owner	11:55 AM - 1:00 PM	Think Tank 1
4b When It's Time For Change	Julie Lawton Regional Manager Monogram Personalized Student Loans		Think Tank 2
4c State Session	Pending		Think Tank 3
Luncheon		1:15 PM - 2:30 PM	Ocean ABCD
<b>General Session:</b>			
Shaping EASFAA's Future: Your Voice, Your Impact	Ken Ferreira Assistant Vice President for Student Financial Services, Suffolk University EASFAA President-Elect	2:30 PM - 3:30 PM	Ocean ABCD
Tricky Tray Announcements/Vendor Break		3:30 PM - 4:00 PM	Sky View Lounge
<b>Concurrent 5</b>			
5a Incorporating Charisma into Your Career	Julie Lawton Regional Manager Monogram Personalized Student Loans	4:10 PM - 5:10 PM	Think Tank 1
5b Converging Cliffs	Rich Nielsen Lending Products and Partnerships Manager Granite Edvance		Think Tank 2
5c State Session	Pending		Think Tank 3
5d EASFAA Session	Pending		Think Tank 4

President's Reception: Eat, Sip, Socialize, and Celebrate with Us! Dinner Buffet (cash bar) Cocktail & Dance Reception (cash bar)		6:00 PM - 7:20 PM	Ocean ABC
		7:30 PM - 9:30 PM	Sky View Lounge
<b>Friday, November 7th</b>	<b>Presenter</b>	<b>Time</b>	<b>Location</b>
Breakfast Business Meeting		8:00 AM - 8:30 AM	Ocean ABC
State Update –Higher Education Student Assistance Authority	Margo Chaly, Esq. Executive Director, HESAA	8:35 AM - 9:45 AM	Ocean ABC