

# PCSANJ Conference, November 18<sup>th</sup> at the Pines Manor, Edison, NJ

8:00 AM - 9:00 AM

## Registration and Continental Breakfast

### Visit Vendor Exhibits

9:00 AM - 1:00 PM

## General Session and Workshop Presentation

**Lunch immediately after presentations with guest speaker Rochelle Hendricks,  
N.J. Secretary of Higher Education**

**The first track**, designed for **Instructors, Academic Deans and Administrative Staff**, is entitled **“Professional and Career Development”** presented by award-winning educator. This workshop will focus on helping students develop a personal brand that carries with it a professional touch that stands out from the crowd.

### **Robert Sherfield**

*Robert M. Sherfield*, a nationally recognized educator, writer, and speaker having spent the past 26 years working with faculty development, first year student success programs, student motivation, and retention.

**The second track**, intended for **School Administrators - Owners/Directors, Career and Student Services Staff**. A general session will include both state and federal updates, and the Annual Business Meeting of the PCSA. Then, a timely workshop entitled **“Strategies for Living with: Gainful Employment, Clock to Credit, Incentive Compensation and more”** is sure to be a winner for all! The next few years are expected to be the most challenging period for career colleges and schools in over twenty years. Our presentation consisting of an education attorney, Washington lobbyist and financial aid expert will present strategies and best practices for dealing with the new regulatory reality. In addition to briefly describing what the regulations mean and how they will affect schools, the panel will focus primarily on what schools and colleges are doing nationwide to adapt to a changed environment. **BRING YOUR QUESTIONS.**

### **Ronald L. Holt**

Ronald Holt brings 26 years of experience in a broad range of commercial and general litigation matters in various industries regionally and across the country. He has a national practice representing institutions of higher learning in litigation, regulatory matters and business transactions.

Ron served a two-year clerkship with the late United States District Judge Russell G. Clark before entering private practice. He has served as lead counsel and successfully prosecuted and defended substantial claims in commercial, banking, antitrust, securities, environmental, employment, insurance and higher education litigation matters, including complex commercial cases.

Active in representing for-profit postsecondary institutions around the nation, Ron is a member of the Association of Private Sector Colleges and Universities headquartered in Washington, D.C., where he serves on its Legislative Advisory Council and chairs its Litigation Committee.

Dunn & Davison, LLC

Direct: 816-292-7604

Main: 816.292.7600

Fax: 816.292.7601

[rholt@dunndavison.com](mailto:rholt@dunndavison.com)

## **Phil LePage**

Phil is a former financial aid director, has also turned his expertise and efforts in assisting private career schools. With over twenty (20) years in the industry, Phil has participated and instructed in numerous USDE workshops and private career association seminars throughout the country. Phil is considered to be the expert in private career school financial aid regulations.

**Boston Educational Network**, 2 Washington Center, Suite 334 - Dover, NH 03820

**800-224-5983**

## **Tom Netting, Public Policy Advisor**

Tom Netting has more than 20 years of experience working in government relations and public policy on matters involving higher education and workforce development, elementary and secondary education, healthcare, veterans affairs and the procurement of federal appropriations. Tom represents for-profit institutions of higher education and post-secondary education companies.

Tel: 202.393.6222

Fax: 202.393.5959

[tom.netting@akerman.com](mailto:tom.netting@akerman.com)

## **Luncheon Speaker:**

## **Rochelle Hendricks, N.J. Secretary of Higher Education**

Hendricks has more than 20 years of experience working on education issues in New Jersey. She joined Gov. Thomas Kean's Department of Education in 1987 and has previously served in various capacities within the department, including work as the director of the Office of Vocational-Technical, Career and Innovative Programs, director of the Office of Innovative Programs and Schools, and managing the Charter School Unit within the Office of Innovative Programs and Schools.

Prior to joining the department, she worked for over 15 years at Princeton University in numerous capacities including, assistant dean of Students and director of Educational Opportunities Program and interim director of the Women's Program. Hendricks began her career as a teacher at the Rumson Fair Haven Regional High School District, where she taught for three years.

As assistant commissioner for School Effectiveness and Choice, Hendricks oversees reform initiatives and areas, including the Offices of Board Development, Small Learning Communities and School Culture, District Schools, Turnaround Partnerships, Inter-District Choice and Opportunity Scholarships, Charter Schools, Career and Technical Education, and Online Education. She has also served previously in the department as a director of the Professional Development Office, manager of the Office of Policy and Planning in the Administration Division, and assistant to the Deputy Education Commissioner.

While serving as acting chief of staff in the Department of Education, Edwards will temporarily relinquish his current position as policy director for Christie, where he develops and implements policy initiatives for the administration.

Prior to joining the governor's staff, Edwards was the founding president of the Center for Policy Research of New Jersey. Edwards is also a former member of the Hamilton (Mercer) Board of Education where he served two-terms as president. He was also director of the state Senate and chief of staff to the late Rep. Bob Franks (R-N.J.).