

July 14th (Pre-Conference Options)

12:00 PM – 6:00 PM: Spa & Resort Time (Discounted spa services for conference attendees)

12:00 PM – 1:00 PM: Golf Lunch

1:00 PM – 6:00 PM: Golf Tournament

7:00 PM – 9:00 PM: Opening Reception

July 15th (Pre-Conference Options)

10:00 AM – 12:00 PM: Accreditation Workshop (For ACCSC, ABHES, or COE accredited schools)

9:00 AM – 12:00 PM: Sporting Clays with the Pennsylvania Gunsmith School

9:00 AM – 12:00 PM: Annual Cosmetology & Barber School Meeting

12:00 PM – 1:00 PM: Cosmetology & Barber School Lunch

12:00 PM – 1:00 PM: Meeting for Maryland Schools with Maryland Higher Ed Commission

July 15th

1:00 PM – 1:15 PM: Full Conference Begins & Opening Announcements

1:15 PM – 2:45 PM: Plenary Session 1 – “Updates From Washington DC” (Panel discussion with Career Education Colleges & Universities, The American Association of Cosmetology Schools, & TEN Government Strategies. Panel moderated by MAACS)

2:45 PM – 3:15 PM: Break with Exhibitors

3:15 PM – 4:15 PM: Breakout Sessions 1

4:30 PM – 5:30 PM: Breakout Sessions 2

5:30 PM – 8:00 PM: Reception & Progressive Dinner in Exhibit Hall

July 16th

7:30 AM – 8:30 AM: Breakfast available in Exhibit Hall

8:30 AM – 8:45 AM: Opening Announcements

8:45 AM – 9:45 AM: Breakout Sessions 3

10:00 AM – 11:00 AM: Breakout Sessions 4

11:00 AM – 11:30 AM: Break in Exhibit Hall

11:30 AM – 12:30 PM: Breakout Sessions 5

12:30 PM – 2:00 PM: Awards Luncheon & Plenary Speaker David Garcia

2:00 PM – 2:30 PM: Pick-A-Prize and Gift Card Bonanza

2:30 PM: Conference closes

2:30 PM – 2:45 PM: Optional Annual Business Meeting

Breakout Sessions

	Room TBD	Room TBD	Room TBD	Room TBD
<p>July 15 3:15 – 4:15 PM</p>	<p>“Understanding Default Prevention Essentials & Strategies That Support Institution & Student Success”</p> <p>Mary Lynn Hammer, Champion Col-EDGE Solutions</p>	<p>“Federal Regulatory Update – An Overview Of The Current Status Of Regulations Important To Career Schools”</p> <p>Roger Swartzwelder, Thompson Coburn Law Firm</p>	<p>“Career Readiness Essentials: Practical Strategies For Educators To Support Student Career Development”</p> <p>Nicki Joiner, Top Youth Speakers</p>	<p>“3 Ways Schools Can Increase Leads Without Ads Or Buying Leads”</p> <p>Chris Linford, Oozle Media</p>
<p>July 15 4:30 – 5:30 PM</p>	<p>“Unlocking The Mystery Of Gen Z Engagement In The Office & Classroom”</p> <p>Gina Castleberry, Ancora Education</p>	<p>“Enrollment & Compliance: A Whole Institution Approach To Student Success”</p> <p>Rachel Gordon, Association for Advance of College Admission Profession (AACAP)</p>	<p>“The Importance Of Stories And Reels: Showcasing Student Life”</p> <p>Lisa Olmedo & Randi Reed, Gragg Advertising</p>	<p>“Unlocking Higher Performances: Website Tools That Drive Marketing & Admissions”</p> <p>Sterling Simpson, Enrollment Resources</p>

<p>July 16 8:45 – 9:45 AM</p>	<p>“Creating A Comprehensive Environment In The Adult Classroom”</p> <p>Carol Woodard, Yappy Carol</p>	<p>“Uncovering And Discovering Psychological Frames Around Responsible Student Financing & The Key Ingredients For Success”</p> <p>Calvin Fortenberry, TFC Tuition</p>	<p>“Will The Pendulum Swing Back? Perspectives On The New Administration’s Guidance & Oversight Related To Financial Responsibility”</p> <p>Mike Wherry, McClintock & Associates</p> <p>Attorney TBD</p>	<p>“Prohibition On Unfair & Deceptive Marketing Practices: What You Need To Know & How The New Administration May Impact Compliance”</p> <p>Brandon Sherman & Jason McElroy, Saul Ewing Law Firm</p>
<p>July 16 10:00 – 11:00 AM</p>	<p>“Mastering Emotional Intelligence”</p> <p>Carol Woodard, Yappy Carol</p>	<p>“The Future Of High Response Technology”</p> <p>Murali Krishna, LeadSquared</p>	<p>“Navigating The Evolving Legal Landscape In Career Education”</p> <p>Karen Baillee & Josh Hughes, Ogletree Deakins Law Firm</p>	<p>“Rewriting Money Stories: Transforming Financial Narratives For Students, Educators, And Graduates”</p> <p>Erin Kuhn Bhansali, Qnity</p>
<p>July 16 11:30 AM – 12:30 PM</p>	<p>“Instructor Development”</p> <p>Vauneeka Sutton, L’Oreal Professional</p>	<p>“Navigating The Digital Landscape: Effective Strategies For Student-Centric Marketing”</p> <p>Lauren Hillery, LT.Agency</p>	<p>“Understanding Professional Judgment & Conflicting Information”</p> <p>Ibis Chow & Sally Samuels, FAME</p>	<p>“Collaborative Compliance: Fostering Strong Regulatory Relationships”</p> <p>Chris Lambert, BCC Advisory</p>