



**MAACS**

MID-ATLANTIC ASSOCIATION OF CAREER SCHOOLS

Advancing Career and Technical Education

# **2026 Conference Draft Agenda**

**Registration Here:**

**[MAACS Annual Conference](#)**

# SPONSORS



## **July 20<sup>th</sup> (Pre-Conference)**

12:00 – 1:00 PM: **Golf Registration & Lunch**

1:00 – 5:30 PM: **Golf Tournament**. Click Here To Register: [MAACS Annual Golf Tournament](#)

8:00 – 9:30 PM: **Welcome Reception** (At “Common Grounds” In The Lancaster Marriott)

## **July 21<sup>st</sup> (Pre-Conference)**

9:00 AM – 11:45 PM: **Annual Cosmetology & Barber School Meeting**

9:30 -11:30 AM: **Artificial Intelligence (AI) Workshop For Schools**

11:00 – 12:30 PM: **Cosmetology & Barber School Luncheon**

## **July 21<sup>st</sup>**

12:30 PM: **Full Conference Begins**

12:30 – 12:35 PM: **Opening Remarks**

12:35 – 1:45 PM: **Plenary Session #1**

**“Updates From Washington DC” – Panel Discussion To Include: Aaron Shenck (MAACS), Eric Gutshall (CECU), Tom Netting (CSPEN), and Michale McComis (ACCSC)**

1:45 – 3:0 PM: **Plenary Session #2**

**“Everything Is Fine Until It Isn’t... Understanding The Correlation Between Professional Leadership And Personal Mental Health Wellness” – Dr. Julie Basler**

3:00 – 3:30 PM: **Break With Exhibitors**

3:30 – 4:30 PM: **Breakout Sessions #1**

4:45 – 5:45 PM: **Breakout Sessions #2**

5:45 – 7:00 PM: **Reception In Exhibit Hall**

7:00 PM: **“Dinner On Own”**

## **July 22<sup>nd</sup>**

**7:30 – 9:00 AM: Breakfast available in the Exhibit Hall**

**9:00 – 9:10 AM: Opening Remarks**

**9:15 – 10:15 AM: Breakout Sessions #3**

**10:30 – 11:30 AM: Breakout Sessions #4**

**11:30 AM – 12:00 PM: Break With Exhibitors**

**12:00 – 1:00 PM: Breakout Sessions #5**

**1:00 – 2:30 PM: Awards Luncheon**

**2:30 – 3:00 PM: Raffles & Prizes**

**3:00 PM: Conference Closes**

## **July 22<sup>nd</sup> Post-Conference**

**3:00 – 3:30 PM: Optional Business Meeting Of Members**

# Breakout Session Schedule

	Room TBD	Room TBD	Room TBD	Room TBD
<b>Breakout 1</b> <b>July 21</b> <b>3:30 – 4:30 PM</b>	<b>“Navigating Post-Covid-Payment-Pause Challenges with Student Loans”</b>  Mary Lyn Hammer & John White  <i>Champion Col-EDGE Solutions</i>	<b>“How AI Is Affecting Search (Google) Traffic and What Schools Are Doing About It”</b>  Chris Linford  <i>Oozle Media</i>	<b>“Strategic Growth: Planning and Executing Complex Transactions from Acquisitions to Other Institutional Partnerships”</b>  Jonathan Tarnow, Esq.  <i>Faegre Drinker Biddle &amp; Reath LLP</i>	<b>“Rocking Leadership”</b>  Dr. P. Michael Lanouette  <i>New England Tractor Trailer Training School</i>
<b>Breakout 2</b> <b>July 21</b> <b>4:45 – 5:45 PM</b>	<b>“When Every Day Is A Site Visit: Building A Culture Of Accreditation And Compliance On Your Campus”</b>  Dr. Julie Basler  <i>StrongTeams.Com</i>	<b>“Engage, Share, Support - An Interactive Session on Financial Aid Customer Service”</b>  Carrie Wilson  <i>Pennsylvania Gunsmith School</i>  Robin Hall  <i>Reading Hospital School Of Health Sciences</i>	<b>“Clarity in Chaos: Building Smarter Digital Marketing Strategies”</b>  Jackie Cauley & Aaron Edwards  <i>Edwards Schoen</i>	<b>“Scaling Student Success: How PIA Leverages Student Voice Data to Drive Retention and Consistent Support”</b>  Dr. Phil Klein  <i>Pittsburgh Institute of Aeronautics</i>  Anne-Marie Thakkar  <i>Ed Sights</i>

<p><b>Breakout 3</b>  <b>July 22</b>  <b>9:15 – 10:15</b>  <b>AM</b></p>	<p><b>“New Generations: Old Expectations”</b></p> <p>Carol Woodard</p> <p><i>Yappy Carol</i></p>	<p><b>“Institutional Lending Compliance- What You Need to Know”</b></p> <p>Brandon Sherman &amp; Jason McElroy</p> <p><i>Saul Ewing</i></p> <p>Eric Maister</p> <p><i>PITC Institute</i></p>	<p><b>“Current &amp; Emerging Impacts to Enrollment &amp; Financial Aid from the One Big Beautiful Bill”</b></p> <p>Katie Norris</p> <p><i>ECM/FA Solutions</i></p>	<p><b>“Trauma-Informed Education: A Practical Framework for Student Success, Retention, and Workforce Readiness in Career Schools”</b></p> <p>Beth Docharty</p> <p><i>Trust Project</i></p> <p>Julie Evans</p> <p><i>Silver Moon Strategies</i></p>
<p><b>Breakout 4</b>  <b>July 22</b>  <b>10:30–11:30</b>  <b>AM</b></p>	<p><b>“10 Laws Of Teaching”</b></p> <p>Carol Woodard</p> <p><i>Yappy Carol</i></p>	<p><b>“Retention Tips For Admissions”</b></p> <p>Lisa Olmedo</p> <p><i>Gragg Advertising</i></p>	<p><b>“Reframing the Debate on Extended Payment Plans: How to Build Positive Momentum And Full Classrooms”</b></p> <p>Calvin Fortenberry, <i>TFC Tuition</i></p>	<p><b>“Compliance Is Still A Thing: ‘Neg Reg’ And FAFSA Changes Are Happening”</b></p> <p>Kim Cravotta <i>McClintock &amp; Associates</i></p>

<b>Breakout 5</b> <b>July 22</b> <b>12:00–1:00 PM</b>	<b>“Instructional Strategies That Work Anywhere: Simple Techniques for Career School Instructors”</b>  Christina Thomas  GW Publishing	<b>“Negotiated Rulemaking and Regulatory Changes: Where We Are and What’s Still to Come”</b>  Roger Swartzwelder, Thompson Coburn LLCV	<b>“Updates In Financial Aid From PHEAA”</b>  Elizabeth McCloud, Vice President of PHEAA	<b>Career &amp; Student Services Panel Discussion</b>  (Placeholder)
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