



EACUBO APC  
Sponsored Workshop

**SYRACUSE REGION  
2010 EACUBO Spring Webcast  
Holiday Inn Syracuse/Liverpool  
441 Electronics Parkway  
Syracuse, NY 13088  
April 28, 2010**

<b><i>Check-in, Registration and Continental Breakfast</i></b>	<b><i>8:00 am to 8:45 am</i></b>
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<b><i>Opening Remarks</i></b>	<b><i>8:45 am to 8:50 am</i></b>
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<b><i>There's More to PCI Compliance than you Think! Larry Cass, Binghamton University</i></b>	<b><i>8:50 am to 9:50 am</i></b>
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As PCI DSS (Payment Card Industry Data Security Standards) have evolved there is much confusion around the directions institutions should take in complying with these standards and its most recent iteration PA DSS (Payment Application Data Security Standards). The goal of this presentation is to identify those risks and to demystify the PA DSS requirements as higher education institutions.

PCI DSS is required of all entities that store, process, or transmit cardholder data as of 2004. The standard revolves around more than just computer applications and may require colleges and universities to examine more than just how their computer systems receive, process, and handle data. It is a multi faceted standard including requirements for security management, policies, and protective measures. Join us for a thought provoking session that will outline what you need to be compliant with these requirements.

**Larry Cass** has worked at Binghamton University since 1978 serving first as an Assistant Director of Financial Aid and for the last 26years as Director in the Office of Student Accounts. During his tenure at the University, he has served on numerous University initiatives, including the rewrite of our legacy Business System, the purchase and implementation of Oracle Financial Systems, implementation of the SUNGARD Banner SIS (Student Information System), and the development and deployment of Web Payment processing. In the development of Binghamton's web payment imitative he served as the Project Lead and directed the effort of both functional and technical staff.

Larry has also served as President and Vice-President for NYSOBBA (New York State Organization of Bursars and Business Administrators) and participated on various state-wide committees that have reviewed and updated SUNY (State University of New York) policies. These have included policies on Residency for Tuition billing Purposes, Broad Based Fee Policy, and Billing and Collection Management to name a few.

**Video webcast**  
**“Institute for Global Ethics, Ethical Fitness Seminar”**  
**15 minute break**

**10:00 am to 12:30 pm**

**11:15 am to 11:30 am**



**Introduction to the**

## **ETHICAL FITNESS® SEMINAR**

**IGE's four-step process for resolving ethical dilemmas**

We recognize that the ethics responsibilities of many leaders in business, government, and nonprofit environments have grown significantly beyond compliance in the last few years to include the mandate for building ethical cultures, where trust can grow and thrive and where employees themselves become the security network for corporate ethics.

The core of IGE's approach to growing ethical cultures is the Ethical Fitness® Seminar (EFS). The EFS is positive, non-threatening, and highly interactive. Participants from the last fifteen years claim greater awareness of ethical issues, higher levels of decision-making confidence, and a high degree of relevance to their job responsibilities. Some have told us that the EFS was a life-changing experience; others say that the impact of their EFS experience has grown over time, rather than diminished. Most are content to share their gratitude for a disciplined way to approach life's very difficult decisions.

The learning objectives for the EFS aimed at corporate organizations include the following:

- *Recognizing the importance of ethics—for individuals, for organizations, for the future*
- *Understanding trust—what is it? What encourages trust? What kills it?*
- *Tasking leadership with trust—what can leaders do to create a trust environment?*
- *Defining ethical values—whose values are they? How are they applied in the workplace?*
- *Analyzing ethical challenges—how can we identify and avoid right-versus-wrong moral temptations, and how can we distinguish them from real right-versus-right ethical dilemmas? Can ethical dilemmas be categorized?*
- *Resolving dilemmas—which principles best apply?*
- *What is moral courage and when should I have it?*

IGE's work assumes that **fundamental, shared values** can be discovered and applied. We also assume that individuals and organizations are capable of developing what we call “**ethical fitness**”—which, like physical fitness, keeps you in mental and moral shape to recognize and address ethical dilemmas. Participants will leave our seminar with the **tools and confidence** required for **resolving ethical dilemmas**—equipped to confront issues that face them every day, at work and at home.

**Lunch Break and Networking**

**12:30 to 1:30 pm**

**Video webcast continues**  
**“Institute for Global Ethics, Ethical Fitness Seminar”**

**1:30 pm to 2:45 pm**

**Break**

**2:45 pm to 3:00 pm**

## **Title X and Negotiated Rulemaking**

**3:00 pm to 4:30 pm**

**Betsy Mayotte, Director of Regulatory Compliance and Privacy,  
American Student Assistance**

This highly informative session concentrates on the new rules that govern disclosure, certifications, and practices related to private education loans. Did you know that institutional loans and payment plans fall under these new laws? This session is imperative for schools that want to understand the changes that may impact students and university business officers. In addition, there will be a discussion of the recent Negotiated Rulemaking (NegReg) process at the Department of Education which directly impacts the administration of student aid.

**Betsy Mayotte**, Director of Regulatory Compliance and Privacy, Mayotte coordinates, facilitates, and communicates the implementation of all government regulations and policies affecting American Student Assistance®. She works with ASA business units to ensure regulatory compliance and leads ASA's company-wide internal policy and privacy committee.

As ASA's primary regulatory subject matter expert, she leads its compliance committee, and has participated as regulatory and technical support in most federal Title IV negotiated rulemaking sessions since 2006.

In addition, Mayotte conducts frequent regulatory trainings within the industry and is often asked to speak on regulatory issues both in the U.S. and as far away as the United Kingdom, Canada, Australia, and, in October, 2009, will be presenting four regulatory sessions at the ANZFAA financial aid conference in Auckland, New Zealand.

She has worked frequently with the U.S. Department of Education's foreign school team on various issues, and was recently contacted by officials to provide expertise on the effect to foreign schools should they be required to transition to the Direct Loan program. In November, 2008, she received an award from the U.S. Department of Education's Office of the Inspector General's Office in recognition of her overall support and assistance in cases of student loan fraud, particularly those involving foreign institutions.

An active National Council of Higher Education Loan Programs member, Mayotte represents ASA on NCHelp's Program Regulations Committee and the *Common Manual* Governing Board, a national group charged with interpretation of FFELP regulations and maintenance of the unified manual used nationally by all financial aid administrators. In 2004-05, she served as Chair for this Governing Board. Betsy also serves on the Massachusetts Association of Student Financial Aid Administrators Government Relations Committee and regularly contributes to a student loan advice column "Ask ASA," which appears monthly in the Boston *Metro*, and the *Washington Post Express*. Additionally, she has done multiple radio segments regarding student loans and financial aid.

Betsy earned her bachelor's degree in Business Communications from Bentley College in Massachusetts. She lives in Plymouth, MA.

**Contact Information: [bmayotte@amsa.com](mailto:bmayotte@amsa.com); (800) 999-9080, ext.3027**

### **Continuing Professional Education (CPE) credits:**

EACUBO is pleased to be able to offer up to 4 CPE credits in the Behavioral Ethics field of study for those participating in the morning EACUBO sponsored webcast portion only. Cornell University will issue 3 CPE's for the on-site sessions in the Specialized Knowledge field of study.



EACUBO is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing education on the National Registry of CPE sponsors. State boards of accountancy have the final authority on the acceptance of individual course of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37210-2417. Web site: [www.nasba.org](http://www.nasba.org)

The APC webcast qualifies for 4 CPE's in "Behavioral Ethics" field of study and is a "Group-Live" presentation. EACUBO strives to provide the best quality programming to all its members and the higher education industry. Should there be a concern with the quality of programming or level of service, please contact Randy Gentzler, EACUBO Program Prefect (call 215-951-2966 or email [gentzlerr@philau.edu](mailto:gentzlerr@philau.edu)).

CPE credits for the on-site sessions are co-sponsored by Cornell University – NY Sponsor ID 000663. One credit in Specialized Knowledge is offered for the morning's PCI Compliance session and 2 credits in Specialized Knowledge are offered for the afternoon's Title X and Negotiated Rulemaking session.

The learning objectives for attendees of this professional development workshop are the introduction or enhancement of critical technical and management skills that are targeted to higher education business administrative professionals at the **Intermediate Level**. Prerequisites: No prerequisites, Preparation: No advanced preparation is required, however a minimum 1-2 years of experience as a professional in higher

education or a related private industry is recommended. For specific information regarding EACUBO's CPE program including our refund policy this program please visit [www.eacubo.org](http://www.eacubo.org).

**Advanced** – Learning activity level most useful for individuals with mastery of the particular topic. This level focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. Advanced level programs are often appropriate for seasoned professionals within organizations; however, they may also be beneficial for other professionals with specialized knowledge in a subject area.

**Intermediate** – Learning activity level that builds on a basic program, most appropriate for professionals with detailed knowledge in an area. Such persons are often at a mid-level within the organization, with operational and/or supervisory responsibilities.

**Basic** – Learning activity level most beneficial to professionals new to a skill or an attribute. These individuals are often at the staff or entry level in organizations, although such programs may also benefit a seasoned professional with limited exposure to the area.

**Individuals desiring CPE credits for the web cast must sign in and complete the CPE Reporting Form before leaving the conference center. In addition, participants in the web cast must complete the electronic evaluation and request their CPE certificate by going on-line to: [www.eacubo.org](http://www.eacubo.org)**

**Individuals desiring CPE credits for the on-site session are required to sign in for each session. CPE certificates will be issued to by Cornell University based on attendance and will be mailed eligible participants after the event.**

## **All Registrations Must Be On-line:**

**The cost of the program including lunch is \$70 per person.**

**REGISTRATION QUESTIONS?** Please contact Emily Fournier at [efournier@eacubo.org](mailto:efournier@eacubo.org)

**PROGRAM QUESTIONS?** Please contact Michael Paparo, Controller at Hobart and William Smith Colleges at [paparo@hws.edu](mailto:paparo@hws.edu).

**Please contact Michael Paparo, Controller at Hobart and William Smith Colleges at [paparo@hws.edu](mailto:paparo@hws.edu) with questions.**

## **DIRECTIONS TO HOLIDAY INN SYRACUSE/LIVERPOOL:**

### *From the North/South Interstate 81*

- ◆ Take Exit 25 off Interstate 81 (Seventh North Street)
- ◆ Make a right off the exit
- ◆ Follow Seventh North until it ends (about 1.5 miles)
- ◆ Proceed straight ahead (off-white building)

### *From East/West Interstate 90 (New York State Thruway)*

- ◆ Exit 37 off Interstate 90 (Electronics Parkway)
- ◆ Located directly across the street from the toll booth
- ◆ Proceed straight ahead (off-white building)