



## 2000-2001 President's Message

This year as President began with our annual Transition meeting at the end of June. Both our outgoing 1999-2000 and incoming 2000-2001 Executive Boards met for three days at the wonderful campus of the University of the South. Once again, we offer our thanks to both Dave Gelinis and Martha Meeks for serving as our host and hostess. The folks at edsouth continued their history of providing support to TASFAA's, Camp TASFAA, and we offer them our thanks as well.

Our summer internship program for high school guidance counselors was once again a successful venture! The counselors attended two days of training before arriving at the various campuses for their assignments. APSU had two wonderful high school counselors and I encourage each of you to participate in the program if you haven't before. The rewards for the institutions and the high school guidance counselors are well worth the effort. Our thanks are offered to Mildred Greeson, the chair of last year's Internship Counselor Project Committee, and to the Tennessee Student Assistance Corporation for their continued support of this program.

We're planning a wonderful Fall Conference and hope that you're in attendance and picking up your newsletter there. This year we're planning to distribute the Fall and Spring issues at the conference and to pilot at least one of the other issues in an electronic format. Please let us know how you like the newsletter this year and especially the new electronic format that we're going to pilot.

This year's Fall Program Chair is Bobbie McClain from the University of TN, Martin. Bobbie's committee has worked very hard to bring you a conference that provides the members with timely information and to share our "success stories" with each other. Please be sure to complete the evaluation forms at the end of the conference, your input is very important to us. *(continued on page 2)*

## Mark Your Calendar

**SASFAA Conference**  
February 11 - 14, 2001  
Hilton Head, SC

**TASFAA Spring  
Conference**  
April 22 - 25, 2001  
Kingsport, TN

**NASFAA Conference**  
July 22 - 25, 2001  
Nashville, TN

**SASFAA Conference**  
February 17 - 20, 2001  
Louisville, KY

*(continued from page 1)* **President's Message**

TASF<sup>AA</sup> is providing the NASFAA Decentralized Training in our state with Ray Holbrook, Tennessee Tech University, as our trainer. This year we're trying something different, Kentucky and Tennessee Associations are joining together to provide the training. Members will then have a choice of which location they choose to attend for training. An announcement of the locations and dates will be provided at the conference.

Thanks to all of the wonderful TASF<sup>AA</sup> members that agreed to serve as committee chairs and to the other members that volunteered to serve on their committees. These folks are working hard to serve the association, please let them know how much you appreciate their efforts on your behalf.

I am excited to represent this great association and promise to do my very best for you as your President. If you have ideas, concerns or suggestions please let me know about them. My e-mail address is [porter@apsu.edu](mailto:porter@apsu.edu), and my goal is to serve you.

Have a great time at the conference!  
Darolyn Parks Porter

**Tennesseans elected to  
NASFAA Board**

TASF<sup>AA</sup> is very proud of two of its members who have been recently elected to serve on the NASFAA Board of Directors.

Crusie Lucero, Director at Northeast State Technical Community College, was elected NASFAA National Chair-Elect for 2000-01, and will thereby serve as National Chair for 2001-02.

Dave Gelinis, Director at the University of the South, was elected as Representative-at-Large for a three year term beginning with the 2000-01 year and concluding with the 2002-03 year.

Congratulations to both of them! We could not be more pleased! NASFAA will definitely be in good hands for the next few years!

**NASFAA Volunteers Needed!!**

As you know, TASF<sup>AA</sup> will be the hosting association for the July 2001 NASFAA Conference at the Opryland Hotel. If you plan to attend the NASFAA Conference and are willing to help with working the registration area, the local information booth, or helping attendees with directions regarding the hotel and session locations, please send an e-mail or fax to Ron Gambill at TSAC. Email address: [rgambill@mail.state.tn.us](mailto:rgambill@mail.state.tn.us) or fax at (615) 741-6101.

Submitted by Ron Gambill

## Tennessee's Success Story at the NASFAA Conference

You can be proud of yourself and the work we all do in this state as financial aid administrators. This summer, there was living proof of the difference that student financial aid can make. At the 2000 NASFAA Conference in Washington, D. C., seven individuals were chosen from across the country to represent former students and aid recipients in an event known as "Celebrating Success: Financial Aid Makes the Difference". The most exciting part was the fact that one of the seven was from our own back yard. You would have been really proud to stand there with him--I know I was! So allow me a chance to introduce him to those of you who did not get the pleasure of meeting him in person.

John Damron started out working in the coal mines of West Virginia, just as his father and grandfather had done before him. He also spent time working as a dishwasher in a restaurant and as a line worker in a radio and television factory. However, he knew he wanted more for himself and his family.

In 1984, with the goal in mind of becoming an attorney, he set out to Pulaski, Tennessee, where he lived with his relatives while he attended Martin Methodist College. He was 31 years old at the time and anxious to accomplish his goals. He graduated, cum laude, with an Associate of Arts degree in the spring of 1986. In the fall, he entered Middle Tennessee State University where he earned his Bachelor of Science degree in the spring of 1988. He then went on to the Nashville School of Law and graduated in 1992.

He has worked both for the Public Defender's Office and in a local law firm. Then, on September 1, 1998, Mr. Damron became Judge Damron when he was sworn in as the General Sessions, Juvenile and Probate Judge, for Giles County, Tennessee. In the Judge's words:

Student loans allowed me to continue my education and to concentrate on my studies so that I could successfully complete the curriculum required to enter law school. Financial barriers that may have been otherwise insurmountable were overcome because of the availability of student loans.

I hope that each and every one of you gets the chance to meet Judge Damron (on good terms). You will find him to be a very humble and warm human being. It was the distinct pleasure of the TASFAA members in attendance at the NASFAA Conference to be his host for a few short days and to stand next to him as all the other NASFAA members came to meet and congratulate him on his success. So, TASFAA members, be proud of Judge Damron, and be proud of yourself!



# TASFAA MEMBERSHIP

## *THE LATEST NEWS*

- n Andrea Milligan recently left Tusculum College to accept the position of Assistant Director at Roane State Community College.
- n The University of Tennessee at Martin wishes to welcome Judy Woodard as their new Financial Aid Counselor. Judy was formerly the Assistant Director of Business Affairs at UTM. She graduated from UTM in 1992 with a degree in Business Administration with a concentration in Accounting.
- n Janet Bonney, formerly with St. Joseph School of Nursing in Memphis, Tennessee, is now a Financial Aid Officer with Baptist College of Health Sciences in Memphis, Tennessee.
- n Josephine Dickerson has been promoted from Financial Aid Assistant to Financial Aid Officer at Jackson State Community College.
- n Jennifer Byrd joins Jackson State Community College as the Financial Aid Assistant. She comes from Lambuth University's Financial Aid Office.
- n Clyde Walker accepted the position of Associate Director at Vanderbilt University. He was previously the Director of Financial Aid at Belmont University.
- n Sonja McMullan has recently left AmSouth Bank where she was Senior Vice President. She is now the Manager of Higher Education Sales for the Southeast Region for SallieMae, Inc.
- n Brenda D. Burney is the new Director of Financial Aid at Tennessee State University. She was previously the Associate Director of Financial Aid at Austin Peay State University.
- n Congratulations to Melissa and Rodney Eason on the birth of their son, Caleb Speight. He arrived 8/16/00 tipping the scales at 5lbs. 1 oz. and measuring 17 ½ inches long. Melissa works in the Financial Aid Office at Northeast State Technical Community College.
- n Congratulations also goes to Hillary and Jay Stallings on the birth of their son, William Ellis. He was born 8/7/00 weighing 7lb. 4oz. and measuring 20 inches long. Hillary is the Marketing Representative for SunTrust Bank.

# In Memory Of ...

In memory of our colleagues and their family members who are no longer with us in body, but are always with us in spirit, we offer our deepest sympathies. From the words of Robert Fulghum,

Without realizing it, we fill important places in each others' lives. It's that way with a minister..., the guy at the corner grocery..., the family doctor, teachers, neighbors, co-workers. Good people, who are always "there," who can be relied upon in small, important ways. People who teach us, bless us, encourage us, support us, uplift us in the dailiness of life. We never tell them. I don't know why, but we don't. And, of course, we will that role ourselves. There are those who depend on us, watch us, learn from us, take from us. And we never know. Don't sell yourself short. You may never have proof of your importance, but you are more important than you think.

So remember that we are all important. TASFAA is more than just a collection colleagues — we are a close knit group, almost like family ourselves. We are very important to each other so tell someone today how special they are to you . God bless these good people and their loved ones.

Father of Stephen White, State Technical Institute  
Husband of Karyn Overton, Rhodes College  
Mother of Norman Elrod, Tennessee Technology Center at McMinnville  
Father of Deborah Nuchols, First Tennessee Bank  
Margaret Huff, King College  
Arlene Snowden, Walters State Community College  
Father of Patsy Howard, Tennessee Technology Center at Paris  
Father of JoAnn Carreras, Crestar Bank  
Husband of Ola James, Nashville State Technical Institute

## ***TASFAA Spring Conference***

***April 22-25, 2001***

MeadowView Conference Resort  
and Convention Center  
1901 MeadowView Parkway  
Kingsport, TN 37660  
(423) 578-6600

[www.mvcrcc.com](http://www.mvcrcc.com)

MeadowView is a Marriott  
Conference Ctr.

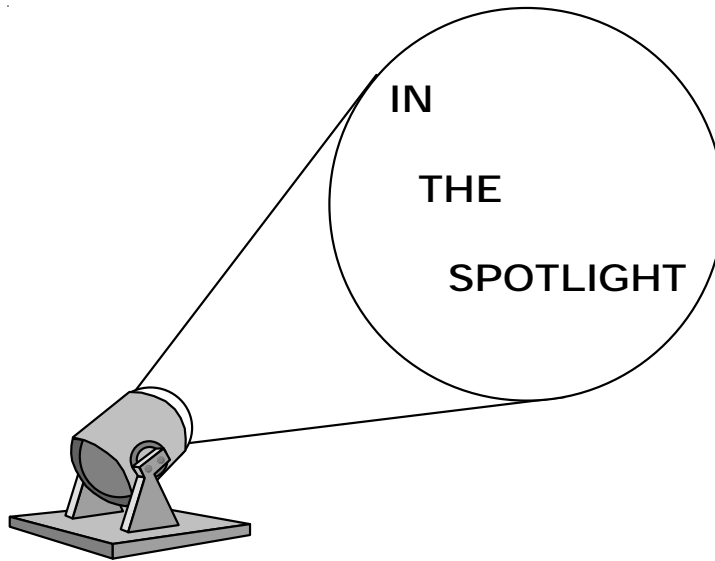
Spring Program Chair:

Terri Parchment

edsouth

(615) 441-2939

[Tparchment@aol.com](mailto:Tparchment@aol.com)



## **Darolyn Parks Porter** *President*

My career in financial aid began in July of 1979 after a friend told me about her job and that she thought I would be good at working with the students. Little did I know! My first job was as a financial aid counselor at the University of Tennessee @ Chattanooga, working for Ann Tinnon. Ann was a great mentor because she truly loved the financial aid profession and it showed. In the spring of 1983, I became the assistant director of financial aid at the University of Tennessee, Center for the Health Sciences and worked for Dan Miller, another long-time financial aid professional. During that time, I began work on my graduate degree at Memphis State University. I completed my graduate degree in 1986 and returned to the University of Tennessee @ Chattanooga as the associate director of financial aid and once again reported to Ann. In 1988, I became the Director of Financial Aid at the University of Tennessee @ Chattanooga for a short time before leaving to become the Director of Student Financial Aid at Austin Peay State University.



Throughout my career, I've always been an active member of TASFAA. In the beginning I served as a member of various committees, then as chair of the following committees: Site Selection, Diversity, Newsletter, Awards, Training and Program. My elected offices have included being District Representative for both Districts III and IV, and Secretary.

Everyone knows that my greatest joy is being the mother of Danielle. Danielle came to her first TASFAA meeting when she was six weeks old. I hope she will get the chance to put in another appearance this year. For the TASFAA members that came to my wedding, it's been eight years and Vernon's still the guy for me!

## **Lori Hartman** *Past-President*

Lori has been a TASFAA member since 1991, the year she began working as a counselor in student financial aid at the University of Tennessee, Memphis. Since then, she has been promoted to the positions of Assistant Director, Acting Director and Director. She has been an active member of TASFAA, serving as the President, Secretary, District Representative, Spring Conference Chair, Membership Chair and on various committees. Lori has her bachelor's degree in Mathematics from Central Missouri State University, master's degree in Counseling and Personnel Services from Memphis State University and is working on her doctoral degree in Higher Education Administration from the University of Memphis.

On the personal side, Lori was born and raised in Jefferson City, Missouri and moved to Memphis in 1988. She and her dog, Linus, make many trips back to Missouri to see family, including nieces and nephews that are ages 0,1,2,3,4,6 and 7. She enjoys U of M football and serves on the Board of Directors for the booster club. She also enjoys planting flowers, home improvement projects and Redbirds AAA baseball.



## **Brent Tener** *President-Elect*

Brent Tener is the Assistant Director of Financial Aid at Vanderbilt University and has worked in financial aid for over 11 years. He oversees the operations and loan processing for undergraduate and graduate/professional students at Vanderbilt. He has presented numerous times at national, regional and state associate conferences regarding electronic processes and how these may be used to enhance day-to-day operation of the financial aid office. He is involved in varying capacities with both TASFAA and SASFAA and will serve as TASFAA President during the 2001-2002 year. In addition, he is serving on the NASFAA 2001 Conference Committee. Mr. Tener was the chairperson for the 1999 Access Group Graduate and Professional Conference.



Mr. Tener graduated from Wichita State University with a B.A. in Political Science and a M.Ed in Counseling, with an Emphasis in Higher Education Administration. He and his wife Stacey have one son, Mitchell, born in April 2000.

## **Cara Suhr**

### ***Treasurer***

Cara is employed as the Financial Aid Director at Tennessee Technology Center of Nashville. Cara has been in the financial aid profession since 1990 when she graduated from the University of North Dakota with a Bachelor of Business Administration degree. She began her career as a financial aid officer in Sioux Falls, SD where she met her husband, Kevin. He was the Assistant Director of Admissions at the time. In May of 1992 they packed their belongings in a U-haul, and moved to Tennessee.

They both love Tennessee but have strong ties to South Dakota as that is where their families still live. Though they don't have any children, unless you count the dogs, Max and Sadie, they are very busy as Aunt Cara and Uncle Kevin. They have two nephews, 9 and 2, and four nieces, 12, 6 and 3 year old twins.

She has been a member of TASFAA since 1993-94 and is currently in her second year as Treasurer. She has truly enjoying being the TASFAA Treasurer as it has been quite a learning experience. As a TASFAA member she has served on the following committees: Program, TSAC Advisory, Training, Site Selection and District III Rep. In addition to TASFAA activities, she is a member of the Tennessee Technology Centers' Financial Aid Committee.



## **Bill Grizzard**

### ***District III Representative***

Bill has been in the financial aid arena since 1986. His experience includes managing student loan departments at Murfreesboro Bank and Trust Co. (now SunTrust) and First City Bank. He worked for five years at Middle Tennessee State University where he was a counselor supervising both the Direct and FFELP loan programs. He worked for First American National Bank in 1990-1991 as a student loan specialist and again in 1997 as a Marketing Officer. He is currently working for AmSouth Bank, which purchased FANB last year, in the same Marketing position.

He has three children, Jennifer, Christopher and Patrick and one grandson, Elijah (he calls that revenge at last). In his free time, he likes to read, watch old movies, play golf and garden (he makes some serious pickles).



# Past President's Report

It was with mixed emotions that I ended my year as TASFAA President. The last year had been one I would always remember. From the sad days hearing of the losses of our colleagues and families, and the fires at Bryan College, to the more joyous days hearing of the births of babies; from the trying days of preparing for conferences and meetings and still trying to fit in all those appointments with students and parents, to the exciting days of broadcast t.v. and sports event half-time shows, I can truly say that I would not trade one of them. It is only through our experiences that we can go on to be better than we were the day before. And I do believe what my grandmother has always told me, “What does not kill us will make us stronger.” So, my, what a strong group of folks we must all now be.

TASFAA really does have much for which to be thankful and of which we should be proud. We are an association of 400+ members who are leading professional lives in service of others. Not only have we spent countless hours behind our desks pouring over financial aid files trying to find the funding for education, but we have also devoted countless hours to furthering opportunities for all through organizing conferences, hosting training workshops, publicizing resources, educating legislators, and sharing knowledge through emails. For just a moment, take a step back and look at all of OUR accomplishments. Now give yourself a pat on the back.

Personally, I truly enjoyed serving as your President. I am just hopeful that you have gotten as much out of the year as I have. Yes, it was a lot of work. I would not deny that fact, but I would say that it was so rewarding. I was lucky to meet hundreds of new people that I may never have met otherwise — people from all over the country who have become good resources for TASFAA. I had the pleasure of working with a wonderfully talented Executive Board. Each one really put their hearts and souls into their work and made my job so much easier. Believe me, one day when you are TASFAA President, you will appreciate it just as much. For those of you that have already been, you know what I am talking about. So, let me just take one more chance to say THANK YOU to all of my board members. No matter how small you may have felt your task was, your success in accomplishing it was part of a great year!

Remember, in the words of Robert Fulghum, “... it is still true, no matter how old you are — when you go out into the world, it is best to hold hands and stick together.” May God bless each and every one of you and bring us all through another year together. I consider you not only to be my colleagues, but my friends.

**Lori Hartman**

# President-Elect Report

Greetings from Nashville. Even though this year has barely started, I have started to think about TASFAA activities for the 2001-2002 year. In this regard, I would like to highlight two areas for your consideration.

## **Volunteer to serve TASFAA in 2001-2002**

Included with this newsletter (and on the TASFAA website under “Forms”) is a TASFAA committee volunteer form. I would encourage you to complete this form and return it to me at your convenience. We will have a great deal of important work to do to meet the goals and objectives that we will establish together for next year. Why should you volunteer to serve on a TASFAA committee? It will take some time, but it will provide an excellent professional experience and hopefully will give you the opportunity to utilize and improve your skills. Secondly, working on TASFAA committees allows for the opportunity to meet other financial aid professionals and provides you with an excellent networking opportunity.

## **NASFAA 2001, Nashville, Sunday, July 22 – Wednesday, July 25**

Our national conference is coming to Tennessee! This will probably be the last opportunity in our life-time to attend NASFAA in our state. If you have never had the opportunity to attend a NASFAA conference, I would encourage you to make plans to do so. I have included the basic information below, and additional information can be found at: [www.nasfaa.org/nasfaa/static/mcw/public/2001\\_conf.htm](http://www.nasfaa.org/nasfaa/static/mcw/public/2001_conf.htm). You will not want to miss this opportunity! Ron Gambill will be serving as the Local Arrangements Chair for the conference, and will be soliciting volunteers to help serve. Please refer to his report in this newsletter for more information. Make your hotel reservations early! There is a cancellation provision should you decide not attend.

**Cost:** For NASFAA members, \$325 through July 2, \$425 after July 2, \$225 NASFAA Retiree Group, \$170 Daily. Registration for Non-Members, \$425 through July 2, \$525 after July 2, \$270 Daily.

**Conference Registration Procedures:** Watch the NASFAA web site and your mail for a conference registration form that will be made available in the Fall.

**Conference Headquarters:** Opryland Hotel, Nashville, TN 37214. Room Rates: Standard Room: \$145 single; \$160 double; \$175 triple; \$190 quad; Garden Terrace Room: \$165.00 single; \$180 double; \$195 triple; \$210 quad.

**Hotel Reservations Procedures:** Call (615) 883-2211. Hours: 7:00am-11:00pm, CST, Monday-Friday; 8:00am-11:00pm, CST, Saturday; 8:00am-8:00pm, CST, Sunday. Identify yourself as a NASFAA conferee. Group Code: N-ASFA.

## **Brent Tener**

# State Programs Update

*Submitted by Ron Gambill*

## **TSAA 2000-2001**

What a great year for needy students going to postsecondary education in Tennessee this year. With the support of the Sundquist administration and the Tennessee General Assembly, the nine million new dollars for the Tennessee Student Assistance Award program allowed the largest number of TSAA students to be served in the history of TSAC. TSAC sent award letters to 29,465 students, awarding over \$42 million in grant assistance.

For the first time since the mid 1980s, TSAC was able to award eligible applicants through June 1, 2000. For the first time in several years, Restoration awards were made through the May 1, 2000 priority deadline. Approximately six thousand additional students were served.

## **TSAA 2001-2002**

TSAC will be submitting its budget recommendation to the Board of Directors on September 28, 2000. The TASFAA Advisory Committee to TSAC met on September 7, 2000 to make budget recommendations relative to the TSAC budget and to discuss other issues for loans, grants and scholarship programs administered by TSAC. The maximum Restoration award for 2001-2002 is anticipated to be \$4,530. The maximum award for the regular TSAA fund is being recommended at a \$1,938 maximum.

## **New Systems Project**

TSAC will also request improvement funding to upgrade the grant and scholarship system. The goal is to move roster processing and updates to an electronic format and eliminate the manual processing of TSAA and scholarship rosters. The interim pilot project for some electronic processing of TSAA rosters is underway. Results will be shared at the TASFAA fall conference.

## **FFELP**

Thanks to all of the schools and lenders participating with TSAC through the Federal Family Education Loan Program to help students and families secure loans to meet college costs. TSAC guaranteed over \$490 million in 1999-2000 and is off to a great start for 2000-2001. Through your participation with TSAC for loan guarantees, more services and benefits can be provided to students, schools and lenders. TSAC will be able to continue the guarantee fee elimination, support for Mapping Your Future, Entrance/Exit counseling videos, training support for the High School Guidance Counselor and Peer Counselor programs with TASFAA, training conference support at TASFAA, continuing the unique and exceptional default aversion program and new web-based functions. With your help we are making a positive difference for Tennessee families.

## Mapping Your Future

The Mapping Your Future web site ([www.mapping-your-future.org](http://www.mapping-your-future.org)) has been recognized as one of the best on the Internet. Recently, CIO magazine/CIO.com selected Mapping Your Future as one of the top 100 sites on the web. Students, parents and schools are flocking in record numbers to the college information web site. Last year, the site received 4.6 million visitors and is well on its way to more than doubling that total this year.

Mapping Your Future is sponsored by a group of guaranty agencies, including TSAC, who participate in the Federal Family Education Loan Program (FFELP). The mission of the site is to create a comprehensive resource for students, parents and schools in search of college, career and financial aid information.

One of the site's most popular features is its online student loan counseling. This service helps schools meet their federal loan counseling requirements while providing busy students with flexibility to complete their interviews at anytime and anywhere. Nearly 1,300 schools nationwide have signed up to take advantage of this feature including 25 Tennessee schools.

Other services on the site include career information for middle and high school students, chat sessions on a variety of topics, tips on selecting and applying to college and information on financial aid and money management. The site also offers special services for financial aid officers as well as middle and high school guidance counselors and teachers. Perkins entrance counseling is also available with exit counseling soon to become available.

If you have not seen this site, I encourage you to visit it to see if it may be useful at your institution.

### CLIPS Link

The new Internet software product is now in production at TSAC's web site. This program will allow students to view up to date information regarding their loans through TSAC. Schools and lenders will have access to their students' information in the same way. CLIPS Link was demonstrated at the spring 2000 TASFAA conference and is now in production.

#### **TASFAA CROSSFEED**

**c/o Nashville State Technical  
Institute**

**120 White Bridge Road  
Nashville, TN 37209**

**Phone:(615) 353-3209**

**Fax: (615) 353-3202**

**Email to:**

**smith\_m@nsti.tec.tn.us**

**Melissa Smith**

*Editor*

**Darolyn Parks-Porter**

*President*

The fee structure for camera ready ads and artwork (screens and halftones no higher than 100 line screen) are as follows:

1/4 page \$60 issue

1/2 page \$120 issue

Full page \$225 issue

If full payment is received at the beginning of year, 1/2 page ad for both issues is \$200; a full page ad for both issues is \$400.

Advertisers Contact:

Melissa Smith

We encourage letters to the editor, original articles, photographs, announcements and reports.



FOR ALL YOUR LATEST TASFAA NEWS  
HIT  
THE TASFAA WEBSITE @:  
[www.tasfaa-tn.org](http://www.tasfaa-tn.org)

## Be a Servant Leader

Succeeding by putting other first. Many people see this approach as sentimental, even otherworldly—something for another time and certainly not for someone with a desire to get ahead. Conventional wisdom is that to be number one, you must take care of number one.

The reality is, however, that the surest way to succeed is to put your co-workers and students first—in effect, to become a servant to them, meeting their needs. The annals of the business world are full of success stories in which the model of “others first” was a surefire formula for success. The mystery is that so few “get it.” So few are willing to learn from contemporary organizational examples.

It is important to point out that being a servant to your staff and students does not mean, “giving away the store” or going softheaded and namby-pamby. Not at all! That’s no way to serve. To meet their needs, you must be successful. Only successful individuals survive to serve.

The kind of servanthood that I am talking about requires an attitude that asks, “How can I best take care of the needs of my staff and students in the context of the mission of my institution and my own philosophy?” It certainly does not mean you disregard equity and policies established by your institution. This would be ridiculous, self-defeating and ultimately threaten your institution.

*The surest way to succeed is to put your co-workers and students first—in effect, to become a servant to them . . .*

To succeed, take good care of your staff and students.

*Submitted by: Dick Smelser*

## A Board Over the Head

For ten years I've been training people in "quality" and its corollary "customer service", and I've always had this uneasy feeling deep down. It basically comes down to this: quality and good customer service are indeed essential to staying in business but, truly, how much of it can you afford and survive?

Two old curmudgeons of the quality battles had contrasting approaches to measuring quality. Dr. W. Edwards Deming (who had the greater popular stature and following) was convinced that providing anything short of what a customer wanted was always bad business. Dr. Joseph Juran was a contemporary of Deming's and a rival in the field of quality. Juran had the math to validate Deming's assertions that quality was cheaper in the long run (what you saved doing slipshod work you paid back in rework, refunds, recalls, and lost customers), but Juran drew a line. His graph shows actual costs going down as quality goes up – until a critical point near the end where the cost line suddenly swoops up again. Eliminating the last problem or making the last product perfect becomes prohibitively costly.

In the financial aid office it translates, I suppose, like this: going the extra mile to please a student is actually cost effective. It may save another trip by the student and the need for a second interaction with a staff person. It may even save a student for the university. On the other hand, you haven't got all day to spend with one student! At some point, the cost-effectiveness line takes a turn up, just as Juran alleged. In seminars I've done for financial aid office staffs on the topic of customer service, the question occasionally arises. "How long should I work with a student's problem before I give up and see who's next in line?" My response is that dealing with students is more an art than a science so I can't give a universal rule to solve that problem. My response is a cop out, huh?

But maybe there is an answer. When I ask people in seminars what they consider to be good service when they are customers, no one ever says, "They must be willing to spend all day with me if necessary." The things that get listed are competence, attentiveness, taking ownership of my problem, respect, friendliness, keeping promises, and taking responsibility for mistakes.

Funny thing--nothing on that list requires inordinate time! The items refer to preparation and attitude.

There was an ad on TV this year that showed Bill Russell discussing his skills as a rebounder in his great days as a basketball star in Boston. He says of his opponents, "I knew what they liked to do and what they didn't like to do so I had the rebound before they even took the shot." Great line – I love it. The transition of that insight to customer service is so easy. If you have the basics that we all like in customer service – competence, attentiveness, taking ownership of my problem, respect, friendliness, keeping promises, taking responsibility for mistakes – then you've aced the customer service interaction before the student has even spoken the need! And it has nothing to do with time consumed.

I suggest that not knowing when to close with a student and move on represents a lack of focus rather than a concern about customer service. I went to a painting workshop recently to humor a hobby of mine. The talented local artist who conducted it commented on the temptation to overwork a good painting to the point of spoiling it. He said he'd been told by one of his own instructors, "It takes two people to make a good painting. One paints the picture. The other hits him on the head with a board when it's done." Good customer service is like that. Do well with your job, but know when it's done.

So how does that fit on your graph, Dr. Juran?

Submitted by: Dan Brent—Professional Development Officer/Citibank

## **2000-2001 TASFAA EXECUTIVE BOARD**

<b>President</b>	Darloyn Parks Porter
<b>Past President</b>	Lori Hartman
<b>President Elect</b>	Brent Tener
<b>Secretary</b>	Joanie Hall
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<b>District I</b>	James Shannon
<b>District II</b>	Teretha Fowler
<b>District III</b>	Bill Grizzard
<b>District IV</b>	Jack Harvey
<b>District V</b>	Jeff Gerkin
<b>District VI</b>	Diane Keasling

Awards / Public Relations	Naomi Derryberry
Budget	Dan Miller
Computer Network	Linda Embry
Counselor Internship	Anne Rader
Diversity	Aliceteen Morrow
Financial Aid Awareness	Marian Huffman
Government Relations	Michael Roberts
Historian	Ed Hasselbring
Membership	Lisa Warmath
Newsletter	Melissa Smith
Program – Fall	Bobbie McClain
Program – Spring	Terri Parchment
Resolutions & Bylaws	Jonathon Looney
Site Selection	Sandy McKee
Sponsorship	Sandra Rockett
State Programs Liaison	Ron Gambill
Training	Denese Adams

**\* Bold Officer names are the voting members of the Executive Board**

# Paying for College

Saturday, September 9, 2000 at 10:30 AM in the Vanderbilt University Club:

Tennessee Congressman Bob Clement and Sallie Mae cosponsored a Paying for College presentation to nearly 300 students and parents. Congressman Clement introduced the session with remarks supporting the higher education financing programs which are authorized by the Congress. In addition to Congressman Clement, there were several area financial aid professionals who also participated in the session.

Pictured below from left to right are Ms. Vickie Johnson, Director of Financial Aid at Meharry Medical College; Tom Hood, Manager, HigherEd Sales, Sallie Mae; Mr. Ron Gambill, Executive Director of TSAC; Congressman Bob Clement; Mr. Clyde Walker, Associate Director, Financial Aid, Vanderbilt; Mr. Brent Tener, Assistant Director, Financial Aid, Vanderbilt and Mr. Eddie White, Director, Financial Aid, Trevecca University.

There was outstanding audience participation and many good questions were asked. Most participants took the time to share with the presenters how informative and helpful the session was for them.



# TASFAA VOLUNTEER FORM for 2001-2002

This is your chance to let me know of your interest in serving TASFAA for 2001-2002 (7/1/2001 - 6/30/2002).

To assist me in planning for next year, I am asking for your response now or in the next few weeks, if possible. Next to each committee, you will have the opportunity to indicate if you have interest in Chairing the committee, serving as a member of the committee, or both. If you have multiple areas of interest but have a preference, then mark them with a "1", "2", etc. If no preference, then a check-mark will do. There is also a place towards the bottom for comments, suggestions, or other areas of interest. Be sure to complete the information at the bottom of the page and return the form to me. I have included a brief description of each committee. Thank you for volunteering!

	Committee Chair	Committee Member
Awards	_____	_____
Budget	_____	_____
Computer Network	_____	_____
Counselor Internship Project	_____	_____
Financial Aid Awareness	_____	_____
Government Relations	_____	_____
Historical	_____	_____
Membership	_____	_____
Multi-Cultural Concerns	_____	_____
Newsletter	_____	_____
Nominations (past-pres)	_____	_____
Program (conference planning)	_____	_____
Public Relations	_____	_____
Resolutions & Bylaws	_____	_____
Site Selection	_____	_____
Sponsorship Development	_____	_____
Strategic Oversight	(Past-Pres)	_____
Training	_____	_____
TSAC Advisory	(Past-Pres)	_____
Voc Rehab /JTPA Liason	_____	_____

Other areas of interest, comments, suggestions, etc.

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Your name \_\_\_\_\_ Institution \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Return form to: Brent Tener, Office of Student Financial Aid, Vanderbilt University, 2309 West End Avenue, Nashville, TN, 37203-1725, fax (615)343-8512.

If you have any questions, feel free to contact me at: [b.tener@vanderbilt.edu](mailto:b.tener@vanderbilt.edu) or (615)343-1422.

## USA Group awards \$6,000 in scholarships to five students from Tennessee

Sha'Tika Brown, Nashville, TN	Clark Atlanta University, Atlanta, GA	\$1000
DeAnn Bullock, Nashville, TN	Meharry Medical College, Nashville, TN	\$1500
Edward Lytle, Nashville, TN	Georgetown University, Washington, DC	\$1000
Seiny Seck, Nashville, TN	ITT Technical Institute, Nashville, TN	\$1000
Latonya Todd, Memphis, TN	University of Mississippi, Oxford, MS	\$1500

USA Group®, the nation's largest education loan guarantor and administrator, will award \$6,000 in scholarships to seven students from Tennessee. In 2000, USA Group will donate \$1 million in scholarships to 712 college-bound students from across the country.

This scholarship program extends our commitment to help students achieve their higher education goals. Over the next three to five years, we intend to increase that commitment and provide a total of \$10 million in scholarships to students.

This year's USA Group Scholarship Program offers financial support to students who have economic need and who also are either members of ethnic minorities or have physical disabilities. Scholarship recipients are students who plan to enroll or are enrolled in full-time undergraduate or graduate coursework at an accredited two- or four-year college, university, or vocational-technical school.

Applicants from all 50 states, Puerto Rico, the District of Columbia, the British West Indies, and the Virgin Islands were eligible for the program. Judges gave particular consideration to applicants from the nine states where USA Funds®, a USA Group affiliate, is the federally designated guarantor of student loans, and in another five states plus the District of Columbia, where one-third or more of the students enrolled in postsecondary education are members of ethnic minority groups.

Depending on their documented financial need, scholarship recipients will receive \$1,000 to \$2,000 toward their higher education expenses. A panel of independent judges selected this year's scholarship recipients from a field of 2,844 qualified candidates based on the following criteria:

- Past academic performance and future potential.
- Leadership and participation in school and community activities.
- Work experience.
- Career and educational aspirations and goals.
- References.

If student recipients maintain a minimum grade-point average of 2.5, the scholarships may be renewed annually for up to three years or until the student receives a degree or certificate, whichever comes first.

For more information on the USA Group Scholarship Program, visit USA Group's Web site at [www.usagroup.com/borrowing/scholarship/scholarship.htm](http://www.usagroup.com/borrowing/scholarship/scholarship.htm). A list of this year's scholarship recipients will be available in August. Applications for USA Group's 2001 scholarship program will be available in January 2001.

**Submitted by:** Sharon Payne-Hales, Account Executive for USA Group, 770-926-7179,  
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