



October 24, 2007

Dear Associate Sector Member:

On behalf of the Executive Board of the Michigan Student Financial Aid Association and the entire Association membership, we would like to thank you for your unwavering support of MSFAA. In this, our 40th year, we are proud to say that MSFAA has been a leader in financial aid advocacy and has provided four decades of training and professional development to our members. Your support through donations, membership dues, and volunteerism has allowed us to provide low cost, high quality services to our members.

Recent legislative actions and the promulgation of codes of conduct have led us to conclude it is in the best interest of the Association to change our approach to corporate sponsorship. It is our desire to behave responsibly for all concerned and to preserve the positive partnership that exists between schools and the lending sector to allow a productive sharing of information between partners and to ensure that students and their families receive the best loan information, products, and services available.

Toward those ends, we will be increasing our conference fees and membership dues for everyone. We also will be increasing our exhibitor fees to bring ours in line with those of other states. Additionally, we are asking exhibitors to refrain from prize drawings and handouts of anything beyond nominal value. We will recognize exhibitors through an alphabetical listing in our conference programs and through announcements made during the conference. We are enclosing the 2008 MSFAA Annual Conference Exhibit/Donation Request form along with the web advertisement letter and agreement for your use.

Again, we are thankful for all you do for the higher education institutions and students across the state of Michigan. We look forward to continuing our partnership in the years to come. MSFAA cannot continue in its current form without all of you.

If you have any questions or concerns, please feel free to contact one of us. We'll be happy to assist you in anyway possible.

Respectfully,

Rick Shipman, President
Jo Cassar, President-Elect
Rich Boruszewski, Corporate Support Co-Chair
Wilma B. Porter, Corporate Support Co-Chair

Enclosure: 2008 MSFAA Annual Conference Exhibit/Donation Request
Web Advertisement Letter and Agreement