

**APSCU**<sup>PAC</sup>  
ASSOCIATION OF  
PRIVATE SECTOR COLLEGES  
AND UNIVERSITIES  
POLITICAL ACTION COMMITTEE



Association of Private Sector Colleges and Universities Newsletter

April 2012

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A Message From Our CEO and PAC Co-Chairs



**Make a Difference Today!**

As we enter into what is already a contentious 2012 election season, the efforts of APSCUPAC are more important than ever to ensure that the voices of students attending private sector colleges and universities continue to be heard loud and proud on Capitol Hill.

A robust PAC helps carry our message to the lawmakers on Capitol Hill, helping to ensure that we have ample opportunities to meet the needs of the students we represent, by taking their fight to Congress. Thank you for your involvement and participation to date, but if you haven't sent us your 2012 contribution yet, please do so today. Your students are counting on you.

**You can send your contribution made out to APSCUPAC to:**

**APSCU**

1101 Connecticut Avenue, Ste 900  
Washington, DC 20036  
ATTN: Gregory Rovick

If you wish to make your contribution by credit card or on-line, please contact our PAC Director, Robbe Bendick at 202-503-6846 or [Robbe.Bendick@apscu.org](mailto:Robbe.Bendick@apscu.org). Thank you in advance for helping to make a difference for our students in Washington.

Sincerely,

**Steve Gunderson**, President and CEO, APSCU

**Bruce Busada**, Co-chair, APSCUPAC

**Jack Massimino**, Co-chair, APSCUPAC

Ongoing Issues Impacting APSCU Members



Issues like these below are at the forefront of keeping our sector and our students successful. We take every chance we can to speak with our legislators to make sure they hear our desires for student access and success. Your contribution to APSCUPAC directly helps us continue the conversation with these members at small events where their attention is solely focused on the issues at hand. Every opportunity to sit with a Member and share our student's stories of success. Help us continue our advocacy on your schools' and your students' behalf.

- The Department of Education released on Thursday, February 9 a "Dear Colleague" guidance letter on the ATB issue. It states that another letter is forthcoming providing guidance on handling students who first enrolled under the ATB/6 credit option prior to July 1, 2012 (after which using ATB for admission is no longer acceptable for Title IV purposes). It also provides information on what to do when an institution it is discovered after a student is enrolled that the student's HS diploma is invalid. An APSCU ATB taskforce has been created to assist those adversely effected by the Pell budget cuts. If you have any questions, please feel free to contact Katherine Brodie at [Katherine.Brodie@apscu.org](mailto:Katherine.Brodie@apscu.org).

- The Senate Health, Education, Labor and Pensions (HELP) Committee issued a press release on Thursday, February 23 regarding for-profit colleges and universities and the critical amount of active duty military education benefits they receive from these students. The press release argues that stronger protections need to be put into place to protect military students from alleged fraud and abuses at for-profit institutions.

- APSCU is closely monitoring legislation introduced by Senator Frank Lautenberg (D-NJ), along with five Senators aimed at providing every veteran who receives educational assistance from the Department of Veterans Affairs (VA) with the counseling services needed to make informed decisions about their education. The legislation is co-sponsored by Senators Marco Rubio (R-FL), Scott Brown (R-MA), Barbara Mikulski (D-MD), Tom Harkin (D-IA) and Jeff Merkley (D-OR). The "GI Educational Freedom Act of 2012" would attempt to address issues surrounding veteran education by providing comprehensive educational counseling to all veterans eligible for educational benefits. In addition, this bill would establish a problematic complaint tracking system at the VA for veterans to report instances of waste, fraud, and abuse at their schools to ensure veterans are receiving quality education. It also contains an objectionable reference to gainful employment. At the time this update was written, APSCU continues to support HR 4057, sponsored by Congressman Bilirakas.

For more information, please contact Suzanne Palmer at [Suzanne.Palmer@apscu.org](mailto:Suzanne.Palmer@apscu.org).

#### Quarterly Contribution Update



In the first quarter of 2012 (January 1-March 31), APSCUPAC received \$66,704 in contributions. This includes nine contributions of \$5,000 each, the maximum an individual can contribute to the PAC in a given year. This compares to \$87,480 in contributions received during the first quarter of 2011, with 14 contributions of \$5,000 each. We have a number of outstanding pledges from Hill Day, however, and we are on pace to meet or even exceed the amount raised last year before the Convention. APSCUPAC thanks you for your support as we work on behalf of our schools and the students they serve every day!

#### THANK YOU TO ALL OF OUR CONTRIBUTORS!

Carl Barney, CollegeAmerica Services, Inc.  
Nancy Broff, Dickstein Shapiro LLP  
Bill Cann, Apex Technical School  
Roger Dalton, National College  
Mark Dreyfus, ECPI College of Technology  
EDMC-EDU PAC, Education Management Corporation  
Lula Feltner, Daymar Colleges Group  
Wicker Freeman, Coyne College  
Stephen Friedheim, Education Systems & Solutions LLC  
Sonya Furrow, Daymar Colleges Group  
Ellis Gedney, Ex'pression College for Digital Arts  
Greg Gragg, Gragg Advertising  
Melva Hale, Daymar Colleges Group  
Richard Hale, Daymar Colleges Group  
Hank Herzing, Herzing University  
Renee Herzing, Herzing University  
Eric Juhlin, CollegeAmerica Services, Inc.

Michael Locke, Rasmussen College  
Tim Luing, Berkeley College  
Darryl Mattox, Gragg Advertising  
Shaun McAlmont, Lincoln Educational Services  
Robert McNamara, Career Education Corporation  
Greg O'Brien, The CollegeBound Network  
David Pauldine, DeVry, Inc.  
Michael Perry, San Joaquin Valley College  
Edward Schwartz, Manhattan Institute  
Faith Takes, Empire Education Corporation  
Jim Tolbert, Education Futures Group/Vista College  
Jamie Turner, Alta Colleges  
Westwood College Inc. Fund for Education  
Excellence, Westwood College  
Amy Whitlatch, Daymar College Group  
Cheryl Zapata, Dawn Career Institute  
Jena Zapata, Dawn Career Institute

**2012 Disbursements (1/1/12-3/31/12): \$54,279.01**

**Democrats: \$25,250**

- Democratic Congressional Campaign Committee
- NewDemPAC
- Jesse Jackson, Jr. for Congress
- Andrews for Congress
- Gerry Connolly for Congress
- Kind for Congress
- Pelosi for Congress
- Altmire for Congress

**Republicans: \$29,000**

- Kristi for Congress
- National Republican Congressional Committee
- Guthrie for Congress
- Freedom and Security PAC
- Kline for Congress
- Buck McKeon for Congress
- Scott Brown for US Senate Committee Inc.

**Misc.: \$29.01**

Yet Another Look at the 2012 Political Landscape

APSCU

**By Bernadette A. Budde**

### **Presidential Race**

Who knew we'd spend so much time in 2012 on basic math, with so many complications arriving at a definable target: 1,144 Republican delegates. That's the number generally agreed to be the required support to designate the Republican presidential candidate. Disputes related to the definitions of "pledged or unpledged", "bound or unbound" will come once the primaries wind down. For now, it appears mathematically impossible for anyone to reach the magic goal before Memorial Day ... and we're only part way into spring. Thus, the wrap-up of this nomination struggle is still a long way off.

The convoluted, oft repeated lament about party rules has brought the arcane into the regular punditry dialogue. Nearly all states use a form of proportional representation, which encourages candidates to remain in the race even if they aren't winning. If we are looking at words that no longer have much meaning, "winning" in the presidential primaries is a relative thing. One can accumulate delegates without taking the majority of the popular vote. And, that's exactly what has happened. As of the end of March, Mitt Romney had more delegates, but he wasn't even half way to the total he needed, and he wasn't that far

ahead in pledged delegates from the combined field of other contenders. Since the start of this process, the calendar has been adjusted several times. At the start, Texas, with 155 delegates, was supposed to hold its primary on March 6, then rescheduled for April 3, but is now set for May 29 (yes, the Tuesday after Memorial Day). The largest bloc of delegates are in California (172), chosen through the winner of each congressional district, on June 5. The last primaries are June 26. The convention starts August 27. There are two months to find consensus before one contemplates a gathering that goes beyond one ballot.

Between now and the major conventions there are two other nominations that are getting less attention. One is the selection of a fusion ticket by a new organization, AmericansElect, designed to attract independents as well as to create a virtual way in which any registered voter can pick a candidate on the internet. The other is the summer convention held by the Green Party. No one expects these tickets will win a state, but could someone other than the Republican and Democratic nominee qualify for the October presidential debates? It is also possible the Supreme Court will reveal its decision on the health care law before the primaries are completed and/or someone gets 1,144 delegates.

The only certainty about this presidential election is that the winner will be the ticket with 270 electoral college votes. President Obama won 365 electoral college votes, which means he can lose 95 and still claim a second term. The following states combined equal 95: Ohio, Florida, North Carolina, Virginia, Indiana, and Colorado. My cue giver state is Nevada. Carry Nevada, win the White House.

### Senate Contests

The math is easy for 2012. Republicans gain control of the Senate if they win a net of four seats from the Democrats, even if they don't win the White House. The math looks doable for Republicans. Of the 33 seats on the ballot, 21 are held by Democrats, 2 by Independents who caucus with the Democrats, and only 10 are in Republican hands.

The geographic scope of the 33 races is enormous. There is a competitive open Democratic seat in Hawaii, and there is a complicated open Republican seat in Maine where the frontrunner is an Independent. Small states such as Montana, Nevada, New Mexico, Nebraska, and North Dakota are as important as the big states of Florida, Ohio, Pennsylvania, and Missouri.

Ten of the 33 incumbents are not running again, guaranteeing that at least ten percent of the Senate will be new. The departures include many with seniority, three committee chairs, and two ranking members. Four members of the Finance Committee, two from each party, are not running again.

### House Contests

A series of awful approval ratings, coupled with anecdotal evidence of voter disgust with Congress, means this will be an unpredictable year for many incumbents. Based on the early filing deadlines and primaries held to date, even the veterans and the invulnerables are finding themselves in races with multiple opponents. Experts say there are no such things as anti-incumbent waves, with sweeps removing only the party perceived to be misusing power. I expect both parties will lose incumbents, but I'm not sure how many. Democrats recapture control if they gain a net of 25 seats.

As spring has begun, most states have drawn new district lines, at least as they apply to the 2012 election. Ten states lose a total of 12 districts; eight states gain a total of 12 districts. Despite Republican gains in state legislatures, this cycle's redistricting process was less political than usual. The result is an anticipated balance rather than a tilt to one side when the elections are over. Texas, for example, gains four seats, but at least two of them are expected to elect Democrats. Ohio lost two districts, but one of them was held by a Republican. There are at least a dozen districts where incumbents are running against each other.

There are high stakes in the reelection bids of the 87 Republican freshmen elected in 2010, the big class that tipped party control. There are 61 of them in districts carried by President Obama. States such as New York, Illinois, Pennsylvania, and Ohio have enough freshmen districts on the target list to get the Democrats half way to their goal.

Four Successful APSCUPAC Events held during APSCU's Hill Day and Policy Forum



APSCU welcomed over 300 school officials who attended more than 300 meetings to emphasize the importance of maintaining and strengthening college access for all students to Members of Congress and their staff.

During this policy summit extravaganza we also held four very successful APSCUPAC events. We honored Education and Workforce Committee Chairman, John Kline with fundraisers to kick things off Monday morning. Great conversation held between our members that attended and Mr. Kline. Further, Dr. Virginia Foxx, Chair of the Subcommittee on Higher Education was able to join us as special guest. We are grateful for their time and the opportunity to share with them our concerns. Monday evening brought us a successful VIP Allied Engagement Event with guest of honor Chairman Art Keiser and wrapped the evening with a crowded APSCUPAC reception. We met and surpassed all fundraising goals set for each particular event—so THANK YOU to everyone who helped make each event a true success.

#### Looking Ahead to APSCUPAC Events at the Convention



APSCUPAC will be hosting an open forum discussion with our Chairman of the Board, Dr. Art Keiser, on Thursday, June 20 from 3:15-4:15pm, in the exhibition hall. This VIP Allied Engagement event is focusing on motivating and empowering our vendors to give back and join the fight to keep student choice and access a reality. All APSCU Board of Directors and all APSCU executive leadership, including new President and CEO Steve Gunderson, are also invited to attend this event. PLEASE, PLEASE, PLEASE: Encourage your vendors to join us for the special event!

For all APSCUPAC contributors, we invite you to attend this year's APSCUPAC Reception during the Convention on Friday, June 21, for a breakfast event. More details will be announced in the upcoming weeks.

The "G2 Crew" inaugural event is an initiative that APSCUPAC is embarking upon to start PAC awareness, advocacy and access from the ground up. Many of our schools' owners and Allied Members vendor companies are family owned and operated, with their children coming up in the business. "G2" is a great way for this next generation of PSCU advocates to get involved early with the policies and politics that will affect this sector and those that attend and service our schools in the future.

If you know someone who fits this "definition" please be in touch with Robbe Bendick at [Robbe.Bendick@apscu.org](mailto:Robbe.Bendick@apscu.org) or (202) 503-6846. Details for this event at the Convention and for all Convention events are still coming together, so be on the look-out for formal invites in the upcoming weeks.

#### PAC Committee Member in the Spotlight



**PAC Committee Member in the Spotlight** This is a new feature we are bringing to our PAC Membership. Our PAC committee is comprised of some very incredible people—not just in the world of private sector education, advocating for our students—but in other areas of our world as well. We are proud to present to you in our first installment of the Spotlight, Mr. Arthur E. Benjamin. Arthur works everyday to save lives, empower others and ensure quality care for all living beings. His personal missions support education, animal rescue and breast cancer research. Below is just one of Arthur's most recent expeditions to advocate for the animals he holds so dear.

**By Emily J. Minor**

Most people say they love animals for their cuddliness, their cuteness, and the fact that loving animals is simply politically correct. But for philanthropist and animal rights advocate Arthur E. Benjamin, the devotion goes deeper. Much deeper.

Benjamin loves animals for their personal stories, for the lives they've led, for the lives he knows they could lead. Whether it's the frightened, bedraggled Hurricane Katrina kittens that were rescued and given real homes, or the grossly abused circus lion moved to a new beginning atop a Tennessee mountain, Benjamin's caring intuition for animals knows no boundaries.



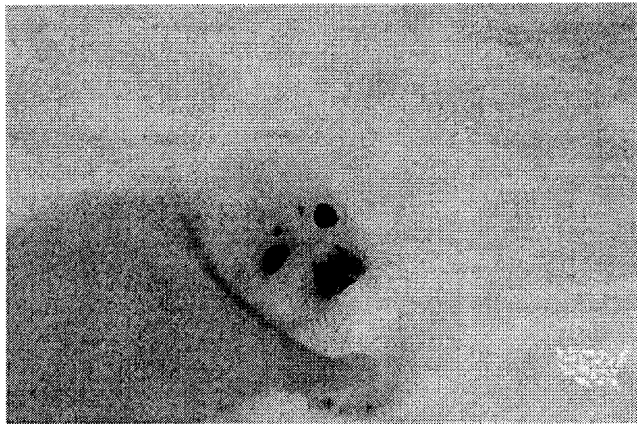
Recently, he went to the ends of the earth to prove it.

For years, Benjamin has been schooling himself on animal's rights, and helping through the Arthur E. Benjamin Foundation bringing awareness to zoo elephants forgotten in captivity, shelter dogs scheduled to be put down. Injured great blue herons restored and returned to flight.

When his beloved wife, Gail, died in 2004, he and Buddy, the family dog, teamed up to do even more. They started American Dog Rescue - a 501C charity that saves dogs and makes sure they have homes.

But even this Delray Beach entrepreneur - who each year raises as much as he can and donates hundreds of thousands of dollars under both charities - agrees that his recent trip to the middle of nowhere was something extraordinary, even for him.

"I can tell you, I've seen a lot in my life," he says, "But this was one of the most wonderful experiences I have ever had."



Canadian government still allows the hunting of seal pups - as barbaric as it sounds, and it's barbaric. Clubbed to death before they can even swim, these pups are being killed for their coats, and it's being done in record numbers. Between the dwindling ice cover, brought on by warmer climates, to the continuing hunt of these newborns, more than 300,000 seal pups die each year.

And that's why Benjamin did what he did.

One week not all that long ago, the winter weather around him swirling, his flights delayed, himself a bit under the weather with a touch of

something, Benjamin made his way to the middle of nowhere, about 100 miles off of the northeastern coast of Canada.

It took him 22 hours to get there: Three commercial flights, then a 90-minute helicopter ride. (They were able to land on five inches of ice.) Then a long walk, atop thinning ice covers, to the point where the pups were being born.

"I was determined to get there, because there's only one time a year that they give birth," he says.



Once there, he heard the most extraordinary sounds. Benjamin has listened to the voices of animals before - dogs and cats, horses and birds, lions and elephants.

But this was special.

"If you close your eyes, it's like you're in a human nursery," he says. "The pups sound like babies." And the surroundings?

"It's white and flat as far as you can see," he says. "It's like you're on the moon."

This time of year, though, the ice permitting, hundreds of thousands of these baby seal pups - the very ones Benjamin reached out and

touched on his recent excursion - are brutally clubbed to death by fishermen wielding nothing more sophisticated than a muscled arm and a weighted piece of wood.

The United States Humane Society, which supports the boycott of Canadian fish products until Canada outlaws seal hunting, says the slaughter is so archaic "most people are shocked that this is even legal."

But it is, for now.

Now that he's home, there's a new collection of images Benjamin can't get out of his mind: Those seal pup faces; the dark eyes and the whiskered black nose pushing along the tundra.

So young, and so beautiful. He knows they deserve a life.

Every animal does.

"My heart is bigger than I am," he says simply. "I will do anything."

**Invest in Tomorrow's Workforce Today. Invest in APSCUPAC.**

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