

HELIOS EDUCATION FOUNDATION - BOARD OF DIRECTORS

Vince Roig, Chairman, Helios Education Foundation

Mr. Roig serves as Chairman of the Board of the Foundation. Prior to forming the Foundation, Vince Roig was the Chairman of the Board, President, and CEO of Southwest Student Services Corporation and its affiliates for over twenty years. Southwest was a full service provider of student loan products and services to students, families and schools in Arizona, Florida and nationally. While with Southwest, Mr. Roig was responsible for overall management and direction of Southwest and its affiliates and was the driving force behind its evolution from a small secondary market to one of the largest independent student lender/servicers in the country.

Mr. Roig serves or has served on the Boards of numerous organizations, including Teach for America National, Arizona College Scholarship Foundation, Chair; Greater Phoenix Leadership, Phoenix Aviation Advisory Board, Take Stock in Children, Valley of the Sun United Way, Valley of the Sun United Way Foundation and the Phoenix Art Museum.

Mr. Roig received his Bachelor of Science degree in Secondary Education from Athens College and his Master of Science in Secondary Education from Richmond College of the City University of New York.

Paul J. Luna – President and Chief Executive Officer, Helios Education Foundation

Paul J. Luna is president and chief executive officer of Helios Education Foundation. He brings more than 22 years public and private professional experience to his leadership role with the Foundation. As President/CEO, Paul is responsible for guiding the strategic direction of the growing organization, cultivating strong community relationships and initiating strategic partnerships in Arizona and Florida for the Foundation. Prior to his role at Helios, Paul served as president of Valley of the Sun United Way where he led a community-wide fundraising effort approaching \$50 million. Under his presidency, Valley of the Sun United Way was consistently recognized for its model early childhood education, youth workforce development and domestic violence intervention community initiatives.

He currently serves as a member of the Arizona Governor's P-20 Council, STEMAz Advisory Council, Florida STEMM Task Force, Center for the Future of Arizona Board, Arizona Community Foundation Board, the Greater Phoenix Economic Council, is the Chair of the Oversight Board for Expect More Arizona, and Co-Chair of the Arizona State University College of Public Programs board of directors. A graduate of Stanford University, Paul holds a degree in Civil Engineering.

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Don Aripoli, Vice President Emeritus and Director of Student Affairs Development, Missouri State University – Founding Director

Dr. Don Aripoli is the Vice President Emeritus and Director of Student Affairs Development at Missouri State. He has been at Missouri State University since July of 1993. Prior to coming to Missouri State, he was the Associate Vice President for Student Affairs at the University of Arizona. He was also the Director of Financial Aid and High School Relations at the University of Nebraska - Lincoln. Dr. Aripoli worked for the Department of Education and the Department of Health, Education, and Welfare from 1976 to 1979.

In his role as Vice President Emeritus and Director of Student Affairs Development at Missouri State, Dr. Aripoli will be involved with alumni and development activities at the Foundation teach graduate students and encourage the implementation of a model wellness program at the University. Dr. Aripoli is a member of the University of South Florida Board of Directors. Dr. Aripoli received his undergraduate degree from Cornell College, his masters from Indiana University, and his doctorate from the University of North Carolina at Chapel Hill. Dr. Aripoli and his wife Becky have three children - Matt, Holly, and Scott. They also have two grandchildren named Hudson and Graham.

Tom Herndon, Executive Director of the Florida State Board of Administration (FSBA) (retired) – Director

In a state government career that spanned 32 years, Tom Herndon served at the highest levels of management in Florida government including key positions in the executive branch, the Legislature, and the Cabinet. A Florida native, Mr. Herndon started his government career working as a child abuse counselor in his hometown of St. Petersburg. Mr. Herndon ended his public service career as the Executive Director of the Florida State Board of Administration (FSBA), managing \$125 billion dollars of the State's investments and pension fund assets. Mr. Herndon served as chief-of-staff to both Governor Graham and Governor Chiles. He was appointed as the Executive Director of the Department of Revenue by the Cabinet headed by Governor Martinez; and he served under a Board of Trustees for the FSBA, chaired by Governor Bush. Mr. Herndon also enjoys the rare experience of having served as a senior official in all three branches of Florida's fiscal system. Mr. Herndon collected the revenues as Director of the Department of Revenue, appropriated the revenues as Staff Director of the powerful Appropriations Committee for the House of Representatives, and budgeted and expended the revenues during his six years as the State's Director of Planning and Budget.

Mr. Herndon is the recipient of several state and national public services awards including the prestigious Florida Distinguished Service Medal for Exceptionally Meritorious Service to the State presented in 1995. Mr. Herndon is a graduate of the

University of South Florida and earned a Masters degree at Florida State University. Mr. Herndon is very active in the Tallahassee community and currently serves on the boards of Capitol Health Plan, the Claude Pepper Foundation and the Lawton Chiles Foundation. Tom Herndon and his wife Cathie have lived in Tallahassee for over 30 years and have two married daughters and five grandchildren.

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Dr. Ioanna Morfessis, President, IO. Inc., – Founding Director

As a business and economic development executive, Dr. Ioanna Morfessis has focused her professional life on helping organizations, companies and communities create and execute successful change and growth strategies. In 2004, she founded IO.INC, a visionary consulting practice that delivers strategies and solutions to help leaders, organizations and places grow.

Previously, Dr. Morfessis founded three best-of-class economic development organizations in the U.S. As the founding President/CEO of the Economic Alliance of Greater Baltimore, she created an enduring private-public partnership in that region, and helped generate more than \$5.2 billion of new private economic activity in Greater Baltimore's ailing economy. She also was the founding President/CEO of the Greater Phoenix Economic Council, where she helped lead the movement to combine 18 organizations into a unified effort, and helped generate more than \$15 billion of private capital investment, attract 300 companies and generate 175,000 new direct jobs in the Phoenix region's economy. As the inaugural Director of Economic Development in Montgomery County, Maryland, she initiated what today is one of the world's foremost life sciences and biotechnology centers.

Dr. Morfessis served as the Chairman of the International Economic Development Council and is an Honorary Lifetime Member. She is a founding board member of the Helios Education Foundation, and also serves on the Maricopa Community Colleges Foundation Board of Directors. She holds a Ph.D. from Arizona State University, a Master's of Public Administration from George Washington University and a Bachelor's in Political Science from American University. She resides in Phoenix, Arizona.

Barbara Ralston, President & CEO Fresh Start Women's Foundation – Director

Barbara Ralston became President and CEO of Fresh Start Women's Foundation in July of 2007. Prior to assuming her present position she served as a founding member of the board of directors and as Chairman for three consecutive years.

Fresh Start's Jewell McFarland Lewis Women's Resource Center provides a comprehensive approach to empowering women seeking financial and emotional self-sufficiency. Services include career coaching, self directed family law support, mentoring, self esteem services, and financial education. Daily workshops deliver a wide array of topics and support groups meet the special needs of women experiencing domestic violence, grief or cultural barriers.

Barbara is the founder and past Chair of Camelback Community Bank located in Phoenix. Her strategic leadership brought Camelback Community Bank from its de novo status in 1998 to \$85 million in total assets and a highly profitable institution in five years. Her banking career spans more than 30 years and three bank acquisitions

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She serves as a member of the board of directors of Blue Cross Blue Shield of Arizona, Teach for America and Great Hearts Preparatory Academies. She is an active member of Arizona Women's Forum, Charter 100 and Valley Leadership Alumni Association.

Barbara has been recognized for her leadership as a recipient of the 1998 ATHENA award from the Greater Phoenix Chamber of Commerce and the 1996 Woman of the Year award presented by Valley Leadership. In 2004, she was named one of the top women bankers by American Banker Magazine.

Mark Fernandez, Senior Vice President/Chief Sales Officer Tampa Bay Rays – Director

Mark Fernandez is the senior vice president/chief sales officer for the Tampa Bay Rays major league baseball team. He oversees the Rays sales and corporate marketing efforts, broadcast operations, merchandising operations and ticket and suite sales. Under his leadership, Rays corporate sponsorships have grown in record numbers and the team's TV and radio networks have greatly expanded throughout Florida. In addition, the team has experienced an increase in home attendance in three consecutive seasons. Fernandez also played a critical role in the team's re-branding launch in November 2007.

Fernandez has more than 17 years of experience in professional sports. He joined the Rays from the Arizona Diamondbacks where he served as senior vice president of sales and marketing. Previously, he spent two years as the Diamondbacks' vice president of community affairs and executive director of Arizona Diamondbacks Charities followed by four years as the team's vice president of corporate sales. His initial tenure with the organization was a two-year term as the director of operations in Tucson, where he represented both the D-backs and the Chicago White Sox in the development and construction of Tucson Electric Park. Mark also spent five years with the Phoenix Suns organization as director of marketing and booking for the America West Arena.

A native of Tampa, Fernandez currently serves on the board of directors for the United Way of Tampa Bay, the Greater Tampa Chamber of Commerce, the Rays Baseball Foundation and the Florida Restaurant & Lodging Association, along with being a member of the Tampa Bay Partnership's 2008 CEO Direct program and serving on the community advisory board for the St. Petersburg Times' Bay Magazine. He and his wife, Trudie, have three children: Grace, Jamie, and Eden.

Jane Roig, President Tri-R Consulting Group – Director

As business leader, Jane Roig has spent over 20 years administering student loan, grant and scholarship programs and college savings plans. Currently, she is the President of Tri-R Consulting Group, a practice specializing in non-profit management, student financial assistance programs, and corporate development. Prior to establishing her own company, Jane was Executive Vice President and Chief Operating Officer at Southwest Student Services Corporation where she was instrumental in helping the company grow its assets from \$1 billion to \$5 billion. She also played a key role in shaping the conversion and sale of Southwest, ultimately leading to the creation of Helios Education Foundation. In addition,

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through her work as the Director of Program Administration and Director of Federal Relations and Loan Policy at the Kentucky Higher Education Assistance Authority, Jane knows firsthand the importance of financial support in creating opportunities for postsecondary education.

Jane is actively involved in the community and serves on the boards of the American Red Cross Grand Canyon Chapter and the Arizona Science Center. She also participates in other community engagement activities including serving as a volunteer chair for the Arizona Board of Regent's *2009 Making Opportunity Affordable – Lumina Foundation Grant Application Team*, focused on developing, promoting and implementing statewide practices that will increase the number of college graduates in Arizona.