





Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
Wednesday, November 9 • 3:00 - 4:15 p.m.				
101 	Inside the Consulting Practice: When Everything Doesn't Go Exactly As Planned	We all learn by doing. This workshop will explore some of the challenges faced by IECs working with parents and their children who are applying to college or day/boarding schools. Seasoned colleagues will share instructional case studies, including some from which they learned by falling short.	Deborah Davis, Marilyn Emerson, William Morse, IECA	C,S,B
102	The Newest Ingredient in the Higher Education Financial Aid Alphabet Soup: N P C	As of October 2011, colleges and universities are required to provide a Net Price Calculator (NPC) on their Web site. Ideally, the NPC will help families predict actual costs rather than allowing "sticker shock" to discourage applications to particular colleges. This session will take a "behind the scenes" look at the ingredients colleges are putting into these Web sites and the results being generated. Increasingly, families will expect IECs to be familiar with NPCs, so come and learn the basics.	Valerie Broughton, IECA and Steve Syverson, Lawrence University	C
103	What Kids Really Think: Get To Know Your Applicants	How well do you know your customers? Hundreds of applicants were surveyed from the last admission cycle and students who enrolled at secondary schools (both day and boarding) throughout the country answered the call. The students told us what we need to know to improve our admission business practices: Who is making the decisions? Are open houses effective from the students' point-of-view? From which sources do students and families get their information? Come delve into the answers our markets provided and explore how to use what they're telling us.	Mike Horsey, SSATB	S
104	Asperger's Syndrome: What Is In Your Bag of Tricks?	This presentation will provide suggestions for appropriate structuring of the environment and the program for students with Asperger's Syndrome. A wide array of successful tricks will be introduced that lead to improvements in the areas of social skills, peer relationships, self-concepts, and daily functioning. Individual and group interventions within the academic and therapeutic domains will be presented. The presentation will also focus on aspects such as classroom settings and strategies to improve adult-student relationships.	Catherine Pilant, Edgewood Children's Center, A Great Circle Agency	L
105	Medical School Admissions	This session will explore the high pressure, high stakes world of medical school admission from several angles. How students can prepare for medical school success at the undergraduate level, what trends are shifting the expectations of the admissions committee, and what role the independent educational consultant can play will all be examined.	Paul Sullivan, University of Texas Southwestern; Lisa Thayer, University of the Sciences; Moderated by David Thomas, IECA	C,G


Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule


Session #	Session Title	Session Description	Presenters / Panelists	Track
106	Making Assistive Technology Work in College	Assistive Technology can positively influence student success in college, yet is underutilized. Through demonstration, six applied ATs, made practical for use by students with LD, will be introduced. Overcoming barriers to use includes providing AT that is relevant, timely, corresponds to learning modalities and is compatible with devices students already use. Participants will gain knowledge, terminology, and insight regarding AT in college and will discover the potential of AT to empower and positively impact learning.	Joyce Girod, Muskingum University	L,C
107	Getting Teens to Want to Talk to You: Secrets and Tips	Keys to getting teens to disclose information in a harmonious manner and how to shut down the dialogue!	Barbara Greenberg, Silver Hill Hospital	All


Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
Wednesday, November 9 • 4:30 - 5:45 p.m.				
201 	Think Like a Kardashian: The Power of Tweets and Blogs	Just a few years ago Kim Kardashian was an unknown spoiled rich kid best known as the daughter of one of O.J. Simpson's attorneys. Harnessing the power of social media, she transformed herself into a media phenomenon, author, businesswoman (perfume & clothing lines) and television personality. Her thoughts on Twitter and personal musings on her blog are read by nearly nine million followers. Don't be foolish enough to think it is all self-absorption, she's a shrewd businesswoman who has figured out how to get people to pay attention to her and buy her products. The same basic principles will work for independent educational consultants and schools. Get students and parents to pay attention and then make them your admirers by using the power of blogging and tweets.	Mark Sklarow, IECA Executive Director	All
202	GOOD RIDDANCE: Lessons Learned from the 2011 College Admission Cycle	In this guided discussion, designed for experienced independent educational consultants and college admission reps, the focus will be on the cycle past and what macro and micro trends, challenges, generalizations, and opportunities can be discerned, and more importantly, what these suggest for the 2012 cycle now underway.	Moderated by Dodge Johnson, IECA	C
203	The College and Career Link	Learn how to incorporate career advisement into your college consulting business with tips from a panel of independent educational consultants as well as career placement staff from area colleges. Topics to be covered include the use of personality assessments, development of college list, acing interviews, winning internships, and what to look for in career placement services and schools.	Deborah Davis, IECA; other panelists TBD	C, B
204	Answers to Crucial Questions about Gap Year Consulting	As the gap year becomes more common, it is also becoming more complicated. This panel of gap year and college admissions experts will answer crucial questions faced by independent educational consultants: Can a gap year maximize a family's investment in college? What makes a gap year valuable? How can we identify reputable programs? What options are available for students accepted for spring admission to college? Is college credit on a gap year transferable? What are the financial options?	Kathy Cheng, Dynamy; Robert Clagett, Middlebury College; Robin Pendoley, Thinking Beyond Borders; Ken Shows, Vanderbilt University	C, S, B

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule


Session #	Session Title	Session Description	Presenters / Panelists	Track
205	The Apples Don't Fall Far from the Tree: Working with Difficult Parents of Children Diagnosed with Learning Disabilities and Autism Spectrum Disorders	If you have ever found yourself frustrated by working with the parent of a child diagnosed with a learning disability or autism spectrum disorder such as Asperger's Syndrome, you are not alone. This session will help you to better understand why these parents can be difficult to work with and how they are frequently not so different from their children. You will learn how to set up the necessary parameters that are essential to having a positive working relationship with these well-meaning families. We will also discuss some key questions you should ask these parents that you may have not considered previously.	Ryan Wexelblatt, Camp Sequoia	L, B
206	Online High School Education: The Virtual High School	Do you have a student who needs additional credit? Needs a make-up credit? Wants to enrich his/her transcript with an AP course? What is a virtual high school? How can online courses enhance a student's high school experience? How do colleges look at online courses?	Charlotte Seawald University of Nebraska-Lincoln; Representative from SMU to be named later; Nancy Cadwallader, IECA	S,C

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
Thursday, November 10 • 2:45 - 4:00 p.m.				
301	The New AOL— Adolescents On Line— Further Understanding the Online Lives of Teens	Teenagers are spending much of their free time online one way or another. What can IECs, clinicians, and other helping professionals do to help them balance this with real life f2f time? This presentation will address the complexities of balancing online time with practical suggestions for talking to teenagers about their Internet use, helping them manage online identities and safety, and providing a healthy framework for structuring the world wide wilderness.	Fred Peipman, Open Sky Wilderness Therapy	All
302	Guiding the Anxious Parent Through the Treatment Process	We will focus on working with anxious parents as they navigate the treatment process. We will be specifically discussing how to identify different types of anxiety as they appear in the treatment process, including specific times when anxiety spikes such as transitions and home visits. We will provide skills to help address those types of anxiety, effectively engaging parents in the treatment process with their child.	Courtney Merrill, School Counseling Group; Madhuri Barefoot and Caretia Fernandez, True North Wilderness Program	N
303	 Inside the College Essay Process	Join us as we delve into the highs and lows of the college essay. Through brainstorming and role playing techniques, you will learn how to work closely with students on determining their topic, crafting their content, and submitting their essay.	Charlotte Klaar and Joan Bress, IECA	C
304	Your Tag is Showing: Marketing Your School (or Consulting Practice!) from the Inside Out	We've always been told "it's what's on the inside that counts." If this is true, then why do we spend so much time molding the external image of our school or business while forgetting about our internal communication? Session participants will learn how three successful companies have used internal branding to directly affect their external image while successfully gaining buy-in from in-house constituents. Attendees are guaranteed to leave energized and armed with new ideas!	Kristina Dooley, IECA Associate	All
305	Full-time Degree Options in Europe	A look at full-time degree options in Europe from the perspective of three institutions. The presentation will discuss admissions criteria for students from the United States and the compelling reasons why American students can benefit from a truly international degree experience at a time of increasing global synergy. The pros and cons of studying full-time overseas will be explored.	Nicholas Atkinson, Richmond, The American International University in London; Brad Walp, The American University of Paris; Anna Boyd, Jacobs University Bremer	C

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
306	The Short-tempered, Explosive Adolescent	Aggressive adolescents are often diagnosed as "Conduct Disorder," but more recently we are seeing diagnoses of "Bipolar Disorder" or "Intermittent Explosive Disorder." These latter terms are generally applied to impulsively explosive youth who show recurrent outbursts of assault with physical injury. This workshop will describe the "violent few" and present an update on current research and theory. Evidence-based psychosocial interventions, as well as effective psychopharmacological treatments, will be included. Placement considerations will also be addressed.	Larry Fisher, Universal Health Services / Neurobehavioral Systems	N
307	The New Brain Science: Can It Improve Learning Readiness?	We know more about the organization and development of the brain than ever before. Through a multi-year certification partnership with renowned psychiatrist and neuroscientist Dr. Bruce Perry, Sandhill Center has incorporated the Neurosequential Model of Therapeutics (NMT) into its program. We will discuss how NMT can improve a child's readiness to learn by utilizing specific interventions and strategies designed to enhance neuroplasticity (brain change) and organize new pathways for emotional regulation and development.	Linda Zimmerman, Mathew MacQueen, and Elizabeth McGhee, Sandhill Child Development Center; Steve Graner	L,N

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting •  = Tune Up Special




Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
Friday, November 11 • 9:30 - 10:45 a.m.				
401	Facebook Ate My Daughter: What You Need to Know About Girl World in 2011	The lived experience of American teen girls has changed radically in just the past decade. Ten years ago, Facebook didn't exist. Today, 73 percent of American girls have a Facebook page. Among middle-income and affluent girls, that figure is more than 85 percent. Social networking has become more common among younger girls too, with sites making inroads among girls as young as eight. How are these new social media changing what counts in the lives of American girls? What is the evidence that the more time a girl spends on Facebook, and the more Facebook friends she has, the more likely she is to become anxious and/or depressed? What do professionals need to know?	Leonard Sax, M.D. Ph.D. NASSPE / MCRCAD	All
402	AP Versus IB: What is the Right Choice for Your Students?	When good students are looking at high school options, they are consistently asking, and being confused by, one question: AP or IB? Most high schools offer one program or the other, and a few offer both. This program will take you through the advantages and disadvantages of both programs, and teach you how to assess which program is the best fit for your student.	Dana Dean Doering, IECA	S,C
403	Adolescent Neurobiology and Addiction: The More We Know the More We Believe in a Program of Recovery	The advances in neuroimaging and our expanded understanding of brain circuitry involved in behavioral science is one of the most exciting fields of medicine today. As we develop a more clear idea of the neural pathophysiology of addiction, every clinician has the opportunity to understand how it relates to current addiction concepts and comprehensive treatment.	Mark Williamson, Memorial Hermann, Prevention and Recovery Center	N
404	Impact of Learning Disabilities on Therapeutic Interventions; What Every Therapist Needs to Know About Learning Disabilities	How do learning styles and cognitive disabilities impact therapy? Implications for assessment, placement, and treatment will be discussed. Processing speed, perceptual and communication differences do NOT only impact learning and school, they also have complex implications for therapy.	Karen Mabie, IECA; Gordon Day, Aspiro	L,N
405	New Technologies & the Independent Educational Consultant	Advancements in communication, record-keeping and other forms of technology are transforming how independent educational consultants practice. Distance consulting and new management software are just the beginning. New mobile applications, creative uses for iPads, and advancements in worldwide communication are allowing IECs to work more efficiently and beyond traditional boundaries. Explore the latest, whether a trailblazer or set in your ways, there are things for you to explore.	A panel of IECA members	B



Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule


Session #	Session Title	Session Description	Presenters / Panelists	Track
406	Intelligent Evolution or Inevitable Extinction: Embracing the Trends in Treatment, Families, and Communities	Drawing from their experience as administrators and consultants to several programs, the presenters will provide a brief overview of factors that impacted treatment over the past fifteen years to generate discussion of current trends now challenging providers. This interactive session is solution-focused and will highlight effective innovations currently being implemented in response to trends such as digital dependence, family and community system fragmentation, and increased use of psychotropic medication.	Kimball DeLaMare, InnerChange; Brandi Elliott, Northwest Academy	N
407	Professional Transport and Treatment Placement: Legal and Ethical Issues, and Potential Risks to Parents and Consultants, When the Teenager is Unwilling	What laws govern parents' decision to have a child transported to treatment, especially when the child, in his home state, has the legal right to refuse or sign out of treatment? What risks to IECs face when we recommend these interventions? This panel discussion will bring together family law and special needs attorneys, professional transporters, and special needs consultants.	Nancy Greene, IECA; other panel members TBD	N


Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting • = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
Friday, November 11 • 11:00 a.m. - 12:15 p.m.				
501	Boys Adrift: What's Going on with Boys Today?	This presentation begins with a review of evidence demonstrating that in almost every demographic group today, boys care less about academic achievement than their sisters do. Working hard to get straight A's has come to seem unmasculine in the eyes of many boys, though not all; we will discuss the exceptions. This phenomenon is equally true of white males and black males, affluent and low-income; it is just as true in Texas as it is in California or Virginia or New Jersey. However, the gender gap in motivation manifests differently depending on race, ethnicity, and socioeconomic status. In this presentation, we try to understand why it is common today to find nine-year-old American boys who say that "school is a stupid waste of time." American popular culture today disrespects academic achievement for boys. Once that point is understood, the next question then becomes: What can parents do about it? What are some strategies which other parents have employed to turn their sons around? What are the characteristics of a "boy-friendly school"—a school which motivates boys to achieve, without disadvantaging the girls?	Leonard Sax, M.D., Ph.D. NASSPE / MCRCAD	All
502	The Path for Sustained Happiness and Success in Young Women with Borderline Personality Disorder or Traits	It is well-known that Dialectical Behavior Therapy (DBT) is an effective, cognitive-behavioral treatment for individuals with Borderline Personality Disorder (BPD) or traits and other disorders of emotion dysregulation. Our distinguished panel will address BPD from a biologic, genetic, family, and psychodynamic perspective, and discuss ways to facilitate the internalization of DBT skills and mindfulness techniques so these young women can achieve lasting independence, joy and fulfillment. The presentation will be didactic and experiential with clinical vignettes so audience members can experience strategies for integrating mindfulness techniques such as Somatic experiencing into daily life. The utilization of everything from equine assisted therapy, Yoga and Qi Gong will be discussed.	Michael Hollander, McLean Hospital; Flynn O'Malley, Menninger Clinic; Robert Fischer, Optimum Performance Institute; Andre Zicer; moderated by Leslie Goldberg, IECA	N
503	 TRANSFORMERS: How to Grow, Expand, and Evolve your Consulting Practice.	What many have discovered is that their IEC practice has grown, leaving the consultant faced with choices: add support staff? Add professional staff? Add new services? Reach into new communities? Refocus the mission? With so many possibilities, what's the right decision on a change—and when is the timing right? Those who have been through the process share insights and pitfalls.	Jamie Dickenson, IECA	B

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting •  = Tune Up Special



Educational Sessions for IECA's Dallas 2011 Conference

Independent Educational Consultant Schedule

Session #	Session Title	Session Description	Presenters / Panelists	Track
504	Motivational Interviewing: The Language for Change	Motivational interviewing is a collaborative, goal-oriented method of communication with particular attention to the language of change. It is designed to strengthen an individual's motivation for and movement toward a specific goal by eliciting and exploring the person's own arguments for change. This training will provide you with specific ideas about how to improve the likelihood of change and how to move individuals toward the life they desire.	Brett Dowdy, Lindner Center of HOPE	All
505	Adolescent Brain Development, Parenting Styles, and Clinical Implications	Current brain research affords a greater understanding of how the teenage brain develops and grows. As well, cutting edge science further elaborates on the impact of connection and the neurobiology of interpersonal relationships. This workshop will explore and identify the connections between adolescent brain development, parenting styles, and clinical interventions.	Ozgur Akbas, Shortridge Academy	N
506	A Day in the Life: Meeting the Needs of Clients with Autism Spectrum Disorders in a Residential Setting	This presentation will provide participants with specific methodologies used in treating individuals with ASDs in a residential setting. Successful constructs include: allowing objective assessment to drive treatment; affording clients with ASDs visual supports throughout the entirety of their days; affording them opportunities to develop functional language skills; providing opportunities for social skill building; accounting for consistency and predictability; and accounting also for individuals' sensory needs and hypersensitivities. Methods are transferable to home, classroom, and community settings.	Jeff Lox and Carl Brass, Bellefaire JCB	L,N
507	The Independent Educational Consultant: Quantifying the Contribution	In an age of the Internet promise of "free" information, the value of the independent educational consultant can sometimes be a hard sell. Subjectively, treatment providers recognize the added dimensions IECs make to the referral, placement, and treatment process of the clients they represent. In this presentation, an attempt is made to examine the empirical data and to quantify the IEC's contribution.	Jon Young, New Lifestyles	B,N

Tracks: C = College • S = Day & Boarding School • L = Learning Disabilities • N = Special Needs / Behavioral
 B = Business of Consulting • = Tune Up Special