



April/May 2008

## CALENDAR OF EVENTS

(All May events are in  
Minneapolis, unless noted)

May 12-13: IECA Member College  
Tours, Minnesota

May 12-13: Pre-Conference School  
& Program Tours

May 12-14: Chinese Immersion /  
Admission, Concordia, Minnesota

May 14: College LD Workshop

May 14: Naviance New Users  
Training

May 14: Outgoing Board of  
Directors Meeting

May 14-17: IECA CONFERENCE  
May 15: School & College Fair  
May 16: Membership Meeting  
May 17: Therapeutic Info Swap

May 15: AICEP Board Meeting

May 17-18: Incoming Board of  
Directors Meeting

May 17-21: IECA / COWS Tour, WI

June 25-28: Summer Training  
Institute—West Claremont, CA

July 1: New Membership Year  
Begins

July 16-19: Summer Training  
Institute—East Villanova, PA

July 25-26: Foundation Trustees  
Meeting

September 24: Transitioning to  
Private Practice Workshop  
Seattle, Washington

September 25: IECA Member/  
College Admission Staff Luncheon  
Seattle, Washington

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## CHANGES IN EDUCATION, ADMISSION AND CONSULTING ARE FOCUS OF SPRING CONFERENCE

Back in the 1980s when people spoke about the “good old days,” they were often referring to the 1940s or 1950s. Today when we make a similar reference, the ‘old days’ are often seen as 2003 or 2004. Such is the incredibly rapid pace of change. A common refrain in recent years is that nothing can be counted on, except that everything will change. Then came the 2008 elections with more than 15 candidates. At one point over half of the presidential contenders claimed to be the candidate of change. There seems little doubt when the experts look back, the word of 2008 will be CHANGE.

And so as IECA gathers in Minneapolis, our focus will be on change: how admissions and consulting, education and service delivery, information and technology, have all undergone dramatic changes in just the last few years. More than 75 breakout sessions, nationally recognized speakers each day, and thoughtful discussions will address the subject of change and related topics of personal commitment, second chances, and the difficult work of admission. In all, nearly 150 presenters will offer something for everyone.



Attendees have much information already available to them: all of the speakers, workshops, seminars and discussion topics are described on the IECA Web site, and detailed schedule information allows attendees to plan ways to maximize their time, including receptions, special events, and pre- and post-conference activities that stretch from suburban Minneapolis to Milwaukee, Wisconsin.

The local host committee looks forward to showcasing one of the nation’s most underestimated cities: the very modern and cosmopolitan city of Minneapolis.

## PRESIDENT'S LETTER

# TWO YEARS OF CHANGE

In writing my last president's letter for *Insights*, I would like to use this space to reflect on the last two years. I have very much enjoyed my term as president and want to thank the membership for giving me the opportunity to serve the association. I am quite proud of what we have accomplished as an organization over that span of time.

As I have written before, none of this could have been accomplished without the support and dedication of the national office or the hard work of the Board of Directors and the Executive Committee. What has been achieved in the last two years could not have been realized without the cooperative efforts of the national office, the board, as well as the membership. It is always risky to single out an individual or two, as you might possibly offend or hurt the feelings of others, but I would be remiss if I did not recognize Mark Sklarow and Sue Studnicki DePra for their critical roles in the success, strengthening, and growth of IECA. I very much appreciate what each has done

to support me as well as all that they do to make IECA the premier association and leader in the field of educational consulting.

Having started the revision process of the Principles of Good Practice prior to becoming president, I wanted to be sure that the clearest set of ethical guidelines was before the membership. While I am certainly pleased with the revised document, growth in the profession as well as in the size of our association will make it necessary to continuously look at these guidelines to be sure that they make it crystal clear to those inside the association, as well as to those outside, what it means to conduct the business of being an educational consultant with the highest ethical standards.

Implementing the goals of the five-year strategic plan was a central focus of my term. As stated above, the revision of the Principles of Good Practice was critical to maintaining IECA's role as the standard-bearer in the field of educational consulting.



We have grown to be an association of more than 600 members which is well ahead of the target growth stated in the strategic plan.

The national office now employs six people. In the course of the last year or two it became quite evident how critically important it was to increase the staff of the national office with qualified people to serve not only the membership, but also schools, colleges, and programs, as well as the public. While still a relatively small staff with an emphasis on personal service, more clearly defined roles have allowed for a much more efficient and effective office.

Our sustained growth has also impacted the leadership and the roles that each

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## IECA<sup>+</sup> INSIGHTS

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## IN FOCUS

### THINK INSTANT MESSAGING IS JUST FOR ADOLESCENTS?

Adolescents have almost universally switched from e-mail to text and instant messaging. How will you keep up your communication with them? GW!! (get with it!)



Source: Clickz.com

# CONFERENCE SPEAKERS AND EVENTS

WEDNESDAY, 1:30 P.M., GENERAL SESSION

(FOR CONSULTANTS AND THOSE ATTENDING THE WEDNESDAY-THURSDAY PROGRAM)

**Underperforming Smart Kids: How to Guide Them to the Right Schools**



**Deborah L. Ruf, Ph.D.**

Dr. Deborah Ruf is the author of *Losing Our Minds: Gifted Children Left Behind*. She will open the conference with a presentation

that will help professionals recognize the differences between high achievers and smart kids—especially boys—who have earned a bad academic record. She will also explore how to work with these students and their families to guide them to achieve success.

THURSDAY, 12:00 P.M., LUNCH SPEAKER

(FOR CONSULTANTS AND THOSE ATTENDING THE WEDNESDAY-THURSDAY PROGRAM)

**Developing a Comic Vision: For Those Who Travel Extensively**



**Tim Gard**

There are few professionals who travel as much as you do—those in admissions on both sides of the desk can't

do their job well without logging many miles by car and airplane. Understanding how to find humor in such travels, as well as finding such humor in our professional relationships, in adversity, in office politics, and in working with parents is what our lunch speaker is all about.

FRIDAY, 1:30 P.M., KEYNOTE

(FOR CONSULTANTS AND THERAPEUTIC PROGRAMS)

**Pursuing Dreams, Breaking Barriers**



**Ann Bancroft**

Kicking off the second half of the conference, Minnesotan Ann Bancroft is one of the world's preeminent polar explorers and

an internationally recognized leader. Through her various roles as an explorer, educator, and sought-after speaker, Bancroft shares stories related to her outdoor achievements which inspire audiences to pursue their individual dreams.

SATURDAY, 12:15 P.M., LUNCH SPEAKER

(FOR CONSULTANTS AND THERAPEUTIC PROGRAMS)

**Making Second Chances Count**



**Jim Morris**

Jim "The Rookie" Morris' inspirational and motivational message about making the most of second chances

connects with all audiences. His life story was the inspiration behind the blockbuster film, *The Rookie*, starring Dennis Quaid. While his late-in-life success was in baseball, there's a lesson for everyone in pursuing dreams and maximizing opportunities to start anew.

*President's Letter, from page 2*

plays. With the assistance of an outside consultant and trainer, the board has learned more about its functions and concerns relative to policy and governance rather than operations. Both the executive committee and the board have been able to spend more time thinking strategically about our future. The various committees of the membership and the board have had their roles more clearly defined and have been able to spend more quality time focused on the issues, concerns, and benefits of IECA membership.

As the profession of educational consulting becomes more known and visible, the role of IECA will become more vital and critical. While much has been achieved, there is still more to be accomplished. Strong viable associations are always looking for ways to improve. We have undertaken a healthy process of self-examination and have sought input from all of our constituencies about how we are doing. I believe we have been good listeners and open to constructive criticism. As a result we made the improvements that have benefited our constituencies.

I am grateful for the opportunity to have served IECA. I am pleased with what has been accomplished and am confident that going forward IECA will continue to look for ways to improve. I am proud of what IECA does to support those who work to improve the lives of the young people we serve. 🙏

Thank you.

Timothy B. Lee  
President

*continued on page 4*

## Special Events

**WEDNESDAY 6:30 - 9:00 P.M.**

**(FOR CONSULTANTS AND THOSE ATTENDING THE WEDNESDAY-THURSDAY PROGRAM)**



### **Celebrating Minnesota Dinner**

When you hear “Springtime in Minnesota” do your thoughts run to snow drifts, ice fishing, fireplaces in a hunting lodge and hats with ear flaps? If so, you are sure to enjoy our good-natured “trip” into the Minnesota back country in spring (snowshoes

recommended). We’ll transform the Grand Ballroom into a woodsy upstate lodge as we celebrate the cool (or is that cold?) side of the Minnesota great outdoors.

**THURSDAY**

**(FOR CONSULTANTS AND THOSE ATTENDING THE WEDNESDAY-THURSDAY PROGRAM)**

**Free night, special off-site activities and events**

(Watch the IECA Web site for these optional, after 5:30 p.m., activities)

**FRIDAY 4:45 - 6:15 P.M.**

**(FOR CONSULTANTS AND THERAPEUTIC PROGRAMS)**

**Networking Reception: Party Like It’s 1999!**

Sure there’s Garrison Keillor and Jesse Ventura, and no one can forget the Mary Tyler Moore Show. But ask Minnesotans to name their most famous favorite son and it’s Prince (also know as the “Artist Formerly Known as Prince Who is Now Known as Prince Again Because it was Hard to Sell Records When No One Knew What to Call You”). So, grab your raspberry beret, hop into your little red corvette, ignore the crying doves and join us at a purple rain-inspired networking event.

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## PRE-CONFERENCE SEMINAR

### *LD Students and the College Match*

**WEDNESDAY, MAY 14, 8:30 A.M. – NOON**

In this session a panel of experts will examine the unique needs, options, parental involvement, testing, freshman adjustment, and application issues which face students and consultants when working with students with learning disabilities.

Presenters and panelists scheduled include those from college admission and resource centers, the ACTs consultants and a panel of students. To register, go to [www.iecaonline.com/consult\\_conference.html](http://www.iecaonline.com/consult_conference.html)

## NEW REGISTRATION PROCESS ONLINE

Registration for the IECA Spring 2008 conference in Minneapolis is being conducted exclusively through a new online registration system on our Web site at: [www.iecaonline.com/consult\\_conference.html](http://www.iecaonline.com/consult_conference.html). Hotel information will be provided at the end of the online conference registration process. Only those registered for the conference will be eligible for the hotel’s discounted rate.

All conference schedules, brochures, sponsorship opportunities, and more are featured on IECA’s Web site.

## IECA MINNEAPOLIS CONFERENCE SPONSORS

*(as of March 3, 2008)*

- Aspen Education Group
- Betton House
- Colleges That Change Lives
- Eckerd Youth Alternatives
- The Family Foundation Middle School
- Heritage Schools, Inc.
- IECA Foundation
- Ironwood
- Junior Boarding Schools Association
- Montcalm Schools
- Optimum Performance Institute
- Rogers Memorial Hospital
- SLS Residential
- Sober College
- Valley View School

## ETHICS CASE STUDY

# DUAL ROLES, CONFLICT OF INTEREST?

This month's ethics case study was "ripped from the headlines" as they like to say on TV crime dramas. This is a case that got much play in the graduate school and college admission communities but you'll decide if the principle applies to therapeutic placements and secondary schools as well.

A part-time educational consultant in the Delaware Valley specialized in business school admissions. At the same time the consultant was employed as an admission officer at the Wharton School at the University of Pennsylvania. There seemed little doubt that many of the consultant's clients were students looking for admission to Wharton. The implication was that students may have been provided with some "inside" information that could strengthen their application or perhaps even more direct help was provided to students by having a paid advocate seated at the admission table.

Many see a clear difference between the work of a consultant with younger students where applicants are more squarely focused on match and are far less likely to be looking for admission at one specific college, school, or program. Many consultants have discovered that it is nearly impossible to leave a job in an institution, open a consulting office, and make a living. The vast majority of those making such a transition work with one foot in both worlds until it's possible to thrive in consulting.

What then is the solution? Are any such relationships unethical by definition? Permissible with full disclosure? Would it be wrong for someone working in admission at Harvard to take on a client after hours who has mediocre test scores and a C+ average knowing there was no chance of the student applying to the school where she works? Or are any multiple relationships necessarily unethical? Is full disclosure enough, even if one consultant's disclosure is another consultant's marketing ploy?

Send us your opinions (to [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com)) and we'll reprint in the next issue of *Insights*.

## COMMENTS ON THIS ISSUE'S ETHICS CASE

The March 14 edition of *Inside Higher Ed* featured an article about this situation. To access the entire article, go to: [www.insidehighered.com/news/2008/03/14/private](http://www.insidehighered.com/news/2008/03/14/private).

Here's an excerpt from the article:

*"Mark Sklarow, executive director of the Independent Educational [Consultants] Association, said that his group is also considering changes in its ethics policy, prompted in part by the recent scandal involving the Penn official (who works for the Wharton School) and also a relatively recent trend of having more members who focus on M.B.A. admissions. Sklarow said his group may decide that tighter ethics rules are needed in graduate and professional admissions. At the undergraduate level, with thousands of possible colleges, conflict issues may be more diluted, he said, while at the professional level, offerings are fewer so any tie may be more significant.*

*Sklarow stressed that his members — even with a considerably looser ethics code on dual employment — take ethics issues seriously. He noted that Judith S. Hodara, the Penn official whose ties led to interest in this issue, was a member of his group when the scandal broke and that she is no longer a member now."*

Here's a response from Dodge Johnson (PA), IECA executive board member, and vice president for ethics and professional practices nominee:

*"Scott Jaschick [author of the Higher Ed article] is quite right that the IECA does not forbid dual relationships, provided they are open — not secret or "an open secret." Many of our members are admissions officers or school counselors who decided to make a change — retire, relocate, be more independent, work at their own schedule. And, not surprisingly, they often want to keep their 'day job' until it's clear that consulting is truly what they want and that they can make a go of it.*

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# 2008 SUMMER TRAINING INSTITUTES



This four-day institute is designed for newer educational consultants who want to learn more about managing and promoting a business, working effectively with students and families, building a knowledge of the wide range of options available to students, and establishing a professional, competent, and ethical practice.

The Institutes fill up quickly; if you're planning to apply, send in your application now.

West Coast: Wednesday, June 25 to Sunday, June 29, 2008 at Claremont McKenna College in Southern California

East Coast: Wednesday, July 16 to Sunday, July 20, 2008 at Villanova University in suburban Philadelphia

For more information and to download a copy of the brochure and application, go to [www.iecaonline.com](http://www.iecaonline.com), and click on "Conferences & Training Information."

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## RESPONSE TO LAST MONTH'S ETHICS DILEMMA

*(February Case Study: Consultant's marketing strategy includes free workshops that often raise anxiety over admissions, and requires all clients to sign lengthy contracts)*

*by Charlotte Klaar (MD)*

I read this case with interest since there are a number of issues with it. First, I applaud Annie's efforts to put herself out there and do free workshops for potential clients. What disturbs me is that her message in the workshops is the wrong one to send to clients. In the first place, she focuses on factual information, which although true, does not go far enough. Those of us who have been in college counseling for more than a decade can clearly see the changes in the predictability of the process for our students. What we need to communicate to our students and to their parents is that this lack of predictability is not what should be their focus in the college admission process since it certainly is not ours.

She rightly asserts that the problem is that most of them will apply to the same 20 or so colleges, which she names. This is her perfect opportunity to present the differences in these schools as well as the differences in the student bodies they attract. That is when she should begin to discuss fit and match in the process and, perhaps, present some well known and highly recognizable individuals who did not attend either well known or prestigious colleges but whose life success was based on individual effort and, perhaps having had a college career that was compatible with their learning, social, and emotional styles. I also sometimes ask at my seminars for the audience to tell me the differences between the Ivy League schools. They usually cannot answer this

so I answer it for them. Then I ask whether these schools would all be compatible with the same students. Since these are intelligent people, they recognize that this is, of course, not the case.

This message, I know, is much better received by parents who want the best for their children than is the panic message Annie presents. I know because my business and that of many other successful college consultants has been built on this philosophy and has done quite well over the years. Clients come to my practice because they know that I am seeking the places for their children that are best for the child and not just the biggest names. Do I have students at the Ivy and Ivy-like campuses? Sure, but that

*continued on page 10*

## INTRODUCTIONS



**Lori McGlone** (NY) founded Coast to Coast Educational Consulting in 2005 and became an associate member of IECA that year.

She assists students and families with all aspects of the college search, application, and financial aid process. She previously worked as a high school English teacher and guidance counselor. Lori frequently speaks to student and parent groups in Western New York and she is designing a college counseling program for a dynamic charter school that will graduate its first class in 2010.

Lori graduated from UCLA with a B.A. in English, earned an M.Ed. from UC Santa Barbara, and an M.A. in School Counseling from The College of New Jersey.

She is married and has a young son, Julian. Lori enjoys reading, cooking, and restoring the family's Victorian home.

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**Connie Pollack** (PA) has been an educational consultant since 2004. She joined IECA as an associate member in 2004 and attended the 2004 Practices &

Principles Institute.

Prior to becoming an educational consultant, Connie was a health educator & physical education teacher for 15 years, and taught students in grades K-12. She also provided individual and group counseling for students, assisted with college advising, and served as the student assistance program coordinator for non-public schools in Allegheny County.

Connie gives free college planning seminars in the Pittsburgh area and is working with the Pittsburgh YMCA Collegiate Program on a pro-bono basis. She is scheduled to be the keynote speaker for the Y-Changes closing event in March, where she will address 200 high school students from the Pittsburgh area to encourage them to pursue higher education.

Connie is a member of PACAC. She earned a master's degree in school counseling from the University of Pittsburgh and a bachelor's of education from the University of Georgia.

She is married and has two sons, ages 19 and 22. She enjoys spending time with family, volunteering, and traveling to new places.

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**Jenifer L. Price** (TX) owns and operates College and Career Planning Services. Since 1998 her consulting firm has assisted youth and young adults

nationwide in developing and executing their own plan for career success. Jenifer offers career assessments, guidance through the college admissions process, and job search skills coaching for students who are entering the workforce.

She previously managed a high school college and career center, coordinated a summer youth employment program, and taught secondary level career and technology education courses in public schools.

Jenifer is a licensed master's level social worker with independent practice recognition (LMSW-IPR) and earned the Master Career Development Professional (MCDP) designation from the National Career Development Association (NCDA) for her work in career consulting.

Jenifer attended IECA's Transitioning to Private Practice Workshop in 2005, and the Summer Training Institute in 2006. She initially joined IECA as an associate member.

She is a member of TACAC and Texas Career Development Association (TCDA).

Jenifer's husband, Kenneth W. Price, is a certified financial planner, and continues to encourage her as she builds her practice. This year they are celebrating their 11th wedding anniversary.

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*Specialty: C*



Board president-nominee Diane Geller (CA) visited the IECA office recently. Pictured left to right: Sheila Kirk, Sarah Brachman, Diane Geller, Mark Sklarow, Rachel Diamond, Pat Caffrey, Janice Berger.

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### Ethics Feedback, from page 5

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*These expert and experienced professionals are among the most desirable candidates not only for consulting but also for those who deal with us: colleges, schools, and families. And in fact IECA sponsors the annual Transitioning workshop just before NACAC's annual convention for just that reason.*

*We see nothing inherently wrong with including a number of things you're good at in a private practice. And some consultants serve on college Boards of Trustees, school boards, consult for schools on their college placement or include related services as part of their practice — tutoring, SAT Prep, career counseling, financial aid counseling, and the like. We do, however, insist on transparency — that any situation where there is possibility for conflict of interest or perceived conflict will be actively and fully disclosed to all parties, and that any multiple relationships will pass the 'sniff test.'" *

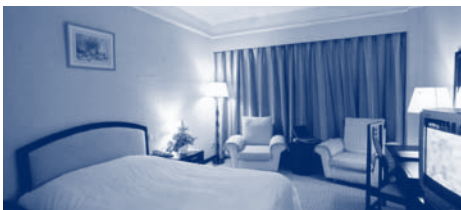
# HOTEL TIPS FROM IECA MEMBERS

Thanks to all of the participants who sent in their tips for a pleasant hotel stay in response to our contest in the February issue of *Insights*. All of the readers who sent in travel tips will receive a cozy IECA blanket.

One of the dirtiest items in a hotel room is the television remote control. I place the remote into a plastic baggie which provides a barrier from the germs, yet does not interfere with the remote's intended purpose. Alternatively, I use Clorox-type wipes which are available in small travel-size pouches, to clean the surface of the remote.

As a woman traveling alone, I try to use caution when using the breakfast order door-knob hanger card. This card lists your name and the number of persons in the room which could leave you vulnerable to someone with criminal intent. This person can knock on your door posing as room service and use your name as a scam to gain entry to your room.

—Karyn Holtzman (CA)



Ask for a room away from the elevator shafts. Never ever make calls from your hotel room without a calling card. If you call the hotel for your reservation, ask about the best deals—some stuff never gets on to the Web site.

—Christine Counelis (Greece)

I always bring my favorite fleece blanket from home for curling up and watching television in my hotel room with. Hotels just do not seem to “get it” that guests like the comfort of a comfy, cozy “smallish” blanket, so I bring my own.

The other thing I bring is my own snack basket of goodies, i.e. oranges, grapes, M&M's, nuts, cheddar cheese, crackers, seltzer water, and I get ice from the ice machine. Room service charges a fortune for a similar goodie basket, so I bring my own and it does the trick!

—Sarah Soule (VT)

One of the things I do when I get to a hotel is to unpack completely and put my luggage out of sight. Once my clothes and shoes and computer and stuff are organized and my novel and clock are on the night table, the room feels more like home and I can relax some. I do this even for an overnight stay. It creates an illusion of permanence and peace rather than a transitional feeling which most have when in a hotel.

—Charlotte Klaar (MD)

I use the coffee mug (given as gift on tour) rather than plastic/styrofoam cup (I pack my umbrella in the cup to take up less space). Also, I always ‘make’ the coffee the night before and use two sacks of coffee to make it stronger (sometimes even bring my own in a plastic bag)

I flip the bedspread upside down on floor to have a clean, comfortable site to stretch.

—Nancy Masland (AZ)



I always travel with a 100-watt lightbulb so I can read in bed with real light; I also carry a clothespin to knit the inevitable curtain gap together and keep the room dark. *[this suggestion came from several readers]*

—Ethna Hopper (DC)

I always pack my fantastic down pillow. It can be compressed to fit into any suitcase so it's a lightweight luxury. To ensure that I never forget it when I pack up to leave, I use a brightly patterned pillowcase so it stands out among the hotel pillows.

—Lori McGlone (NY)

When tipping the housekeeping staff, I do it on the first day, not the last.

—Lynn Hamilton (CA)

I always bring my lavender eye pillow along, ear plugs, a clothespin for the drapes (which never want to stay shut). I actually try to stay in b&b's whenever possible—typically safer, quieter, more homey, and they include a great breakfast—and you are supporting an individual, locally owned business. They are usually in nice neighborhoods, which is also important if you are a runner as I am.

—Whitney Laughlin (Canada)

*continued on page 10*

*Hotel Tips, from page 9*



Leave the bathroom light on and the bathroom door slightly ajar so that when you wake up in the middle of the night you know where you are, or else bring a nightlight.

Be very friendly with the concierge for the best tips on nearby restaurants, shops, attractions.

If you want to meet the youngest, most energetic, on-the-go consultants, try the exercise room!

Or if you like to practice your flute in the hotel, put the TV on to mask the sound! Even if it is beautiful, others might not appreciate it.

Hotel heating systems can be very drying to the skin and sinuses during all day/evening in an enclosed building—pack moisturizing lotion, saline nasal spray, and a small canister of Evian mist.

Don't forget your phone/blackberry charger.

—William M. Morse (CT)

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I always ask for a room high up and far away from the elevator. This is the best way to insure a quiet night's sleep away from highway noise. *[this suggestion came from several readers]*

—Russell Hyken (MO)

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My tips for a pleasant hotel stay begin when I make the reservation.

- I always ask the hotel if they have an AAA rate. This saves me money off the rack-rate and the room is often as nice.
- I talk to hotel staff as I would to colleagues. They have a tough job to do and have to be "on" and smile even when they may have had a bad day.
- I try to stay at the same chain of hotels, which in my case is Marriott. I feel they value my customer loyalty and I like those Marriott points that get me free nights.

—Claire Law (RI)

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Always bring along a treat such as M&Ms and if your stay is going to be longer, invest in flowers. They make the environment warm and welcoming.

—Harriet Gershman (IL)

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I always travel with a small scented candle. I have found that the cleaning products some hotels use are strong and the odor can be very unpleasant. When I light the candle I can cover up some of the unpleasantness and, in fact, have a nice smelling room instead!

—Emilie Hinman (CT)

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To make people think the room is occupied when I leave it, and also to help me remember which room is mine when I come back to it, I place a "do not disturb" sign (or counterpart ) on the outside of the door .

—Sue Bigg (IL)

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*Ethics Response, from page 6*

is more because those campuses fit that child's style. Do some of my clients apply to these places against my advice? That is also true, but at least I can look myself in the mirror in the morning and not be blamed when the student does not get in.

The second piece of Annie's marketing strategy that concerns me is her contract. In the classes I teach for budding college consultants, I stress the 'less is more' concept. By this I mean that the less fine print they have in their contracts the more transparent the process is for everyone. I suggest to them that their disclaimers are in the same type font and point size as the rest of the contract. I insist that the disclaimers be there but they should not be hidden. Parents who are signing our contracts do not always read them fully. There are times when I read that part of the contract to them prior to their signing so that I am sure they have not ignored that which they did not want to see.

In the long run, Annie is doing herself and the profession a disservice by pitting one family against the other and by claiming to have inside information not available to the school-based counselor; she is also doing a disservice to her professional organization(s) by perpetuating a myth about what we do and who we are. 🙄

## IN THE NEWS

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**Sally McGinty** (MA) was quoted in an article in the *Boston Globe* on February 12, *College Applications Can Be Too Good*, about whether admission counselors can spot plagiarism or the DDI essays (Daddy did it).

On January 25, **Jenifer Price** (TX) participated in a radio show on *Planning and Paying for College* in El Paso, Texas on AM 1650. The show was re-aired Sunday, January 27th on AM 1370 TalkRadio in Austin, Texas and on the Internet.

**Sue Luse** (MN) and one of her clients were featured in the February 10 article, *It's College 101: More Applications = More Options*, in the *Minneapolis Star Tribune*.

**Steve Goodman** (DC) was quoted in the January 15 *Yale Daily News* article, *Following the Crimson Leader* and in the *Washington Post* article, *Population Shift Sends Universities Scrambling* on March 10.

**Deborah Spagnoletti** (TX) was interviewed for the article, *World Class Classrooms*, on boarding schools that appeared in the local *Examiner* on February 27.

**Katherine Cohen** (NY) was interviewed by local television shows in Miami, Houston, Chicago and New York in recent months, addressing various college application issues.

**Jeannie Borin** (CA) was interviewed on television by affiliate ABC and CBS news programs on February 27 about the pressures of going to college after a cheating incident at an elite private school.

IECA was cited in a February 2 article, *MUW Coaches To Help High School Juniors And Seniors Stand Out* in the *Commerical Dispatch*.

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*I've had three instances in the last week where admissions reps talked up the IECA event at NACAC. I believe that when they found out I was an IECA member, they were much happier to speak with me. They mentioned the event in Texas and what they learned about independent consultants. It was all very positive. One mentioned that IECA is the reason that independents can now be voting members of NACAC.*

*Nice going! Thanks for your efforts allowing me to do a better job for my families.*

*Valerie Broughton (MN)*

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## INITIATIVES

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**Sue Bigg** (IL) and **Nancy Masland** (AZ) were awarded the Independent Small Programs Alliance (ISAP) GEM award at the NATSAP meeting in Savannah, Georgia in February.

Associate member **Carolyn Mulligan** (NJ) earned a Certificate in College Counseling from UCLA Extension.

*Share your news! Let IECA know when you have been featured in a publication or on TV or radio.*

*Send your clips to: Sarah Brachman, manager of communications at Sarah@IECAonline.com*



**INSIGHTS** April/May 2008

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- Minneapolis Conference speakers & special events
- Conference sponsors
- Hotel tips
- New Ethics Case: Dual Roles, Conflict of Interest?

**Inside the Member-to-Member Section:**

- Annual Membership Meeting to Feature View into Future
- New Member Benefits:
  - Discounted wireless phones & service
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*In an ongoing effort to increase our environmental consciousness, IECA is pleased to announce that Insights is now printed on paper that uses at least 30% recycled fibers.*

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