



December 2008/January 2009

## CALENDAR OF UPCOMING EVENTS

**January 1 & 2**  
New Years Holiday  
IECA Office Closed

**January 19**  
Martin Luther King Day  
IECA Office Closed

**January 23 - 24**  
IECA Foundation Trustees Meeting  
Florida

**January 25 - 27**  
IECA Executive Committee  
Meeting  
Charlotte, NC

**January 27**  
Charlotte Conference Local  
Planning Meeting

**January 29 - 31**  
NATSAP Conference  
Austin, Texas

**February 16**  
President's Day  
IECA Office Closed

**April 27 - 28**  
School, College, and Program Tours  
San Francisco Area

**April 29**  
IECA Board of Directors Meeting  
(2008-09 Outgoing Board)  
San Francisco, CA

**April 29 - May 2**  
IECA National Conference  
San Francisco, CA

**May 2 - 3**  
IECA Board of Directors Meeting  
(2009-10 Incoming Board)  
San Francisco, CA

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## IECA CONFERENCE YIELDS CONNECTIONS

With a conference theme of "Sailing Ahead, Together," it was little surprise that attendees of IECA's 2008 Fall Conference seemed drawn to networking opportunities over four days in Baltimore last month. The new networking cyber-lounge, sponsored by BestNotes, was busy from the start with attendees checking e-mails, and served as a convenient spot to meet up with colleagues close to the conference action.



Cyber-lounge

The Thursday School & College Fair and the Friday Information Swap featuring therapeutic schools and programs, were packed, with record numbers of consultants gathering information from one of the Association's largest gatherings of educational institutions. On Thursday more than 275 colleges, prep schools and gap year programs filled the ballroom while on Friday 240 emotional growth



Friday Information Swap

schools, wilderness programs, RTCs and related services were featured. Many credited the move of the Swap from Saturday to lunch Friday with the terrific turnout.

Educational sessions also received praise from conference attendees and with more than 70 different sessions scheduled, there was a wide array of topics and skill level offerings, including *How to Decipher the High School Transcript*, *Current Trends and Parent Impact on Addiction*, *How Can We Help Our Students Succeed in College*, and *When All You Have is a Hammer, Everything Looks Like a Nail*.



Dr. Freeman Hrabowski

Keynote speakers emotionally grabbed the attendees. Many felt that Freeman Hrabowski, president of the University of Maryland Baltimore County captured the

emotion of the week, not only because of his own words, but because of how they reflected the news of just two days before when the nation made history in the election of Barack Obama. Later in the week, the founder and director of the NYU Child Study Center, Harold Koplewicz shared far more

*continued on page 5*

## PRESIDENT'S LETTER

# CHANGE IS IN THE AIR

"We can't cross that bridge until we come to it, but I always like to lay down a pontoon ahead of time." Bernard Baruch

"God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." (multiple versions, serenity prayer, authorship in dispute)

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."—Jimmy Dean

"Oh, silly, the only thing that has changed while you were on vacation is the date."  
—(Unnamed source)

The above are random quotations I've been collecting the past few weeks.

Everywhere people are talking about change – changing the world, embracing change, getting used to change, changing economies, changing schools, changing jobs, adapting to a new world order. Change

involves more than technology these days, more than the latest iPhone or computer. Changing times are sometimes exciting but often daunting. For some of us, the recent economic picture means revamping our retirement plans, changing how we teach, changing the nature of our schools and programs, changing how we live, and what services we provide. But one of the things that hasn't changed is the importance of being able to analyze and think critically, i.e. knowing how to solve problems.

Immediate and instant communication often means we get an "answer"—but we may not have asked the right question. Freeman Hrabowski's comments at our IECA conference in Baltimore reminded me how happy I was when my dad would say, "Good question, honey!" I didn't always have to have the answer, but it sure was important that I learned how to analyze and ask questions. Yesterday one of my students, in relating his recent



college admission interview, wondered if the interviewer telling him he asked good questions was a good thing. I hope that we heed Hrabowski's advice to encourage critical thinking and foster the development of analytical skills in our students.

The calendar year is about to change. Thanksgiving reminds me how grateful I am for so many wonderful things and then December comes—and in addition to both the joy and the stress of the holidays, I find myself looking backward over the year and forward to what the New Year will bring. We have so many things to give us hope—we can adjust our sails, lay the pontoons down, and we can, indeed, be the change we want to see in the world (Mahatma Gandhi)!

Diane H. Geller  
President

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

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# CONTEST RESULTS: MONEY-SAVING OFFICE TIPS

Thanks to all of the IECA consultants who sent in their money-saving tips for the office in response to our recent e-mail contest. All of the participants listed here will receive a special gift from IECA.

I buy office supplies (note pads, paperclips, etc.) in bulk at Staples. For stationery and business cards I use [www.vistaprint.com](http://www.vistaprint.com); once you get on their list, you'll be inundated with free offers and upgrades. I recently got 250 free business cards plus free stationery! I only had to pay shipping and handling. Their products are high quality and I highly recommend their service.

—Sarah Soule (VT)

- Using a credit card gives [not complete, but very good] insurance against not being paid your fee [clients may cancel within a certain amount of time; that has never happened to me].
- Check your phone bills and see if putting a cap on your charges – a flat rate each month – will save you money. This produces great relief when you know you're not running up your phone bill with a long call with a distraught parent.
- Have your printed material be as permanent as possible so you can order in bulk. That means limiting your printed stuff to the basics, and making changes come through handouts you can print yourself, like your contract, your intake sheet, etc. You can keep the change material nice by printing it onto your stationery with your printer.
- Try to never change the basics on your printed material: your name, company name, mission, address, phone number,

fax, e-mail; otherwise ALL your printed material has to change, and people can lose track of you and your sweetness.

- Strike NOW, while your printer is afraid of going into the tank. S/he may have a deal for you.

—Judge Mason (AZ)

For those of us in a high rent area, set up a home office. Use that space when meeting and working with the student. When wanting to meet with the student and parents together, suggest that the meeting be held in their home. Of course, be prepared to make a space in your own home, such as a living room, available for a meeting if that would be more comfortable for the client. This arrangement provides the opportunity for you to both work in private with the student in your office and assess and see the home environment and is rent free. This also allows us the benefit of taking a tax deduction on our personal taxes.

—Jane Hoffman (NY) and Jill Smilow (MA)

I save all of my empty print cartridges from my printer and bring them back to Staples (where I bought them). They give me a \$3 credit (for each one), which they enter into my account. I can either apply the credit to my current purchases, or save it up along with points I get on my account for purchases. When I reach a certain threshold, they send me a nice big voucher, sometimes for up to \$50 or more.

—Judy Zodda (MA)

My Web site serves the purpose of a brochure; no need to print expensive pamphlets or spend money mailing them;

my primary office phone is a cell phone – it can travel with me and my monthly plan is less costly than a land line would be.

—Jane Shropshire (KY)

Bundle phone, Internet and cable TV, especially if you're willing to use digital phone service. This saved us over \$200 per month.

—Alan Haas (CT) and Judge Mason (AZ)

Instead of a dedicated fax line and a separate fax machine, try using eFax. The cost is very reasonable each month, and an added benefit is that all faxes go directly to your computer. Average dedicated phone line is \$60 per month and eFax is \$15.

—Bar Clarke (MA)

- Double-check all contracts: telephone, insurance, Web hosting, etc. to insure that you aren't paying too much.
- Consider hiring support staff for specific tasks at appropriate hourly rates (e.g. filing, book-keeping) rather than having full-time assistance.
- Discuss with your landlord renegotiating the automatic rent increase in your multi-year lease.
- Bring your own drinks and snacks from home instead of buying the junk in the building's vending machines. Same thing with lunch: Bring it from home rather than eating out daily.
- If your building charges for parking, consider other, nearby parking alternatives, or renegotiate your monthly rate.

—Christie Woodfin (GA)

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# ULTIMATE GUIDE TO AIRLINE FEES

Compiled jointly by SmarterTravel, Airfarewatchdog, and SeatGuru

Airline	1st checked bag (online/at airport)	2nd checked bag (online/at airport)	Additional bags	Overweight bags	Oversized bags	Ticket change fee (domestic/international)	Booking fares (on phone/in person)	Unaccompanied minors (double for round-trip)	Per in-cabin (double for round-trip)	Seat selection (double for round-trip)	Inflight food fees
<b>AIRTRAN</b>	\$0/\$0	\$25/\$25	\$50	51-70 lbs: \$39 71-100 lbs: \$79	62-70 in: \$29 71-80 in: \$69	\$75	\$10/\$10	\$39	\$66	\$6 (advance) \$20 (exit row)	\$6 for alcoholic beverages
<b>ALASKA</b>	\$0/\$0	\$25/\$25	bags 3-7: \$100 bags 8+: \$150	51-100 lbs: \$50	63-80 in: \$50 81-115 in: \$75	\$75 online (\$100 otherwise)	\$15/\$15	\$75	\$100	n/a	free snacks, but \$5 for snack boxes and alcoholic beverages
<b>AMERICAN</b>	\$15/\$15	\$25/\$25	bags 3-5: \$100 bag 6+: \$200	51-70 lbs: \$50 71-100 lbs: \$100	63 in+: \$150	\$150/Varies by reservation	\$20/\$30	\$100	\$100	n/a	\$3 for snacks, \$6 for sandwiches
<b>CONTINENTAL</b>	\$15/\$15	\$25/\$25	\$100	51-70 lbs: \$50	63 in+: \$100	\$150/\$150-\$250	\$15/\$20	\$75 non-stop \$100 connecting	\$125	n/a	free
<b>DELTA</b>	\$0/\$0	\$50/\$50	bag 3: \$125 bags 4-10: \$200	51-70 lbs: \$90 71-100 lbs: \$175	62-80 in: \$150	\$100/\$200+	\$25/\$25	\$100	\$100	n/a	free, some available for \$1 - \$10
<b>FRONTIER</b>	\$15/\$15	\$25/\$25	\$50	51-100 lbs: \$75	63-80 in: \$75	\$100	\$25/\$25	\$40/segment	n/a	n/a	\$3 for snacks on routes over 545 miles
<b>HAWAIIAN</b>	\$15/\$15 (transpa-cific)	\$25/\$17 (interisland)	bags 3-6: \$80 (\$25 interisland)	51-70 lbs: \$25-\$100 (\$17-\$25 interisland)	63-80 in: dependent on what transporting	\$150-\$200 (\$30-\$50 interisland)	\$10-\$20/ \$25	\$75 nonstop \$95 connecting \$35 interisland	\$35- \$175	n/a	free
<b>JETBLUE</b>	\$0/\$0	\$20/\$20	\$75	51-70 lbs: \$50 71-99 lbs: \$100	63-80 in: \$75	\$100	\$15	\$75	\$100	\$10-\$20 for extra legroom	\$5 for alcoholic beverages
<b>MIDWEST AIRLINES</b>	\$0/\$0	\$20/\$20	bag 3+: \$100	51-70 lbs: \$50 71-100 lbs: \$65	63-115 in: \$80	\$10	\$10-\$20/ \$10-\$20	\$50 direct \$100 connecting	\$100	n/a	\$6-11 for meals, beverages are free
<b>NORTHWEST</b>	\$15/\$15	\$25/\$25	\$100	51-70 lbs: \$50	63-160 in: \$100	\$100/\$200	\$15/\$30	\$75 non-stop \$100 connecting	\$80	\$5-\$35 (exit row and bulkhead)	\$3-\$10 for a la carte meals
<b>SOUTHWEST</b>	\$0/\$0	\$0/\$0	bag 3: \$25 bags 4-9: \$50 bag 10+: \$110	51-70 lbs: \$25 71-100 lbs: \$50	62-80 in: \$50	\$0 (flight credit good for one year)	\$0	\$0	n/a	n/a	\$4 for alcoholic beverages
<b>SPRINT</b>	\$15/\$25	\$25/\$25	bags 3-5: \$100	51-70 lbs: \$50 71-99 lbs: \$100	62-79 in: \$100 80+: \$150	\$80 online (\$90 otherwise)	\$20/\$20	\$75	\$85	\$15 exit row \$10 aisle \$5 middle	\$2-4 for snacks and beverages, \$5 for alcoholic beverages
<b>UNITED</b>	\$15/\$15	\$50/\$50	bags 3-6: \$125 bag 7+: \$250	\$125	63-115 in: \$125	\$150/\$250	\$25/\$30	\$99	\$125	\$14-\$109/flight \$349/year	\$5 for snacks, \$6 for alcoholic beverages
<b>VIRGIN AMERICA</b>	\$0/\$0	\$25/\$25	bag 3+: \$50	51-70 lbs: \$50 71-99 lbs: \$100	63-100 in: \$50	\$75	\$10/\$10	\$75	\$100	\$50 for premium seats	\$8 for meals, beverages are free
<b>US AIRWAYS</b>	\$15/\$15	\$25/\$25	bags 3-9: \$100	51-70 lbs: \$50 71-99 lbs: \$100	62-80 in: \$100	\$150/\$250	\$15/\$20	\$100	\$100	\$5-\$30 (aisle and window at front of economy cabin)	\$5 for snacks, \$7 for sandwiches, \$2 for beverages

For the most up-to-date copy of this chart, please visit [www.smartertravel.com/blogs/today-in-travel/airline-fees-the-ultimate-guide.html?d=2623262](http://www.smartertravel.com/blogs/today-in-travel/airline-fees-the-ultimate-guide.html?d=2623262)

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Clip 'N Save

# CONTEST RESULTS: MONEY-SAVING TRAVEL TIPS

Thanks to all of the IECA consultants who sent in their money-saving tips for travel in response to our recent e-mail contest. All of the participants listed here will receive a special gift from IECA.

When I travel to college campuses that are away from home, I try to eat my meals on campus. This saves me time and it enhances my on campus experience. There is nothing quite like talking to one or more matriculating students over a meal or a cup of coffee to get a direct perspective on student life on campus. Plus the food is usually plentiful and relatively inexpensive compared to restaurants. I also travel with my business partner or a colleague when I can to save on hotel/car costs. Though the

costs come out of our business, the cash-flow of immediate expenses can be shared.

—Jill Smilow (MA)

I use Hotwire.com for hotel accommodations. You can stay at nice hotels in major cities and usually pay at least 50% less than the room rate. You will not know the exact hotel until you book but you are given an idea of the class of hotel and the general location. For example a three star might be a Holiday Inn and a four star may be a Hilton. Once you book they charge your credit card and then e-mail you with all the details. I have stayed in Raleigh/Durham for \$60 at a very nice four star hotel.

—Priscilla O'Neill (MD)

Use Kayak.com, a Web site that searches all other Web sites for best airfare, hotel, and rental car rates. It even searches Expedia, Orbitz, all airlines, etc. It is amazing and very comprehensive.

—Rob Meltzer (CO)

Check airfares on Kayak or Orbitz or any of the others, but book with the actual airline. There are no fees that way and the price is always lowest.

If long distance travel is involved with a site visit, schedule several at a time rather than losing two travel days for one program/school.

—Leslie Goldberg (MA)

*continued on page 7*

*IECA Conference, from page 1*



*Dr. Harold Koplewicz*


than the latest research on adolescent issues, he shared stories drawn from his own clients that reflected the range of anxiety, depression, and oppositional behaviors many attendees see daily.

Rachel Diamond, IECA conference manager noted that the best speakers are typically those suggested by conference

attendees and likewise the most interesting breakouts usually originate with past attendees who feel that they have unique information to share. Now is the time to apply to present a breakout in the spring—or next fall, or to suggest a great keynote speaker. Rachel can be contacted at [Rachel@iecaonline.com](mailto:Rachel@iecaonline.com), and the Call for Proposals brochure is available on the IECA Web site at [www.iecaonline.com/proposals.html](http://www.iecaonline.com/proposals.html).

Another new feature of the conference, Saturday morning Program Showcases, were also a hit, with hundreds of attendees

remaining to the conference's end to take part. Approximately 40 programs were given the opportunity to share information about themselves, including unique features. All those attending received a thick packet with one-page briefs on each of the featured programs. "This was a wonderful opportunity for all sorts of programs: old and new, big and small, RTCs and post-secondary transitional living to share a stage on equal footing and have the attention of 80-150 consultants and colleagues," said Mark Sklarow, IECA executive director. "The showcases were so popular we have received many requests to repeat them in San Francisco."

At the end of the conference, the IECA Board met. To start the meeting, IECA board president, Diane Geller, asked each board member to name their favorite aspect of the conference. As a testament to the week, no answer was repeated and responses ranged from the practical (the new pocket-size schedule, sponsored by Mitchell College), to the theoretical (sessions on brain theory), and back to networking and sharing (scheduled discussion sessions). Plans are now underway for another terrific gathering this spring in California. 

## IECA/NATSAP ETHICS DISCUSSION LEADS TO AGREEMENTS AND UNDERSTANDING

On Saturday, November 8, Tim Lee (MA) and Mark Sklarow of IECA joined James Meyer (Oakley School) of NATSAP for a discussion on hot topics of ethics and professional practice facing consultants and those in the therapeutic community.

### GIFT LIMIT

IECA explained its new limit on yearly gifts. Association members annually sign a statement agreeing to these limits. The limit does not refer to any educational initiative (attending a special workshop, cost of visiting a program site, a working lunch with a program director or therapist) but does limit pure gifts and other excesses. The example offered during the session demonstrates this. Inviting an IECA member to lunch to discuss new program initiatives and therapies would be acceptable. However, a similar invitation to a basketball game, where meaningful discussion could not take place would be a violation (if the tickets were valued above \$50). Likewise that lunch could challenge the ethics rules if an expensive bottle of wine were added to the bill. Similarly, funding for campus visits should pay for "usual and customary" expenses: transportation, housing, and meals, but should not include over-the-top inducements like spa treatments or ski lift tickets.

Many programs indicated that they had greatly reduced any such extravagances and plan to limit any holiday gifts to well below the limit, or eliminate these entirely.

### DISCOUNTS TO FAMILIES USING A CONSULTANT

There was considerable interest in the decision of some programs to offer discounts to families that use an educational consultant. This is based on the school's expectation that a family using a consultant ultimately helps the intake process and increases the likelihood of a student's appropriateness for the program. Such discounts often mirror the cost of the consultant. It was generally agreed that this is an acceptable practice, if the school or program offers the discount regardless of which consultant has been hired by the family, and if the contact was made prior to the involvement of the program. It was agreed that the discount

would not be seen as ethical if the discount were offered only if the family hired one of a small number of approved consultants, nor if the parent arrived at the program admission office without a consultant and was directed to a particular consultant for evaluation and advising. Such an arrangement represents a quid pro quo that calls into question the ethics and independence of both the consultant and the program. Any activity that seems to circumvent the "best placement available" rule clearly suggests an unethical behavior.

### COMPENSATION FOR PLACEMENTS

It was noted that IECA's written policy prohibiting consultants from accepting compensation in exchange for the placement of a student has been tightened with compensation now more broadly defined. Compensation would now include an agreement that would have a program send a consultant clients in exchange for placements at the program. IECA indicated its desire to root out any accusations of such behaviors and noted that the language in the IECA Principles labels as unacceptable actions which "may even give the appearance" of soliciting or accepting compensation.

### OTHER FORMS OF COMPENSATION

The question was raised about programs hiring educational consultants to spend several days on campus and submitting a thorough program evaluation, assisting schools and programs with internal evaluations and program assessments. Such hiring was considered appropriate, if done on a short-term basis and where compensation seemed appropriate for the work performed. Anything beyond a short-term situation was deemed employment and would require full disclosure by the consultant, and could be seen as jeopardizing the consultant's independence.

### HEIGHTENED ANXIETY

IECA added language to its Principles that members may not "contribute to heightening anxiety surrounding" admission to programs, schools or colleges. It was noted that parental

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*Office Tips, from page 3*

- As I start to build my private practice, while working part time for an area community college, I look for planned college tours coordinated primarily by independent/private colleges that include several campuses in a few days. They're a good use of time and are generally cost-effective. They're also a nice opportunity to network with other counseling professionals.
- While looking for area office space, I decided that shared space would be more cost-effective. It took me several months, but I was finally able to locate a therapist who had multiple locations and limited hours at each. We share space, planning appointment hours. We don't overlap in terms of our respective focus.
- As I build my library of materials, I look first to see what's available online (think green), and then to state and federal sites that often have a wealth of freebies that I can use for workshops, folder inserts, etc.

—Cindy Haeck (MI)

*Travel Tips, from page 5*

Airlines such as United and US Air charge \$15 for the first suitcase and \$25 for the second one — a total of \$80 for two bags on round trip. So, I pack lightly and use a suitcase that fits well onto the overhead compartment or under my seat. My pocketbook consists of a knapsack for my laptop, reading materials, and bag of small-sized toiletries, thereby saving \$80 over the cost of the ticket (there are no fees for checked luggage if you are traveling internationally). Also, I like to bring a lunch or fruit from home and buy my water at the airport, before I board the plane.

—C. Claire Law (SC)

When I travel, I try to stay in hotels that have suites with kitchens and/or serve complimentary breakfasts to guests. I have saved a lot of money by not eating breakfast out in restaurants every day of the trip. Also, when I stay in a hotel with a kitchen, I can bring leftovers home from a restaurant and reheat them for another meal. I have often purchased groceries as well and made myself lunch or dinner in the hotel room. It is amazing how much money I have saved! I have also found that hotels with suites such as the Marriott Residence Inn are often not more expensive than traditional hotel rooms.

—Mindy Popp (MA)

IECA offered this for the Summer Training Institute and it was very helpful. Participants e-mail their travel plans/arrival times

I was frequently traveling to see clients that were more than 30 minutes away, setting up at a library or Starbucks halfway in-between. Now I use Skype from my computer to teleconference. I love it! It is so much better than a phone call as I can see the student and parents, read body language, etc. And, I don't have to leave my office.

—Betsy Morgan (CT)

I use both sides of any sheet of paper for my internal office work, such as when I'm printing flight itineraries or notes that only I will use. Although I use the best quality paper and fine print for my families, I re-use those sheets when I make a mistake and have to re-print. I may use them to record whether a fax did or did not go through, to test a print page when aligning cartridges, to write out my notes as I speak with a parent, and so on. I like the feel that I am saving some trees along the way.

—C. Claire Law (SC) 

etc. and that list is shared. Then they can contact each other to share cab fare to the conference site. This saved me over \$100 in Philadelphia last summer. My husband is actually trying to market a similar idea where this would be a national program offered through the airline.

—Amy M. Feins (FL)

- Whether touring schools or attending conferences, I always look for a compatible roommate to share hotel costs.
- Upgrading to concierge level in hotels can sometimes save money if it includes free wireless service and plenty of food in the lounge.

—Jane Shropshire (KY)

- For traveling, if I'm going to look at colleges, I try to go to places where I have a relative or friend I can stay with overnight that lives nearby. Of course there are a lot of colleges within a three to four hour drive or even much closer that I haven't seen yet. Many times, I just do day trips to see them.
- I have also traveled with a colleague or two, and we split the expenses two or three ways. We stay in inexpensive hotels, but because we get along so well together, it doesn't seem like an inconvenience. It's really fun!

—Judy Zodda (MA) 

## INTRODUCTIONS

Please Welcome IECA's New  
Professional Members



### Holly L. Blumenstyk

Holly has worked as an independent educational consultant since 1981. She is the founder and director of Learning Associates.

Holly previously worked as a teacher and administrator in the Communication Disorders Demonstration Program at Montclair State University. She was also a teacher in public school districts and is certified by the State of New Jersey as a Teacher of the Handicapped K-12, Elementary School Teacher, and Principal/Supervisor.

Holly received her M. Ed. degree from the Eliot-Pearson Department of Child Study at Tufts University, where she received a fellowship and was trained in educational diagnosis. She received additional training in educational diagnosis at Montclair State University and was certified as a Learning Disabilities Teacher-Consultant (LDT) by the state of New Jersey. Holly has more than 25 years of experience in educational diagnosis.

She has made numerous presentations to faculty and administrators at schools; she has also presented workshops at organizations including the New Jersey Association of Independent Schools, Children and Adults with Attention Deficit Disorders, Association of Learning Consultants, New Jersey Association for the Education of Young Children, and the Morris County Speech and Language Association.

Holly is a member of the Association of Learning Consultants, Council for Exceptional Children, the International Dyslexia Association, Children and Adults with ADD, NACAC, and NJACAC.

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Specialties: C,S,L



### Terence ("Terry") Friedrichs

Terry has worked as an independent educational consultant for 10 years. He works with

pre-K to college students, with an emphasis on gifted youth and students with learning, emotional, and intellectual challenges. He previously tutored and taught in K-12 special education school programs in the St. Paul/Minneapolis area, and was a special education professor at mid-western and northwestern universities.

Terry authored 10 articles and monographs on youth with gifts and students with disabilities, is the author of *Distinguishing Characteristics of Gifted Students with Disabilities* (Waco, TX: Prufrock, 2001), and is the recipient of the National Association for Gifted Children's U.S. Dissertation of the Year (2003).

Terry attended IECA's 2008 Summer Training Institute. He received an Ed.D. in critical pedagogy from the University of St. Thomas, MN; a Ph.D. in gifted education and learning disabilities from the University of Virginia; an M.A. in special education (Learning Disabilities emphasis) from the University of St. Thomas, MN; and a B.S. in social studies education from the University of Missouri.

Terry is a member of National Association for Gifted Children, Council for Exceptional Children, International Dyslexia Association, and American Educational Research Association.

He serves on the Editorial Advisory Board of Encyclopedia of Gifted, Creative, and Talented and on the publications committee for the National Association for Gifted Children.

Terry is an avid reader, particularly of histories, and a movie buff, especially with independent films.

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### John G. Gray

John is a partner at Schoolsearch with IECA member Midge Lipkin. He has worked as an educational consultant since 2006.

Previously John worked at the Fessenden School in Massachusetts for 23 years in many different capacities, including teacher, coach, dorm parent, director of admissions, director of financial aid, director of secondary school placement and dean of enrollment.

John was a founding member of the Junior Boarding Schools Association in 1989; served on the advisory board of the International Coalition of Boy's Schools in 1992; and a guest speaker at the annual TABS workshop for those new to boarding school admissions.

He graduated from the University of Vermont with a teacher certification in secondary school social studies, and earned an M.Ed. in educational policy, planning and administration from Boston University.

John volunteers as a girls soccer and basketball coach. His wife, Julie, is the director of development at The Dana Hall School. They have two daughters, Melissa 19, and Sarah 17. He is a veterinarian 'wannabe' and an avid golfer.

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**Mitzi McNab**

Mitzi has been an independent educational consultant and an associate member of IECA since 2003. She previously worked in several high schools as a distributive education teacher and a cooperative office educator and instructor; and as an accounting instructor at Southwest Virginia Community College.

Mitzi attended IECA's 2003 Summer Training Institute. She graduated from the University of Tennessee with a B.S. in business administration, and earned an MBA from East Tennessee State University. Mitzi is a member of NACAC and SACAC.

She volunteers as a fundraiser for Hands on Museum, Crumley House Head Injury Home, Ronald McDonald House, and the Johnson City Library.

Mitzi is married and has two sons in college: Spencer, 22 and Wes, 20.

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**Mindy Popp**

Mindy has been an independent educational consultant and an associate member of IECA since 2006.

She is the managing director and principal consultant of Popp & Associates. Mindy also works as the associate director of college counseling at a local private high school. She has worked in various positions with college and secondary school students, including college counseling, college admissions, residential life, teaching, and advising. Mindy previously served as the college counselor

for Chyten Educational Services, and as a senior assistant director of admission at Wellesley College.

Mindy supports various college access initiatives: She worked as a college counselor in a 2008 College Summit workshop in Amherst, MA, advising students from under-resourced communities; and she served as a fellow in the Boston Cares Leadership Institute for 2005-2006. During the fellowship, Mindy led a team of educators in a consulting project that benefited QuestBridge, a nonprofit organization dedicated to access to higher education. She also volunteers at College Goal Sunday, an annual event that offers information and support to families applying for college financial aid.

Mindy attended IECA's 2005 Summer Training Institute and the 2007 Massachusetts Educational Financing Authority (MEFA) Guidance Counselor Financial Aid Training. She is a graduate of Tufts University and the Harvard Graduate School of Education.

Mindy is a member of NACAC and NEACAC.

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**Kristin White**

Kristin has worked as an independent educational consultant for four years and has been an associate member of IECA since 2006. She previously worked as director of Sursum Corda Scholarship Fund, Inc., a non-profit providing tutoring, mentoring, and private high school scholarships to inner-city students. Kristin also worked as an associate at Morgan Stanley. She is working on a book about the gap year which will be published next year.

Kristin graduated from Georgetown University, and earned an MBA from the University of Texas-Austin.

She is a volunteer with the local chapter of A Better Chance, working with students on finding summer programs and writing college essays.

Kristin and her husband Michael have two daughters; Caroline, two-years old, and Julianne, nine months old. They live in Darien, Connecticut but her office is in Chatham, New Jersey.

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**Jenney G. Wilder**

Jenney has been an independent educational consultant since 2005 and an associate member of IECA since 2006. She

previously taught and tutored in New York City, and worked at several successful start-up companies in Silicon Valley.

Jenney holds a master's degree and certification in general and special education from Bank Street College of Education in New York. She serves on the board of Washington Independent Services for Educational Resources (WISER).

Jenney enjoys soccer, tennis, and golf.

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## IN THE NEWS

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**Marilyn Emerson** (NY) was quoted in the *New York Times* article, *Hold That Score, and That One, and That One* on November 2.

**Alice Jackson** (CA) was quoted in the *Los Angeles Times* article on October 8, entitled *California Boarding Schools? It's Not An Oxymoron*.

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*"Don't get hung up on rankings," said Valerie Broughton of Minneapolis...I get very discouraged when parents come in and say, 'Well, this is a top-ranked school here and these other schools aren't top-ranked so why are you suggesting that my child look at them?'"*

—*Minneapolis Star Tribune, August 22, 2008*

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**Jill Tipograph** (NJ) was quoted in the *New York Times* article, *Dear Parents: Please Relax, It's Just Camp* on July 26; and in the Forbes.com article, *No Child Left Behind* on October 24, on how much parents are spending on children and educational activities, despite the economy.

**Leslie Kent** (VA) and IECA executive director **Mark Sklarow** were featured in the *New York Times* September 13 article, *Navigators for the College Bound*. Mark Sklarow was also quoted in the November 2008 article in *Connecticut Magazine*, *Making the Grade*.

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*"But educational consultants' most valuable contribution may be stress reduction. Taking an emotionally fraught, highly competitive process and turning it into a time of shared discovery is absolutely the most valuable and enjoyable thing I do," Ms. Kent said, adding, "College selection should be an adventure that families enjoy together."*

—*The New York Times, September 13, 2008*

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**Steve Goodman** (DC) was featured in the *Washington Post* article, *529 Savings Plans Battered in Downturn* on October 19; and was a guest columnist on September 24 in the *Seattle Post-Intelligencer* for the article, *Is Elite School A Good Choice?*

**Bari Norman** (FL) was quoted in the October 27 article in *USA TODAY*, *Students, Schools Adjust For Struggling Economy*.

**Mindy Popp** (MA) was quoted in the *Boston Globe* October 21 article, *More-Affordable Colleges on Student, Parent Minds*.

**Valerie Broughton** (MN) was featured in the *Minneapolis Star-Tribune* article, *Students: Don't Get Hung Up on Rankings* on August 22.

**Jeannie Borin** (CA), **Alexandra Dumas Rhodes** (CA), and Mark Sklarow were featured in *The Jewish Journal* article, *Counselors In Demand As College Applications Soar* on October 31. Jeannie Borin also appeared on *FOX NEWS* television on October 17, speaking about taking the stress out of applying to college; and was interviewed by *Yale Daily News* for the article, *Measuring Yale's Value in Clubs and Classes* on October 15.

**Katherine Cohen** (NY) was interviewed by the *Associated Press* to discuss the cost of college on August 13; featured in *Newsweek's How to Get into College 2009* issue; interviewed by Forbes.com to discuss the myths of the college admissions process; featured in the StartUps Section of the October 2008 issue of *Entrepreneur Magazine*.


IECA associate member **Julie Gross** (NY) was featured in the *Newsday* article, *What Students Should Know Before Starting College* on August 25.

**Becky Grappo** (Oman) wrote an article on boarding schools for [www.expatwomen.com](http://www.expatwomen.com) in August, and an article in the June edition of the *Foreign Service Journal*, *Flying Solo: Going to College from Overseas - A Guide for Parents*.

IECA was referenced in the *Post-Tribune of NW Indiana* article, *Admissions Consultants Might Be Worth It* on September 5.

### *Ethics, from page 3*

anxiety is often 'off the charts' when they reach out for help with a teen that is acting out, and the role of a consultant is to calm the parent with reassurance—not feed the fear and anxiety, simply to gain additional clients.

Finally there was agreement around the room that as the economy worsens, schools feel increased pressure to do everything possible to fill beds with appropriate students just as consultants feel economic pressure to bring in new clients. Given such pressure, all parties expect increased efforts in recruitment that will challenge the rules and standards by well-meaning professionals. Yet maintaining ethical practices, even during a tough economic climate, was deemed critical to the success and reputation of all parties. 

# VOLUNTEER SPOTLIGHT

By 2001, after IECA member Evan Forster's educational consulting company, Forster-Thomas Inc., had succeeded working with both the community of private high school students and college graduates, he decided it was time to give back. When Evan was introduced to Chess-in-the-Schools (CIS)—an organization that teaches chess to more than 20,000 urban, Title One youth in New York City's public school system each year—he decided to create a collaboration between CIS and his educational consulting company. Since then, he has worked with CIS' College-Bound Program to build its college admissions curriculum for high school sophomores, juniors and seniors. He also launched a Friday night Mentor Program and College Access Program. Altogether, he has helped about 100 CIS students earn admission not just to college, but to programs they would normally consider beyond their reach—including Columbia University, Duke, Wesleyan, University of Wisconsin-Madison, and Embry-Riddle. In fact, creating greater access to colleges and universities is one of the major goals of the College Bound Program and his personal mission—making a difference in students' lives through higher education.



*Evan Forster, IECA (NY) with some CIS Students*

This past year, they worked with over 85 students; the college admissions part of the program will assist 17 seniors and approximately 50 juniors and sophomores in their quest to attend colleges and universities—a 20 percent increase over last year. They hope to continue to increase that number. A major element of that plan is the Mentor Program that Evan created, which for seven years has paired young working professionals from companies as diverse as Goldman Sachs and Black Enterprise Magazine with CIS mentees. He also invited many mentors from Forster-Thomas's own grad-school-applicant ranks.

According to Evan, IECA has helped with his efforts. "The relationships I first developed at IECA College Fairs have helped me introduce CIS and its students to admissions officers through college tours and intimate

college fairs that I have organized," said Evan. Bard College, Le Moyne College, and Providence College are already on board for the fair he has organized for this fall (they organize approximately three each year). "Our students have visited more than 60 schools during college tours over the years in the Northeast that I have set up." IECA members such as Leslie Goldberg (MA) have donated time to assist with Common Application tutorials, help particularly tricky students build college lists, and more.

The results of the College Bound Program speak for themselves. While less than 50% of New York City public school students graduate from high school on time and even fewer go on to college (the statistics are even worse for minority students), 100% of the CIS students graduate on time and go to college.

"Now that I am entering my seventh season, I see how much the program has given back to me as well, from rich new college relationships to making an educational impact on a much more diverse clientele, leveling that playing field one student at a time," Evan explains. Two years ago, the Mayor of New York City honored the CIS Mentor Program.

## INITIATIVES

**Sue Luse** (MN) spoke at a workshop on September 30, *Getting Connected—Matching the Student and the College*.

**Lloyd Paradiso** (PA) co-authored a book with Troy Onink, entitled *Strategy & Simplicity—for Private School and College Funding*. The book is available at [www.Stratagee.com](http://www.Stratagee.com) and [Amazon.com](http://Amazon.com).

**Ann Davidson** (OR) competed in the U.S. Triathlon Age Group National Championships on September 20, and finished sixth in her age group. This Olympic level triathlon event includes a mile-long swim in open water, a 40-kilometer bike ride, and a 10K run. Ann now qualifies to compete at the 2009 Olympic Triathlon World Championships in Australia.

**Steve Antonoff** (CO) has written a new edition of *College Finder*, published by Wintergreen Orchard House. The book is nearly 100% new from the previous edition, and is available at [www.wintergreenorchardhouse.com](http://www.wintergreenorchardhouse.com).

In July, associate member **Ginger Fay** (DC) was one of five local IECA members to enjoy a tour, talk and lunch at St. John's College in Maryland. Other participants included **Susan Patterson** (MD), **Barbara Brooks** (MD) associate member **Joy Montague** (MD), and associate member **Richard Webster** (MD).

Ginger was also the guest speaker at Phillips Academy's Summer Session in Andover, Massachusetts. She discussed, *How To Make Your College List and What to do With It*; in September, she served on the faculty for a pre-conference seminar at the NACAC Conference in Seattle entitled, *The Transformed Admission Landscape: New Hot Colleges*, along with other members of the Fiske Guides Advisory Board; and Ginger gave birth to son Doyle Corey Rona on December 31, 2007 (right after all her clients' applications were safely delivered, of course!).

**Deborah Davis** (CT) spoke at the Ridgefield Family University on October 15, on the topic of *Winning Strategies for the College Bound*; and on October 5 at the National Charity League on *Mapping Your College Planning Journey*.



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- Volunteer spotlight: Evan Forster

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- Nominating Committee Update

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